Wodonga
Physical Activity Strategy
2015 to 2020

OUR PEOPLE
OUR CITY
OUR FUTURE
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Executive summary

The benefits of physical activity for both individuals and the wider community have been clearly identified, and include the prevention of injuries and chronic disease, connecting with the local community, and increasing people's energy, self-esteem and confidence.

It is with these benefits in mind that Wodonga Council has developed this Physical Activity Strategy to encourage its residents to be more physically active and to provide the infrastructure, services and programs to enable this to occur.

The council plays a key role in the promotion, facilitation and encouragement of physical activity through strategic planning, built environments and implementing a range of community initiatives.

Wodonga's community is significantly younger than the average across the state, and the city boasts a significant network of walking and cycling paths and other infrastructure that encourages and supports physical activity.

This strategy identifies a clear vision that:

All Wodonga residents have the opportunity to live active, healthy and engaged lifestyles benefiting themselves and the wider community.

This vision is supported by the goal:

“To increase the number of Wodonga residents meeting the recommended National Physical Activity Guidelines to 75 percent by 2020.”

This will be achieved through the following objectives:

1. Encourage everyone to be physically active;

2. Establish healthy spaces and places that support active living;

3. Work with community-based systems and settings to increase awareness of physical activity; and,

4. Develop and implement the “Walk Wodonga” initiative.
Introduction

What is physical activity?

The Australian Government's Physical Activity Guidelines define physical activity as “any activity that gets your body moving, makes your breathing become quicker, and your heart beat faster. Physical activity can be in many different forms and at different levels of intensity”.

This strategy predominantly encourages incidental physical activity, as opposed to organised sports and recreation which is outlined in the Sport and Recreation Plan 2014 to 2040. Incidental physical activity is any physical movement, whether incidental or otherwise, in a non-organised setting. This includes, but is not limited to, walking, jogging, cycling and swimming.

Why is it important?

A daily dose of physical activity can also significantly reduce the risk of Australia's leading killers: non communicable disease (NCD) such as heart disease, type 2 diabetes and some cancers.

Physical activity also has many social and well-being benefits, including improving sleep quality, connecting with the local community, providing people with a greater sense of energy, and increasing people's self-esteem and confidence.

In Australia, the evidence highlights that a large section of the population is not meeting adequate physical activity requirements. More than a third of Australians aged 15 and over do very little or no exercise at all, and eight in 10 Australian children do not meet national guidelines of 60 minutes of physical activity per day. In Wodonga 3.18% of adults are not meeting the recommended physical activity guidelines.

Inadequate physical activity is estimated to cost Australia $13.8 billion annually and the health sector alone $719 million. From a workplace perspective, approximately 1.8 working days per employee per year are lost to physical inactivity.

It is these benefits and impacts that drive Wodonga Council's efforts to encourage its residents to be more physically active and to provide the infrastructure, services and programs to enable this to occur.

What is the council’s role in encouraging physical activity?

Wodonga Council plays a key role in the promotion, facilitation and encouragement of physical activity through strategic planning, built environments and implementing a range of community initiatives.

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1. Australian Government, Department of Health and Ageing
2. National heart foundation of Australia (2014) Blueprint for an Active Australia
3. National heart foundation of Australia (2014) Blueprint for an Active Australia
5. National heart foundation of Australia (2014) Blueprint for an Active Australia
Strategic planning

The council encourages physical activity in Wodonga by planning and supporting both physical and social environments that make physical activity the easy choice.

The council aims to ensure the integration of social and health factors in the interests of net community benefit when making decisions about the use and development of land.\(^8\)

Through its strategic planning framework, the council has the opportunity to directly influence land use activities as well as the built form, to create healthy, liveable environments that encourage physical activity as an easy choice.

The planning framework also informs the investment decisions of all levels of government, private developers and the community. In this regard, the framework is important to support funding decisions to plan for, develop and provide infrastructure encouraging physical activity.

A significant number of Wodonga Council’s strategies and plans recognise the importance of increased physical activity in the community (refer to the background report for a summary). This strategy does not seek to replicate these existing strategies and plans, instead it aims to identify and address gaps that will enhance the built and social environments of the city to encourage increased physical activity.

Built environment

At present in Australia, the built environment does not often encourage active lifestyles, but rather reinforces sedentary behaviour and car dependence.\(^9\) Key principles in designing the built environment can contribute to an individual's propensity to be physically active and result in improved health outcomes. When these design principles are integrated and applied correctly, they can create environments that support greater levels of physical activity, thereby reducing the incidence of obesity and improving mental health outcomes.\(^10\)

Wodonga Council provides a range of built environments including, but not limited to:

- Local parks;
- Play spaces;
- Urban squares and open space;
- Shared cycling, walking trails, footpath and road networks;
- Leisure and aquatics facilities; and,
- Sports facilities.
Community initiatives

The council plays a key role in supporting healthy living principles (including connectivity and accessibility) and providing community support to encourage healthy behaviour choices.

The council undertakes and facilitates programming to promote and educate the community on physical activity through initiatives such as walk/ride to work and Active Travel to School.

The council supports other service providers and community organisations through funding opportunities, advocacy, collaboration and partnerships, which further increase the opportunities for physical activity in the community.

How was this strategy developed?

The council identified a clear objective to undertake strategic planning to support the provision and directions of recreation for the city. The recreation objectives for the planning framework are for all Wodonga citizens to have the opportunity to live active, healthy and engaged lifestyles benefiting themselves and the wider community.

In September 2014, the Sport and Recreation Plan 2014 to 2040 was received. This plan specifically addresses the strategic planning and built environment needs for organised sport.

This Physical Activity Strategy sits alongside the Sport and Recreation Plan by providing strategic direction and initiatives to support non-organised physical activity by focussing on strategic planning, built environments and community initiatives to facilitate increasing physical activity across the community.

This Physical Activity Strategy links with the recreation strategy, which outlines the following objectives:

- Provide a diverse range of spaces and facilities;
- Build participation in sport and active recreation;
- Increasing community health and well-being through sport and active recreation;
- Efficiently and effectively manage recreation facilities;
- Facilitate and support community capacity building; and,
- Build recreation economic sustainability and tourism opportunities.

The Physical Activity Strategy has been developed following statistical research and analysis, a review of council existing strategies, policies and programs, and internal consultation with appropriate council departments. A detailed background report has been developed to support the strategy.

This strategy outlines actions to be undertaken over a period of five years (2015 to 2020). The document will be reviewed once throughout the five year period.
## Strategic context

### Australian physical participation standards

The Australian Government’s Department of Health and Ageing has published National Physical Activity Guidelines for Australians to help provide an overview of the minimum amount of physical activity required to enhance health.

**Table 1: Physical activity guidelines**

<table>
<thead>
<tr>
<th>Age</th>
<th>Minimum amount of physical activity required to enhance health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infants (Birth to 1)</td>
<td>For health development in infants (birth to one year) physical activity – particularly supervised floor-based play in safe environments – should be encouraged from birth.</td>
</tr>
<tr>
<td>Toddlers (1 to 3) and Pre-schoolers (3 to 5)</td>
<td>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.</td>
</tr>
</tbody>
</table>
| Children (5 to 12) | For health benefits, children aged 5–12 years should accumulate at least 60 minutes of moderate to vigorous intensity physical activity every day.  
Children's physical activity should include a variety of aerobic activities, including some vigorous intensity activity.  
On at least three days per week, children should engage in activities that strengthen muscle and bone.  
To achieve additional health benefits, children should engage in more activity – up to several hours per day. |
| Young people (13 to 17) | For health benefits, young people aged 13–17 years should accumulate at least 60 minutes of moderate to vigorous intensity physical activity every day.  
Young peoples’ physical activity should include a variety of aerobic activities, including some vigorous intensity activity.  
On at least three days per week, young people should engage in activities that strengthen muscle and bone.  
To achieve additional health benefits, young people should engage in more activity – up to several hours per day. |
| Adults (18 to 64) | Doing any physical activity is better than doing none. If you currently do no physical activity, start by doing some, and gradually build up to the recommended amount.  
Be active on most, preferably all, days every week.  
Accumulate 150 to 300 minutes (2 ¼ to 5 hours) of moderate intensity physical activity or 75 to 150 minutes (1 ¼ to 2 ½ hours) of vigorous intensity physical activity, or an equivalent combination of both moderate and vigorous activities, each week.  
Do muscle strengthening activities on at least 2 days each week. |

Australian Government, Department of Health
There are five physical activity recommendations for older Australians. These recommendations are also available in the *Choose Health: Be Active - A physical activity guide for older Australians* brochure which provides further information about physical activity for older Australians.

1. Older people should do some form of physical activity, no matter what their age, weight, health problems or abilities.

2. 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.

3. Older people should accumulate at least 30 minutes of moderate intensity physical activity on most, preferably all, days.

4. 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.

5. 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.

### Victorian Government priorities

**VicHealth**

VicHealth has developed the *Physical Activity, Sport and Walking: VicHealth's Investment Plan (2014 to 2018)*. The plan’s imperative is encouraging regular physical activity and it sets out a 10-year goal to have more Victorians engage in physical activity, with a three-year priority to have more people physically active, participating in sport and walking.

To achieve this, it has identified four key areas:

1. **Sport** – enabling sport to get ahead of participation trends – build more welcoming and flexible approaches to organised and social sport participation;

2. **Physical activity** – developing new partnerships and approaches for active recreation – support new approaches and connect people to opportunities for physical activity;

3. **Walking** – making active travel an easier choice – support a culture and environment that encourages active travel; and,

4. **Sitting** – reducing sitting in the workplace – influence workplaces to encourage less sitting and more standing and walking.
Hume Regional Growth Plan

This plan identifies physical activity as a focus for social infrastructure, with the following noted:

- The need to ensure that the built environment is planned to encourage greater health outcomes such as increased opportunities for physical activity.
- Provide regional open space networks and opportunities to engage in physical activity:
  
  Opportunities for supporting physical activity include:
  
  - Linking existing publicly accessible open space networks, and tracks and trails in the region, to provide enhanced regional and sub-regional vegetation corridors and improved links between settlements; and,
  
  - Investing in sporting infrastructure in key urban growth locations, such as Shepparton, Wodonga and Wangaratta, to help meet existing and future demand for sporting activity in the region.

Hume Regional Tracks and Trails Strategy

The Hume Region Significant Tracks and Trails Plan identified two projects of regional significance for Wodonga:

- Linking the High Country Rail Trail to the Central Business Area; and,
- Sealing the existing rail trail.

These suggested actions have the potential to cater for state and regional users, as well as serving the wider Wodonga area.

While currently maintained at a basic surface level (gravel) the Hume Region Significant Tracks and Trails Plan recommends that with sealing there is potential to maintain the rail trail at a higher premier level of service.
Council polices and strategies

The council has a number of policies, strategies and plans that impact on and influence the level of physical activity in the community.

In particular, the following strategies and plans are all relevant to support physical activity:

- **Central Business Area Revitalisation Plan 2014 to 2034**;
- **Child Friendly City Framework 2012 to 2016**;
- **Cultural Services Plan 2012 to 2017**;
- **Play Environments in Wodonga 2014**;
- **Sustainable Wodonga Strategy 2014 to 2020**;
- **Wodonga Destination Plan 2014 to 2019**;
- **Wodonga Economic Development Strategy 2014 to 2019**;
- **Wodonga Growth Strategy (draft)**;
- **Wodonga Integrated Transport Strategy**;
- **Wodonga Planning Scheme and Municipal Strategic Statement (revision)**;
- **Wodonga Sport and Recreation Plan 2014 to 2040**; and,
- **Wodonga Youth Strategy 2014 to 2017**.

Further detail on these is provided in the background report.
## Council services

The council currently provides, facilitates or supports a wide range of physical activity services such as:

- Walking groups and yoga classes at neighbourhood houses;
- Informal and formal sports event attraction programs; and,
- Active community transport programs such as Walk2School Day and Ride to Work Day.

Other key initiatives currently undertaken as part of the Wodonga Council Plan which align to increasing physical activity, include:

| Healthy lifestyle | • Provision of sport and recreation facilities.  
| • Provision of information.  
| • Capacity building initiatives. |
| Healthy environment | • Providing and maintaining sport and recreation spaces and places.  
| • Implementing community safety initiatives.  
| • Improving the environment through re-vegetation and revitalisation programs.  
| • Creating more welcoming and inclusive environments.  
| • Advocating for better public transport and addressing transportation gaps.  
| • Improving opportunities for active transport.  
| • Working with communities to improve the environment (Work Places in Open Spaces with Parklands Albury Wodonga and Wodonga Urban Landcare Network).  
| • Introduction of VicHealth Team Up application and online walking maps. |
| Connected, creative and strong communities | • Supporting places such as neighbourhood houses and sports clubs where people can develop and maintain community connections.  
| • Providing community funding programs.  
| • Supporting and delivering community and sporting events.  
| • Providing information about physical activity initiatives through community directories and marketing. |
Existing community programs and services

A range of community organisations, groups and service agencies play a key role in providing physical activity opportunities. Health service providers, neighbourhood houses, the YMCA, sporting groups, schools and churches all provide programs and activities that encourage their members and the wider community to be more physically active. The council has the opportunity to connect with these groups to help promote and support their programs and activities to reach the broader community at all levels.

Due to the nature of non-organised physical activity, it is difficult to map exactly what is available and what the community uptake of these types of activities is.
Barriers to physical activity

There is a broad range of social and economic determinants that influence whether or not people participate in physical activity.

Physical inactivity is a whole of community issue and can affect anyone. However, members of the community who are less likely to be active include women, older adults, people from culturally and linguistically diverse communities, people with a disability, Aboriginal communities and people with a low socio-economic status\(^\text{12}\).

The barriers outlined below are more likely to affect members of these communities and consequently they are likely to be less active than other communities.

Based on the VicHealth Be Active Framework, research and community feedback, it is recognised that barriers exist at individual, organisational and club, community and societal levels, as outlined below.

| Individual level                  | • Lack of time  
|                                  | • Lack of motivation  
|                                  | • Lack of child care  
| Organisational and club level     | • Lack of information about opportunities available.  
|                                  | • Few formal/organised clubs and organisations supporting informal physical activity, compared to the more highly-known and better resourced traditional sporting clubs and organisations.  
|                                  | • Inadequate resources, funding and facilities for informal physical activity clubs and organisations.  
|                                  | • Lack of members, resulting in a few members carrying a higher volunteer burden.  
|                                  | • Increased legal obligations relating to public liability.  
|                                  | • Lack of public profile, recognition and skills to apply for funding and resources.  
| Community level                  | • Inadequate facilities and connected areas of open space as a result of poor planning.  
|                                  | • Communities based around cars as the major form of transport.  
|                                  | • Lack of public transportation.  
|                                  | • Communities where people do not feel connected to each other.  
| Society level                    | • People don't feel that facilities and areas of open space are safe.  
|                                  | • People feel it is more enjoyable to spend leisure time using technology.  
|                                  | • Concern that participation may lead to liability or litigation.  
|                                  | • Decrease in commitment to volunteer.  
|                                  | • Lack of supporting infrastructure, public open space and facilities to accommodate the growing trends to informal physical activity.  

\(^{12}\)VicHealth (2010) Participation in Physical Activity: A Determinant of Mental and Physical Health
VicHealth has also conducted significant research around the social and economic determinants of health.

**Individual factors**

- The most commonly reported barriers to physical activity among physically inactive Australians are a lack of time (40 per cent) and injury or disability (20 per cent).
- Injury was reported by just under 20 per cent of those aged 18 to 59 years as a barrier to being more active, and was a barrier for nearly 40 per cent of people aged 60 and over.
- Lack of time is consistently reported as a major constraint on participation in physical activity. People perceive that they have less discretionary time for exercise and sporting activities.
- Other factors impacting on physical activity participation include lack of social support, lack of time, lack of enjoyment, having children, having health problems and feeling self-conscious.

**Built environment factors**

The built environment can either facilitate or discourage physical activity. Consideration should be given to aspects of the built environment that have a significant impact on levels of physical activity, including:

- The neighbourhood environment, such as provision of footpaths, street connectivity, mixed land use and urban density;
- The road environment and safety measures, such as provision of pedestrian crossings, traffic volume, speed limits and traffic calming;
- The amenity of the neighbourhood, such as green spaces and less urban decay, and distance to destinations; and,
- Proximity, as adults are more likely to walk if they have a variety of destinations within 400m. The closer sports centres and parks are to young people, the more likely they are to use them.
| Social and cultural environment factors | • Contemporary lifestyles have become increasingly sedentary. Technological advances, labour-saving devices and passive forms of electronic entertainment used during leisure time require less energy expenditure in the domestic and occupational settings and have resulted in minimising physical activity.  
• Recent studies found that adult television viewing time and other sedentary behaviours are directly associated with disease, including type 2 diabetes and some cancers.  
• Increased car ownership and use, and safety concerns, have lead to less walking, cycling and transport-related physical activity.  
• Contemporary social norms of being a ‘good parent’ have led to parents seeking to protect children from potential risks of strangers or hazards in the built environment. This has resulted in more children being driven to school, picked up from school and kept off the streets. Often the only physical exercise children get is when their parents have time to supervise them.  
• Sporting environments need to be inclusive of the whole community and ensure safe, supportive and culturally inclusive environments for women, indigenous Australians, people from culturally and linguistically diverse communities and people with disabilities.  
• The total participation rate in club-based physical activity was 24.9 per cent in 2009. Of this the male regular participation rate (8.6 per cent) exceeded the female rate by almost double (4.4 per cent).  
• All of these factors need to be addressed in order to increase physical activity rates across the whole population and at the sub-population level.  
• A recent study identified that social connectedness consistently impacted on the percentage of individuals undertaking sufficient weekly exercise and that more than 20 per cent of Australians of working age experienced a low level of social connectedness (expressed in terms of gathering infrequently with friends and relatives, feeling lonely and struggling to find someone to confide in). |

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Wodonga’s demographic profile

Demographics

- The Census population of Wodonga in 2011 was 35,519, while the estimated resident population in 2013 was 37,345. Wodonga experienced its greatest population growth in 2013, of 2.1 per cent. From 2008 to 2013 Wodonga grew by 9.3 per cent, the second highest of the Regional Cities Victoria group (and Albury). Wodonga’s population is expected to reach 50,000 by 2026.\(^{13}\)

- There are a higher proportion of people aged between zero and 17 years in Wodonga (26.1 per cent) than regional Victoria (23.5 per cent) and a lower proportion of people aged 60 years and over (17.5 per cent compared with 24.2 per cent).\(^{14}\)

- Wodonga has a higher proportion of families with children (as couples or one-parent families) (42.5 per cent) than regional Victoria (37.4 per cent). It also has a lower proportion of lone person households (24.9 per cent) and couples without children (25.3 per cent) than regional Victoria (26.8 per cent and 27.8 per cent respectively).\(^{15}\)

- In 2011, Wodonga had 711 Aboriginal and Torres Strait Islander community members living in 312 dwellings, which increased from 454 people living in 216 dwellings in 2006.\(^{16}\)

- There is a similar proportion of high income households (those earning $2500 per week or more) in Wodonga (9.2 per cent) as regional Victoria (9.2 per cent), and a lower proportion of low income households (those earning less than $600 per week) (23.1 per cent compared with 27.2 percent).\(^{17}\)

- The SEIFA index of relative socio-economic disadvantage (where a lower score represents higher levels of disadvantage) shows Wodonga had a score of 975, ranking higher on the disadvantage scale than Albury (979), Wangaratta (981), Alpine (987), Towong (996) and Indigo (1010). Within Wodonga, the areas of Martin Park (873) (next to Wodonga’s CBA) and Wodonga Central (875) (encompassing Wodonga’s CBA) recorded the highest levels of disadvantage.\(^{18}\)

- The Wodonga community experiences disadvantages in a number of key areas. According to the Australian Early Development Index, 22.9 per cent of children are developmentally vulnerable in one or more domains (physical health and wellbeing, social competence, emotional maturity, language and cognitive skills [school-based], communication skills and general knowledge) and 13.2 per cent are developmentally at risk (vulnerable) in two or more domains.\(^{19}\)

\(^{13}\) Australian Bureau of Statistics
\(^{14}\) Australian Bureau of Statistics
\(^{15}\) Australian Bureau of Statistics
\(^{16}\) Australian Bureau of Statistics
\(^{17}\) Australian Bureau of Statistics
\(^{18}\) City of Wodonga, Wodonga Social Profile, pp 60-61
\(^{19}\) City of Wodonga, Wodonga Social Profile, p 13
What does this mean for the strategy?

Significant growth in Wodonga’s urban areas means there will be greater demand for infrastructure and services that accommodate physical activity. Increased urbanism has created a greater demand for townhouse and unit-style accommodation, sees the standard backyard size becoming smaller and public open space becoming increasingly critical in enabling residents to be active.

Wodonga’s demographics are younger than the state average, therefore focus of the strategy needs to consider this larger proportion of Wodonga’s demographics in program and service provision.

Like any other town or city in Australia, Wodonga is also experiencing an increase in the number of older adults. While Wodonga has a young population on average, there is still a need to provide services and encouragement to other service ages such as older adults who are increasing in numbers.

A high level of disadvantage means that many Wodonga residents may not be able to afford to participate in structured recreational activities, such as clubs and organisations. This is where the provision of free and accessible infrastructure and services that enable people to incorporate physical activity into their daily lives is essential.
Wodonga’s physical activity landscape

Current physical participation in Wodonga

On average, residents of Wodonga are slightly more active than Victorians in general, with 31.6 per cent not meeting the current recommended physical activity guidelines. Compared with 32.1 per cent across Victoria.

Table 2: Percentage of population not meeting recommended physical activity guidelines, Wodonga and Victoria

<table>
<thead>
<tr>
<th>Year</th>
<th>Wodonga</th>
<th>Victoria</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>31.6%</td>
<td>32.7%</td>
</tr>
<tr>
<td>2011</td>
<td>31.8%</td>
<td>32.1%</td>
</tr>
</tbody>
</table>

Wodonga residents are, however, less active than those in neighbouring local government areas (LGA), highlighting the need for the council to play a key role in encouraging physical activity.

The Wodonga Recreation Participation Survey, conducted in 2013, found that the top four reasons people participate in physical activity are as detailed below.

Table 3: Reasons people participate in physical activity

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Reason</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Fitness</td>
<td>78.2%</td>
</tr>
<tr>
<td>2.</td>
<td>Fun/enjoyment</td>
<td>51.2%</td>
</tr>
<tr>
<td>3.</td>
<td>Relaxation/stress relief</td>
<td>39.4%</td>
</tr>
<tr>
<td>4.</td>
<td>To lose or maintain weight</td>
<td>37.7%</td>
</tr>
</tbody>
</table>

20 Victorian Department of Health - Victorian Population Health Survey 2011, preliminary results
21 Wodonga Recreation Participation Survey, 2013
### Table 4: Top physical activities undertaken by Wodonga residents

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Activity</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Walking</td>
<td>61.2%</td>
</tr>
<tr>
<td>2.</td>
<td>Cycling (including mountain bike riding)</td>
<td>40.4%</td>
</tr>
<tr>
<td>3.</td>
<td>Swimming</td>
<td>40.4%</td>
</tr>
<tr>
<td>4.</td>
<td>Aerobics/fitness/gym/weights</td>
<td>36.2%</td>
</tr>
<tr>
<td>5.</td>
<td>Running/jogging</td>
<td>34.6%</td>
</tr>
<tr>
<td>6.</td>
<td>Netball</td>
<td>18.9%</td>
</tr>
<tr>
<td>7.</td>
<td>Hiking/bushwalking</td>
<td>18.1%</td>
</tr>
<tr>
<td>8.</td>
<td>Ten pin bowling</td>
<td>18.1%</td>
</tr>
<tr>
<td>9.</td>
<td>Athletics (track)</td>
<td>17.8%</td>
</tr>
<tr>
<td>10.</td>
<td>Fishing</td>
<td>17.6%</td>
</tr>
</tbody>
</table>

In terms of organised sports and activities, official club participation levels are as detailed below.

### Table 5: Top organised sports and activities undertaken by Wodonga residents

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Sport/activity</th>
<th>Club participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tennis</td>
<td>2240</td>
</tr>
<tr>
<td>2.</td>
<td>Australian Rules Football</td>
<td>1371</td>
</tr>
<tr>
<td>3.</td>
<td>Basketball</td>
<td>893</td>
</tr>
<tr>
<td>4.</td>
<td>Soccer</td>
<td>624</td>
</tr>
<tr>
<td>5.</td>
<td>Netball</td>
<td>620</td>
</tr>
<tr>
<td>6.</td>
<td>Cricket (outdoor)</td>
<td>589</td>
</tr>
<tr>
<td>7.</td>
<td>Squash</td>
<td>460</td>
</tr>
<tr>
<td>8.</td>
<td>Hockey</td>
<td>161</td>
</tr>
<tr>
<td>9.</td>
<td>Athletics (track)</td>
<td>142</td>
</tr>
<tr>
<td>10.</td>
<td>Motor sports (motorcycling)</td>
<td>120</td>
</tr>
<tr>
<td>11.</td>
<td>Rugby (juniors only)</td>
<td>110</td>
</tr>
<tr>
<td>12.</td>
<td>Baseball/softball</td>
<td>102</td>
</tr>
<tr>
<td>13.</td>
<td>Dragon boat racing</td>
<td>100</td>
</tr>
<tr>
<td>14.</td>
<td>Rowing</td>
<td>98</td>
</tr>
<tr>
<td>15.</td>
<td>Water skiing</td>
<td>35</td>
</tr>
</tbody>
</table>

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22 Wodonga Recreation Participation Survey, 2013
Guiding principles to support physical activity

The following principles have been established to guide the planning, provision and delivery of physical activity facilities and services across Wodonga.

Make physical activity easy

- Plan and provide environments where participation in physical activity through daily life is easy (and incidental) and people also have the freedom to make healthy and informed personal choices about being physically active.

Use appropriate settings

- Ensure that physical activity strategies and actions take place in a range of appropriate settings including schools, workplaces and neighbourhoods to ensure maximum participation and the best outcomes.

Improve equity, access and diversity

- Provide access to a wide variety of different physical activity opportunities that are inclusive of all people regardless of age, gender, ability or cultural background.

- Encourage participation of groups, which have limited access to physical activity due to disability, social disadvantage, stage of lifecycle, location or other barriers.

- Ensure environments supporting physical activity are equitably distributed throughout the municipality.

- Provide convenient, safe access to physical activity environments and ensure connection through the Public Pedestrian Network and Public Bicycle Network.

- Target whole of population and specific target groups – implement strategies and intervention that target the whole population in addition to specific target groups who traditionally are not as active as other members of the community, such as older adults, culturally and linguistically diverse communities, Aboriginal people, people with disabilities, people from low-socio economic backgrounds and women.

- Adopt an equitable approach to physical activity – recognise and address the determinants that affect participation in physical activity by specific groups in the community so that a more equitable approach to physical activity opportunities and resources can be implemented.

- Utilise a whole of life approach – ensure that physical activity strategies and interventions take into consideration the needs of people of all ages and abilities including children, families, adults, older adults and people with disabilities.

- Ensure a one size fits all approach is not adopted and that specific population cohorts are considered in all improvement projects.

Provide strong management and maintenance

- Implement cost-effective strategies.
• Proactively plan the provision of ongoing resources, maintenance and management costs to continue to support environments for physical activity.

• Deliver environments for physical activity in the most cost-effective manner. This may include facilitating and assisting other providers or community organisations (such as Parklands Albury Wodonga) to deliver services including maintenance.

• Provide environments that will be maintained and managed in a manner that promotes safe use, minimises financial liability and is compliant with all relevant legislation, regulations and standards.

**Address the determinants of physical inactivity**

• Through the integration of planning and community development, ensure that environmental (including natural and built environment), social and individual determinants of physical inactivity are addressed.

**Develop partnerships**

• Adopt a collaborative and partnership approach with all levels of government, the community, government agencies and the private sector for the planning, provision and management of environments for physical activity.

**Build participation and organisational capacity**

• Promote the benefits of healthy lifestyle and life-long participation in physical activity, as well as advocate for physical activity as a means of personal development and community building, and to foster social connections and a sense of place.

• Where possible, the council will focus its resources on developing physical activity participation targeting the young, aged, disabled and Aboriginal population groups.

**Advocate for additional resources and commitments**

• Advocate to the general community, decision makers and various government agencies for more resources and an increase in commitment to physical activity.

**Create sustainable environments**

• Promote sustainable environments and practices where possible and ensure the primary conservation of environmental land and protection of biodiversity.

**Plan for multi-use/flexible/shared use**

• Advocate for, and optimise the provision of, physical activity environments that are multi-purposed and can support shared use wherever appropriate and practical.
Guiding objectives

The council's Physical Activity Strategy seeks to respond in part to the National Heart Foundation of Australia recommendations that a comprehensive multi-strategy approach to increasing community levels of physical activity should be adopted. The National Heart Foundation state efforts to increase physical activity should incorporate a combination of the following key areas:

1. Provide a supportive physical and social environment through settings where Australians live and work;
2. Build “active” public policy;
3. Provide education and publicity about the benefits of physical activity, and access to information and life skills to enable participation;
4. Focus on the different levels of behaviour change and tailor programs accordingly;
5. Provide program options to suit varying social and cultural circumstances and motivations throughout the life cycle;
6. Provide accurate advice on physical activity to key professionals within government, non-government community and private sectors that influence physical activity participation;
7. Establish partnerships to pursue a cross-community and inter-sectoral approaches;
8. Ensure quality physical activity education is provided to all children in all schools, and ensure physical activity options are available to children and youth in the broader community;
9. Advocate for due priority to be given to physical activity; and,
10. Ensure equitable access to physical activity opportunities.²⁴

²⁴ National Heart Foundation, Promoting physical activity - Ten recommendations from the Heart Foundation, 2001
The vision

All Wodonga residents have the opportunity to live active, healthy and engaged lifestyles benefiting themselves and the wider community.

The goal

To increase the number of Wodonga residents meeting the recommendations of the National Physical Activity Guidelines to 75 per cent by 2020.

The objectives

Wodonga Council plays a critical role in strategic planning, built environment and community initiatives. To achieve the vision and goal, the following objectives have been developed:

1. Encourage everyone to be physically active;
2. Establish healthy spaces and places that support active living;
3. Work with community-based systems and settings to increase awareness of physical activity; and,
4. Develop and promote walking in Wodonga.
Objective one: Encourage everyone to be physically active

Ensuring the community understands the importance of physical activity, what physical activity constitutes, and how it can be incorporated into everyday life is critical in increasing the levels of physical activity.

Public communication activities and the provision of targeted and easy-to-understand information can help to increase people's awareness, while opportunities to piggy-bank on existing campaigns designed to increase physical activity (such as the Premier's Active April initiative) can have a significant impact with limited resources.

With Wodonga's varied demographics, a variety of engagement methods, including consideration to culturally-appropriate material, are used to effectively communicate to all members of the community.

Programs, services and initiatives within the community, whether they are facilitated by the council or other organisations within the community, need to be promoted so that people are aware of where and how they can access opportunities to increase their levels of physical activity.

Promoting new infrastructure (such as cycling tracks in playgrounds) and education on the variety of uses of this infrastructure is important in ensuring the community is aware of both its existence and the many ways this infrastructure can be enjoyed.

<table>
<thead>
<tr>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use targeted public education and social marketing campaigns to raise awareness of the importance of physical activity and the recommended physical activity standards.</td>
</tr>
<tr>
<td>Increase community awareness of neighbourhood opportunities for physical activity.</td>
</tr>
<tr>
<td>Increase the community's awareness of the physical activity opportunities available within the natural environment.</td>
</tr>
<tr>
<td>Conduct a review of the existing promotion and marketing resources for council's physical activity programs, services, initiatives and infrastructure.</td>
</tr>
<tr>
<td>Work with businesses, organisations and groups in the community to build their awareness of the importance of physical activity and suggest ways they can provide physical activity opportunities for their employees and members.</td>
</tr>
<tr>
<td>Continue to participate, support and lead in government-funded programs such as the Premier's Active April.</td>
</tr>
<tr>
<td>Promote the utilisation of social media tools such as VicHealth's Team Up app/mapping websites to support and promote physical activity opportunities.</td>
</tr>
<tr>
<td>Facilitate and promote physical activity initiatives through council's events programs.</td>
</tr>
<tr>
<td>Continue to support physical activity initiatives through the council's grants program.</td>
</tr>
</tbody>
</table>
Objective two: Establish healthy spaces and places that support active living

As outlined by the Heart Foundation’s Healthy Places and Spaces Guidelines, key principles in designing the built environment can contribute to an individual’s propensity to be physically active and result in improved health outcomes.

Through the Victorian Planning Policy Framework, the council has the opportunity to directly influence land use activities as well as built form and development, to create a healthy, liveable environment that encourages physical activity as an easy choice.

As Wodonga grows into its regional city status with significant population growth in the next 10 years, the council can use key planning instruments to influence design of new urban areas and regeneration of existing urban spaces.

Wodonga is fortunate to have high quality natural environments, including a number of hilltops and river systems, which provide positive amenity for the encouragement of physical activity. An environmental assessment has been completed (included in the background report) which has informed the recommendations of the strategy.

Wodonga also has a diverse range of built infrastructure that facilitates physical activity which includes leisure and aquatic facilities, parks and open space, shared pathway networks, trails, footpaths, outdoor fitness equipment, playgrounds and sporting facilities. Maintaining and enhancing these built environments will support and encourage Wodonga’s residents to participate in physical activity.
<table>
<thead>
<tr>
<th>Actions</th>
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</thead>
<tbody>
<tr>
<td>Include physical activity design principles in the review of the <em>Wodonga Planning Scheme</em>.</td>
</tr>
<tr>
<td>Adopt and advocate for transport policies and systems that prioritise walking, cycling and public transport.</td>
</tr>
<tr>
<td>Develop a <em>Public Open Space Strategy</em> that builds the strategic vision of open space areas and their ability to support physical activity.</td>
</tr>
<tr>
<td>Ensure physical activity guidelines are integrated into the planning documents of the council and other key stakeholders.</td>
</tr>
<tr>
<td>Influence the design and development of the major infrastructure planning and infrastructure works in Wodonga's central business area.</td>
</tr>
<tr>
<td>Maintain knowledge of best practice in urban design to ensure all council policies and strategies reflect this.</td>
</tr>
<tr>
<td>Work with city developers to embed physical activity guidelines into development plans and subdivision designs.</td>
</tr>
<tr>
<td>Ensure physical activity guidelines are considered as part of the Leneva-Baranduda Growth Area Framework.</td>
</tr>
<tr>
<td>Review the <em>Infrastructure Design Manual</em> to ensure that the standards it contain meet the needs of all community members.</td>
</tr>
<tr>
<td>Develop master plans for each of the city’s hilltops to ensure opportunities for physical activity are identified</td>
</tr>
<tr>
<td>Develop a <em>Waterways Activation Plan</em> which identifies and develops physical activity opportunities.</td>
</tr>
<tr>
<td>Conduct a safety audit of public infrastructure (such as toilets, water points and paths) to identify gaps and future needs in supporting physical activity.</td>
</tr>
<tr>
<td>Introduce a hierarchy system for the city’s walking and cycling pathways.</td>
</tr>
<tr>
<td>Introduce outdoor fitness equipment at various locations around the city.</td>
</tr>
<tr>
<td>Identify where public area and interpretive signage can provide opportunities to increase physical activity.</td>
</tr>
<tr>
<td>Undertaken a disability access audit of playgrounds throughout the city.</td>
</tr>
<tr>
<td>Undertake a crime prevention through environmental design assessment of all sporting precincts within the city.</td>
</tr>
<tr>
<td>Ensure infrastructure design encourages and considers women’s participation.</td>
</tr>
</tbody>
</table>
It is important when developing programs, services and initiatives that a mix of opportunities is provided to cater for physical activity for different age groups and abilities across the population.

Wodonga's demographics mean that the high proportion of youth and young adults will require appropriate provision to support and encourage participation. The growing number of older adults will result in greater demand for a range of services to support healthy and active ageing. There is likely to be a strong demand for informal physical activity opportunities by adults aged 35 to 59-years-old, while young women aged between 15 to 24 years, are less likely to participate in sufficient physical activity to achieve health benefits, compared with young men in the same age group. People living in socio-economically disadvantaged areas are more likely to be sedentary, compared with people who live in the least socio-economically disadvantaged areas.

Research undertaken by VicHealth indicates that specific initiatives need to be implemented to take into consideration the needs of groups such as these and to address their barriers to participation.

The most effective approach is to implement several different strategies at once, in partnership with a broad range of organisations such as schools, workplaces, sports clubs, primary health care settings, transport agencies, media, in a broad range of settings and involving a variety of stakeholders.

The council acknowledges that there are a range of organisations and networks that have a focus on improving and contributing to the health and wellbeing of the community. Greater outcomes can be achieved in increasing levels of physical activity within the community through strong partnerships with a range of key stakeholders.

These relationships are critical in all stages of developing strategies for increasing physical activity, from analysing data and information to identify gaps in levels, through to developing and implementing initiatives.

Partnerships also help to ease the resource burden on both the council and other organisations and groups, and increase the ways in which the community access information on physical activity.
### Actions

<table>
<thead>
<tr>
<th>Action</th>
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<tbody>
<tr>
<td>Develop and undertake a structured approach to evaluation of public health and physical activity data.</td>
</tr>
<tr>
<td>Use data and research to analyse the physical activity rates in the community and address identified gaps and trends.</td>
</tr>
<tr>
<td>Partner with and support Gateway Health in the continued implementation of the Healthy Together Achievement Program.</td>
</tr>
<tr>
<td>Work with the YMCA to develop outreach programs targeted at community members who are unable to access existing centre-based programs.</td>
</tr>
<tr>
<td>Further evolve the Healthy Together Wodonga networks to establish a physical activity alliance across all networks and settings.</td>
</tr>
<tr>
<td>Ensure a settings-based approach is adopted for any new physical activity programs or initiatives.</td>
</tr>
<tr>
<td>Build physical activity options and awareness with key service providers in the disability and Aboriginal community, as well as with social housing providers.</td>
</tr>
<tr>
<td>Work with local sport and active recreation organisations to address barriers to participation by vulnerable groups within the community.</td>
</tr>
<tr>
<td>Continue to support Wodonga Urban Landcare Network to offer the Work Places in Open Spaces program.</td>
</tr>
<tr>
<td>When assessing proposals from community groups, look for opportunities for integration to achieve physical activity outcomes.</td>
</tr>
<tr>
<td>Work with maternal and child health services, early years services and schools to embed an early understanding of physical activity in children.</td>
</tr>
<tr>
<td>Strengthen physical activity outcomes throughout all departments of the council.</td>
</tr>
</tbody>
</table>
Objective four: Develop and promote walking in Wodonga

As the physical activity with the highest participation levels by Wodonga residents, walking is an easy, accessible and low cost way to be active. Wodonga has a significant network of walking paths that provide social, recreational and environmental opportunities, and are recognised by the community as a key asset.

Active travel is becoming increasingly popular within the community as people grow to understand the health and environmental benefits of leaving the car at home. VicHealth also identified walking, and in particular active travel, as one of its key priorities. Using the settings-based approach through the Healthy Together Wodonga initiative with workplaces and schools, active travel can be incorporated into the daily lives of many Wodonga residents.

It is predicted that focusing on walking as the key physical activity, rather than a range of activities, will provide the greatest positive impact on physical activity levels in the community.

Actions

Develop and implement the “Walk Wodonga” community initiative to build participation in walking across Wodonga. Walk Wodonga will include:

- Walking programs;
- Promotion of walk to school and walk to work initiatives;
- Community engagement strategy;
- Marketing and promotion activities; and,
- Improving walkability to commercial and community services.

Implement actions of the Wodonga Integrated Transport Strategy which support improved walking infrastructure.
Implementation plan

The priority for implementation is based on the following indicative timeframes:

- Short-term – one to two years
- Medium-term – three to four years
- Long-term – five-plus years
- Ongoing

<table>
<thead>
<tr>
<th>Actions</th>
<th>Priority</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use targeted public education and social marketing campaigns to raise awareness of the importance of physical activity and the recommended physical activity standards.</td>
<td>Ongoing</td>
<td>Staff time</td>
</tr>
<tr>
<td>Increase community awareness of neighbourhood opportunities for physical activity.</td>
<td>Ongoing</td>
<td>Staff time</td>
</tr>
<tr>
<td>Increase the community's awareness of the physical activity opportunities available within the natural environment.</td>
<td>Short-term</td>
<td>$5000</td>
</tr>
<tr>
<td>Conduct a review of the existing promotion and marketing resources for the council's physical activity programs, services, initiatives and infrastructure.</td>
<td>Short-term</td>
<td>Staff time</td>
</tr>
</tbody>
</table>
| Work with businesses, organisations and groups in the community to build their awareness of the importance of physical activity and suggest ways they can provide physical activity opportunities for their employees and members. | Ongoing    | Staff time
  Partnerships                                                               |
<p>| Continue to participate, support and lead in government-funded programs such as the Premier's Active April. | Ongoing    | $3000           |
| Promote the utilisation of social media tools such as VicHealth's Team Up app/mapping websites to support and promote physical activity opportunities. | Ongoing    | Staff time      |
| Facilitate and promote physical activity initiatives through the council's events programs. | Ongoing    | Staff time      |
| Continue to support physical activity initiatives through the council's grants program. | Ongoing    | Community grants budget |</p>
<table>
<thead>
<tr>
<th>Actions</th>
<th>Priority</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective two - Establish healthy spaces and places that support active living</strong></td>
<td></td>
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<tr>
<td>Include physical activity design principles in the review</td>
<td>Short-term</td>
<td>Staff time</td>
</tr>
<tr>
<td>of the Wodonga Planning Scheme.</td>
<td></td>
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<tr>
<td>Adopt and advocate for transport policies and systems that prioritise</td>
<td>Ongoing</td>
<td>Staff time</td>
</tr>
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<td>walking, cycling and public transport.</td>
<td></td>
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<tr>
<td>Develop a Public Open Space Strategy that builds the</td>
<td>Short-term</td>
<td>$50,000</td>
</tr>
<tr>
<td>strategic vision of open space areas and their ability to support</td>
<td></td>
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<tr>
<td>physical activity.</td>
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<tr>
<td>Ensure physical activity guidelines are integrated into the planning</td>
<td>Ongoing</td>
<td>Staff time</td>
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<tr>
<td>documents of the council and other key stakeholders.</td>
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<tr>
<td>Influence the design and development of the major</td>
<td>Short-term</td>
<td>Staff time</td>
</tr>
<tr>
<td>infrastructure planning and infrastructure works in Wodonga’s central</td>
<td></td>
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<tr>
<td>business area.</td>
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<tr>
<td>Maintain knowledge of best practice in urban design to ensure all</td>
<td>Ongoing</td>
<td>Staff time</td>
</tr>
<tr>
<td>council policies and strategies reflect this.</td>
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<tr>
<td>Work with city developers to embed physical activity guidelines into</td>
<td>Ongoing</td>
<td>Staff time</td>
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<tr>
<td>development plans and subdivision designs.</td>
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<tr>
<td>Ensure physical activity guidelines are considered as part of the</td>
<td>Short-term</td>
<td>Staff time</td>
</tr>
<tr>
<td>Leneva-Baranduda Growth Area Framework.</td>
<td></td>
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<tr>
<td>Review the Infrastructure Design Manual to ensure that the standards</td>
<td>Medium-term</td>
<td>Staff time</td>
</tr>
<tr>
<td>it contain meet the needs of all community members.</td>
<td></td>
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<tr>
<td>Develop and implement master plans for each of the city's hilltops</td>
<td>Short-term</td>
<td>$20,000 per hilltop</td>
</tr>
<tr>
<td>to ensure opportunities for physical activity are identified.</td>
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<tr>
<td>Develop a Waterways Activation Plan which identifies and develops</td>
<td>Short-term</td>
<td>$40,000</td>
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<tr>
<td>physical activity opportunities.</td>
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<tr>
<td>Conduct a safety audit of public infrastructure (such as toilets,</td>
<td>Medium-term</td>
<td>$5000</td>
</tr>
<tr>
<td>water points and paths) to identify gaps and future needs in</td>
<td></td>
<td>Staff time</td>
</tr>
<tr>
<td>supporting physical activity.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introduce a hierarchy system for the city’s walking and cycling</td>
<td>Short-term</td>
<td>Staff time</td>
</tr>
<tr>
<td>pathways.</td>
<td></td>
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<tr>
<td>Introduce outdoor fitness equipment at various locations around the</td>
<td>Ongoing</td>
<td>Budget allocations for individual projects</td>
</tr>
<tr>
<td>city.</td>
<td></td>
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<tr>
<td>Identify where public area and interpretive signage can provide</td>
<td>Short-term</td>
<td>Staff time</td>
</tr>
<tr>
<td>opportunities to increase physical activity.</td>
<td></td>
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</tr>
<tr>
<td>Undertaken a disability access audit of playgrounds throughout the</td>
<td>Medium-term</td>
<td>$50,000</td>
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<tr>
<td>city.</td>
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<tr>
<td>Undertake a crime prevention through environmental design assessment of</td>
<td>Medium-term</td>
<td>$40,000</td>
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<tr>
<td>all sporting precincts within the city.</td>
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<tr>
<td>Actions</td>
<td>Priority</td>
<td>Resources</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
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<td>---------------</td>
</tr>
<tr>
<td><strong>Objective three - Work with community-based systems and settings to increase awareness of physical activity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop and undertake a structured approach to evaluation of public health and physical activity data.</td>
<td>Short-term</td>
<td>$5000</td>
</tr>
<tr>
<td>Use data and research to analyse the physical activity rates in the community and address identified gaps and trends.</td>
<td>Ongoing</td>
<td>Staff time</td>
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<tr>
<td>Partner with and support Gateway Health in the continued implementation of the Healthy Together Achievement Program.</td>
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<td>Staff time</td>
</tr>
<tr>
<td>Work with the YMCA to develop outreach programs targeted at community members who are unable to access existing centre-based programs.</td>
<td>Medium-term</td>
<td>Staff time</td>
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<tr>
<td>Further evolve the Healthy Together Wodonga networks to establish a physical activity alliance across all networks and settings.</td>
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<td>Staff time</td>
</tr>
<tr>
<td>Ensure a settings-based approach is adopted for any new physical activity programs or initiatives</td>
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<td>Staff time</td>
</tr>
<tr>
<td>Build physical activity options and awareness with key service providers in the disability and Aboriginal community, as well as with social housing providers.</td>
<td>Ongoing</td>
<td>Staff time</td>
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<tr>
<td>Work with local sport and active recreation organisations to address barriers to participation by vulnerable groups within the community.</td>
<td>Ongoing</td>
<td>Staff time</td>
</tr>
<tr>
<td>Continue to support Wodonga Urban Landcare Network to offer the Work Places in Open Spaces program.</td>
<td>Short-term</td>
<td>Staff time</td>
</tr>
<tr>
<td>When assessing proposals from community groups, look for opportunities for integration to achieve physical activity outcomes</td>
<td>Ongoing</td>
<td>Staff time</td>
</tr>
<tr>
<td>Work with maternal and child health services, early years services and schools to embed an early understanding of physical activity in children.</td>
<td>Ongoing</td>
<td>Staff time</td>
</tr>
<tr>
<td>Strengthen physical activity outcomes throughout all departments of the council.</td>
<td>Ongoing</td>
<td>Staff time</td>
</tr>
</tbody>
</table>
### Objective four - Develop and promote walking in Wodonga

<table>
<thead>
<tr>
<th>Actions</th>
<th>Priority</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop and implement the “Walk Wodonga” community initiative to build participation in walking across Wodonga.</td>
<td>Short-term</td>
<td>Budget allocation to be determined</td>
</tr>
<tr>
<td>Implement actions of the Wodonga Integrated Transport Strategy which support improved walking infrastructure.</td>
<td>Ongoing</td>
<td>Staff time</td>
</tr>
</tbody>
</table>

**Total:** $328,000
Funding approach

The council plays an important role in supporting a healthy, vibrant and connected community through funding environments that encourage an active lifestyle, and community health and well-being. This requires a pro-active and coordinated approach to the planning of these environments to meet community needs and funding requirements.

This strategy aims to assist the council to plan future social and physical environments that encourage the community to be more physically active more often. To achieve this aim, resource and funding allocation is recommended for the following areas:

- Further **planning** to strengthen and embed support for physical activity (such as preparation of the *Waterways Activation Plan* and planning to integrate physical activity considerations into the revised Wodonga Planning Scheme);
- Build and support **partnerships** with external agencies to maximise the opportunities and outcomes in increased community facilities;
- Provision of **community grants** to support delivery of physical activity programs and initiatives by external agencies, which meets the strategic objectives of the Physical Activity Strategy;
- Initial **infrastructure** costs and resources to implement the recommended actions (such as improvements to current parking access for the existing sub regional waterway and environmental lands pathways);
- On-going **management and maintenance** costs for the built environment to provide safe and suitable community spaces for physical activity; and,
- Supporting the development of community initiatives and programs to support increased physical activity in the community.

**Potential funding sources**

The actions and recommendations in this strategy have been identified from consultations and research as the proposed actions most likely to have an impact on increased participation in physical activity. In order for some of these actions to occur, additional resources in the way of staff or budgets may be required. Some of the actions will also require the development of effective partnerships with other agencies within the community.

Other potential funding sources for physical activity environments, such as through Victorian and Australian government funding programs, public open space contributions, (through sub divisions), and through developer contributions can support the implementation of the physical activity strategy.