Active Wyndham



wyndhamcity



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Wyndham is forecast to be home to 323,567 residents in 2026 and grow to 481,944 residents by 2040. Growth and change continue to be integral to the story of Wyndham.

Executive Summary

As the municipality expands its footprint, it welcomes new residents from a range of diverse backgrounds. Wyndham continues to be a place for different cultures, religions and personalities who are aspiring to:

…live in a ‘family friendly city’

…’be connected to each other’

…’stay fit and healthy’

…’be confident and part of caring neighbourhoods’

(The Wyndham 2040 Vision, 2015)

Evidence based research tells us that Wyndham is currently ranked in the lowest quartile of Greater Melbourne municipalities for residents who achieve the physical activity guidelines. The latest State and Local research tells us that one in five Wyndham residents don’t participate in physical activity and the proportion of Wyndham residents suffering from chronic conditions is substantially greater compared to most Greater Melbourne municipalities.

Wyndham’s rapid population growth presents an array of challenges to fostering an active community. The financial, scheduling and coordinatory pressures to deliver infrastructure, results in the delayed provision of not only adequate places to support active lifestyles but other critical infrastructure including roads, schools, community infrastructure and the commercial sector. An abundance of new residents, from a diverse range of backgrounds and aspirations of civic life, require dedicated support to mobilise community organisations and informal groups which form the heart of a connected and cohesive community. With a large proportion of Wyndham residents having to travel outside of Wyndham to work, leisure time is spent in the daily commute, as opposed to being physically active or volunteering.

Active Wyndham is an overarching strategy that proposes a bold long-term vision and strategic direction that aims to shift the current trend towards a more active and healthy Wyndham, where regardless of age, background or level of ability, people will feel able to consistently participate in physical activity.

As an overarching strategy it is directly informed by and in alignment with higher level documents such as the Wyndham 2040 Vision, City Plan 2017-21, Community Assessments & Surveys, as well as State, National and Global policies. It also seeks to support, strengthen and align with Wyndham’s municipal strategies and policies such as the Open Space Strategy 2045, Play Space Strategy 2030, Accessibility Action Plan 2018-2022, Integrated Transport Strategy 2016, and Environment and Sustainability Strategy, 2016-2040.

The vision, goals and targets will be achieved through a strategic approach driven by the Active Wyndham Circle which consists of Fundamentals and Impact Domains that have been informed by strategic alignment, consultation, community assessment and have been derived from the assessment of physical activity influencing factors, motives, facilitators and barriers.



This Active Wyndham Circle has been used to develop four principle themes that guide the future actions needed to achieve the vision, goals and targets. These themes include;

- **Active Places** - Facilitating regular and lifelong physical activity participation through the provision of sufficient, suitable, accessible, multi-functional, integrated and safe places and spaces for physical activities.
- **Lifelong Participation -** Developing age-suitable programs and places for physical activities within the context of demographic trends, physical inactivity levels and the intergenerational concept.
- **Inactive to Active -** Engaging Wyndham's currently inactive population to meet the recommended physical activity guidelines through education and the facilitation of organized and non-organized participation opportunities.
- **Strategic Planning & Evaluation -** Establishing consultation, evaluation and monitoring methods that will guide future planning of active places and activation programs.



Active Wyndham presents a long-term aspirational vision that sets a strategic direction towards a healthy and active community. The proposed Active Wyndham Circle and corresponding principle themes indicate the complexity of the challenge, the range of strategies needed and the potential opportunities available to achieve the vision. As the municipality continues to grow and change, the Active Wyndham strategy will seek to ensure that all members of the community will be supported and empowered to reach health and wellbeing goals through physically activity whether it is formal organized sport or informal unorganized play, walking, cycling or exercise.

1. Why Do We Need A Guiding Strategy?

The 'Wyndham 2040 Vision' outlined the aspirations of the Wyndham community to be 'connected', and to have 'opportunities to stay fit and healthy' through 'leisure facilities like pools and gyms', 'clubs', 'lesser known sports' and 'walking and cycling'. As part of this 2040 Vision, Council proposed the development of 'sport and recreation that increase(s) access for all members of the community'. This supports the provision of diverse and adequate physical and recreational activity options by enabling the community to access, explore and enjoy facilities and programs for physical activities regardless of location, age, culture, gender, ability, or affordability.

> Evidence-based research has revealed that regular, sufficient and long-term physical activity participation is associated with broader community benefits including enhanced individual health and wellbeing, social connectedness and community liveability.

The latest state and local research tell us that:

- 55% of adults residing in Wyndham fail to meet physical activity guidelines.
- One in five Wyndham residents do not participate in physical activity at all.
- Only less than 10% of physically active residents participate in organised, competitive sports activities.
- The proportion of Wyndham residents suffering from chronic conditions is substantially greater compared to most Greater Melbourne municipalities.

A. People who do not reach physical activity guidelines in Wyndham and Greater Melbourne municipalities (in %)

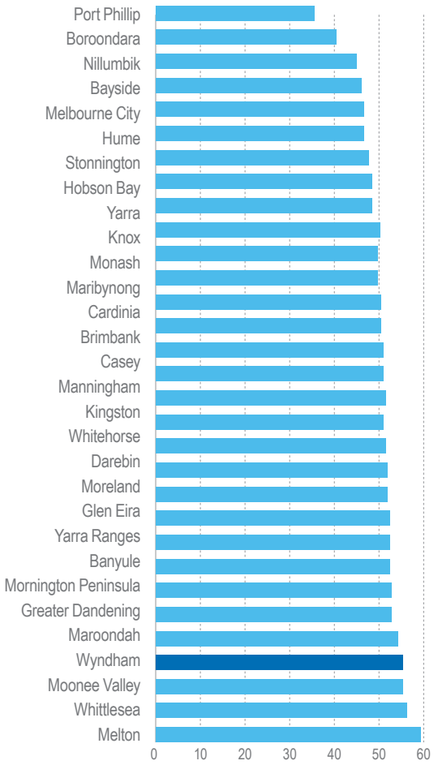


Figure 1 - Physical Activity Guidelines and Wyndham

Prevalance of Chronic Conditions

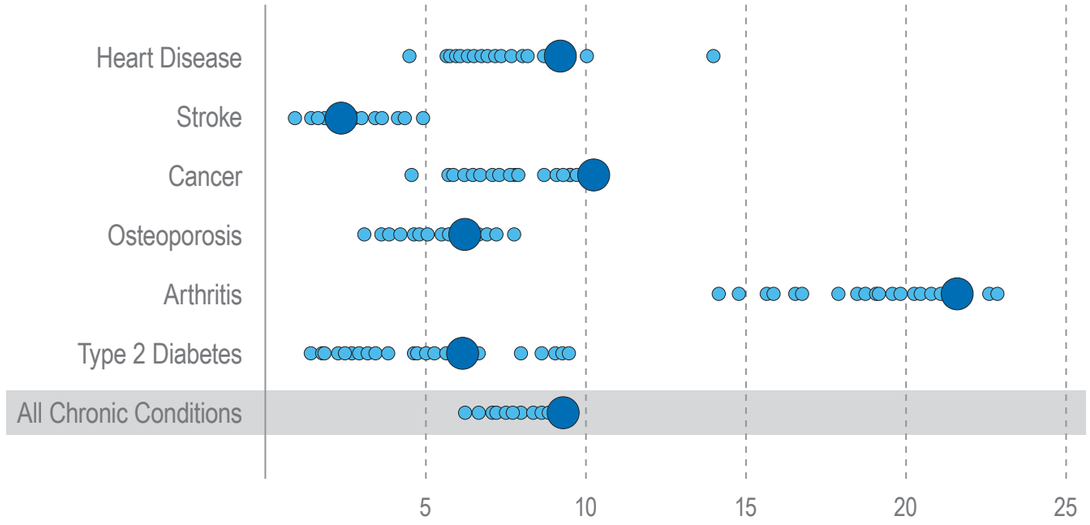


Figure 2 - Prevalence of Chronic Conditions Wyndham Context

To adequately respond to these local trends in physical activity participation and health status among Wyndham residents, this Active Wyndham Strategy has been systematically developed within the broader context of health and wellbeing, growing demand for informal physical activities, population growth forecasts, future land use planning and emerging societal trends.

This high-level strategy responds to the most recent Wyndham City Plan 2017-2021, Wyndham 2040 Vision and Active Victoria 2017-2021. It sets a long-term strategic direction for Wyndham to **increase regular** and **lifelong participation in physical activity** among **all its residents** by:

- underlining the importance of physical activity participation for community health and wellbeing;
- establishing an evidence-based and evaluation-oriented approach to activating the Wyndham community, promoting physical activity, guiding planning and review processes, and developing strategic objectives;
- establishing a framework that aims to facilitate the process of overcoming these identified barriers to participation.
- formulating more flexible annual action plans;
- addressing the distinctiveness of Wyndham and its community;
- strategically aligning the Strategy with relevant high-level documents; and
- guiding future internal strategies, frameworks and policies.

2. Methodology

The strategy development commenced with a Context Review which lay the foundation for the formation of innovative, strategic high level directions. It included extensive investigations into existing strategies and policies at varying levels of government and an assessment of the Wyndham community benchmarked against metropolitan, state and national figures. This review resulted in the identification of opportunities, themes and gaps that would be further examined in the subsequent Issues & Opportunities Paper.

The Issues and Opportunities Paper was developed in the second phase of the strategy, building on the consultation and evidence base of the Context Review. The key features of the document include the Active Wyndham Circle which consists of Fundamentals and Impact Domains that have been derived from the assessment of physical activity influencing factors, motives, facilitators and barriers outlined in the Context Review. The Issues and Opportunities document establishes a connection between physical activity participation, health and wellbeing, liveable communities and placemaking while regularly applying the life-course approach.

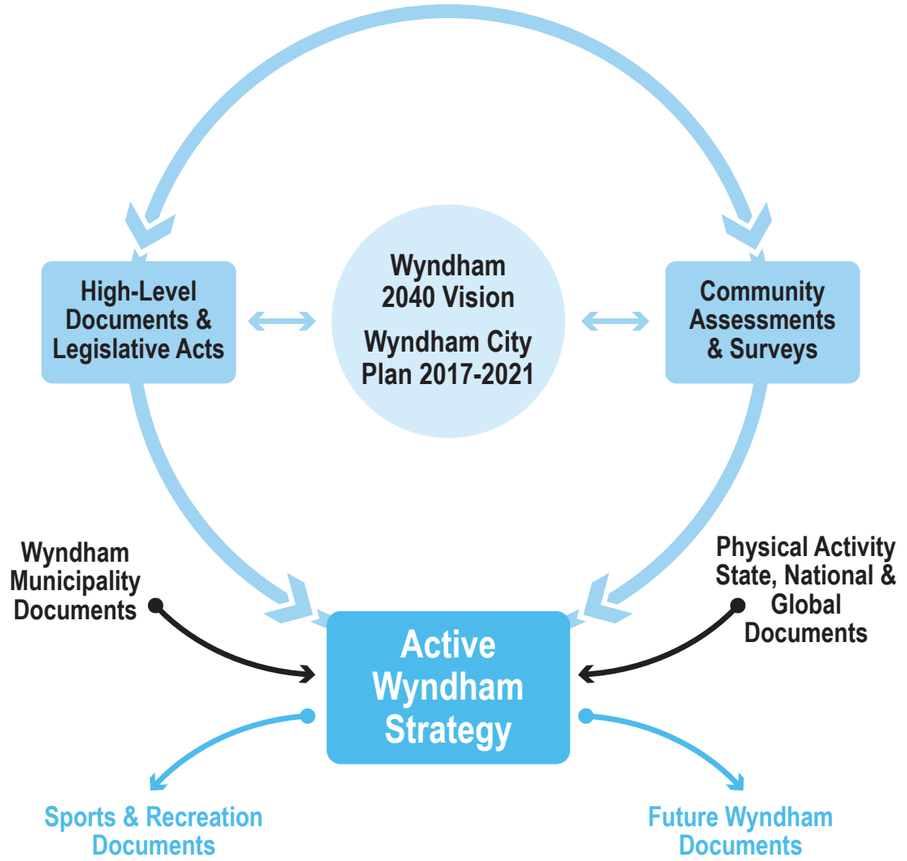


Figure 3 - Key alignments and influencers.

3. What is Physical Activity?



In this strategy the term ‘active’ is always defined within the context of ‘physical activity’ and non-physical recreation and leisure activities such as events, relaxation and social activities are not included. To successfully activate our Wyndham community, a balanced approach to providing places and spaces and community activation programs for both formal and informal physical activities has been taken while integrating a wide range of physical activities into this comprehensive Active Wyndham Strategy.

Physical Activity is an umbrella term for all organised and non-organised physical activities:



Organised (Formal) Physical Activities include physical activities in clubs, associations and other (commercial) providers. Sport is a sub-form with a structured, competitive element where existing rules and patterns of behaviour are formally governed by sporting organisations.



Examples:

- Team sports such as Australian football, cricket, soccer, basketball, etc.
- Individual sports including swimming, athletics, gymnastics, table tennis, etc.
- Fitness activities associated with recreation clubs and organisations: weight training, group exercise classes, crossfit, etc.



Non-organised (Informal) Physical Activities include non-structured, non-competitive and incidental physical activities, which usually (but not always) take place in public spaces such as parks, trails, gardens, pavements and roads.

Examples:

- Recreational cycling and walking;
- Active play in playgrounds;
- Active transportation such as walking and cycling to destinations (e.g., workplace, shops, schools, etc.);
- Domestic activities (e.g., house cleaning or gardening); and
- Occupational physical activities.



4. Physical Activity in Wyndham



Relevant Trends in Wyndham:

- With increasing age physically active people tend to choose non-sports and non-organised physical activities over sports club-associated and organised physical activities.
- Physical activity through organized sports clubs is mostly popular among young children
- Women’s membership in sport clubs is substantially lower compared to men.
- Only one in four physically active Wyndham residents participate in organised physical activities.
- Almost 70% of physically active Wyndham residents choose to participate in non-organised physical activities such as walking, running, cycling, etc.
- For those that are physically active; distance from home (36%), lack of time (35%) and cost (29%) were identified as the most common challenges to participation.
- For those that are physically inactive; ‘ability’ (44%), time availability (40%) and lack of interest (25%) were identified as the most common barriers to participation.

Our strategic document highlights these emerging participation trends towards non-organised physical activities observed among various age groups while addressing the future service delivery role of the Council. This is in line with the Active Victoria 2017-2021, a strategic framework for sport and recreation in Victoria, which underlines the need to:

- provide “more information and encouragement of Victorians to participate in unstructured and non-organised recreation activities”;
- “maximise the potential of existing spaces to be used for active recreation”; and
- encourage “ ‘incidental’ use for active recreation of other infrastructure (such as footpaths, roads, tracks and trails) considered in the planning of that infrastructure”.

5. Vision, Goals & Targets

Visionary Statement

The vision is for everyone in Wyndham, regardless of age, background or level of ability to feel able to, and participate in, physical activity.

Wyndham will be a leading physically active community across Greater Melbourne.

Goals

The key objective of this strategy is to substantially increase the proportion of Wyndham residents who meet the national and international Physical Activity Guidelines, which recommend participation in physical activity for at least:

Adults

150 minutes of moderate intensity or 75 minutes of vigorous intensity physical activity, or an equivalent combination of both moderate and vigorous activities, each week.

Children

Accumulating 60 minutes or more of moderate to vigorous physical activity per day involving mainly aerobic activities.

Given that long-lasting health benefits can only be achieved, if people engage in physical activity on regular and permanent basis, the main goal of Council is that:

Greater proportion of Wyndham residents will meet the recommended physical activity guidelines on a regular basis and aspire to lifelong physical activity participation.





Targets

Wyndham residents who currently do not meet the Physical Activity Guidelines will be supported in their efforts to reach the recommended activity levels by providing sufficient and adequate places and spaces for physical activity and by establishing activation programs for all residents. In addressing the key barriers to meeting the recommended Guidelines among local residents, Council aspires to significantly increase the physical activity participation levels among two large population groups, in particular:

a) Insufficiently Active Group

This group includes residents who participate in physical activity at least once a month but do not reach sufficient levels of physical activity, as recommended in the Physical Activity Guidelines. This population group appears to be somewhat interested in active lifestyle behaviour, yet they find it difficult to be physically active more frequently and more consistently.

b) Inactive Group

This group includes Wyndham residents who participate in physical activity less than once a month and do not reach sufficient levels of physical activity as recommended in the Physical Activity Guidelines. This population group experience significant barriers to participate in physical activity.

Key Outcome Targets:

More physically inactive and insufficiently active people in Wyndham will achieve the recommended Physical Activity Guidelines.

Greater proportion of Wyndham residents will display stable physical activity participation patterns.

The physical activity participation levels distribution curve will shift towards a higher percentage of the Wyndham population being sufficiently active or nearing achievement of the guidelines (as shown in figure below).

Share of Wyndham Population in %

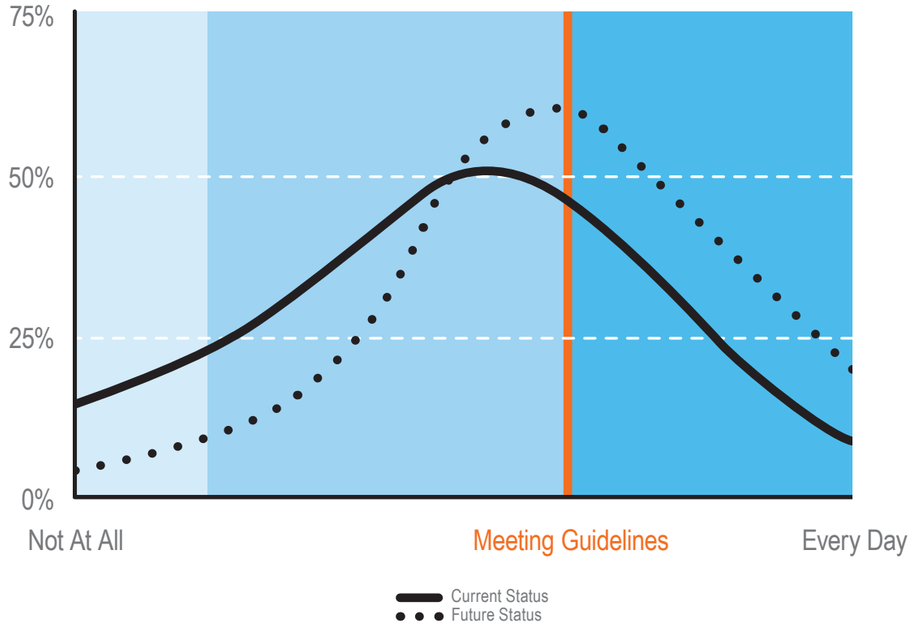


Figure 4 - Distribution curve of physical activity participation levels in Wyndham.







6. Strategic Approach

To achieve greater physical activity participation levels among Wyndham residents, an operational Active Wyndham Circle has been established through extensive consultations, community assessment process, strategic alignment with high-level documents and the incorporation of evidence-based research.

This multi-layered 'Rotating Toolkit' has systematically guided the formation process of the Active Wyndham Strategy and its action plans. It offers a flexible and effective way of:

- forming and regularly fine-tuning objectives and strategies;
- evaluating progress; and
- supporting the planning of infrastructure and community activation programs.

Active Wyndham Circle

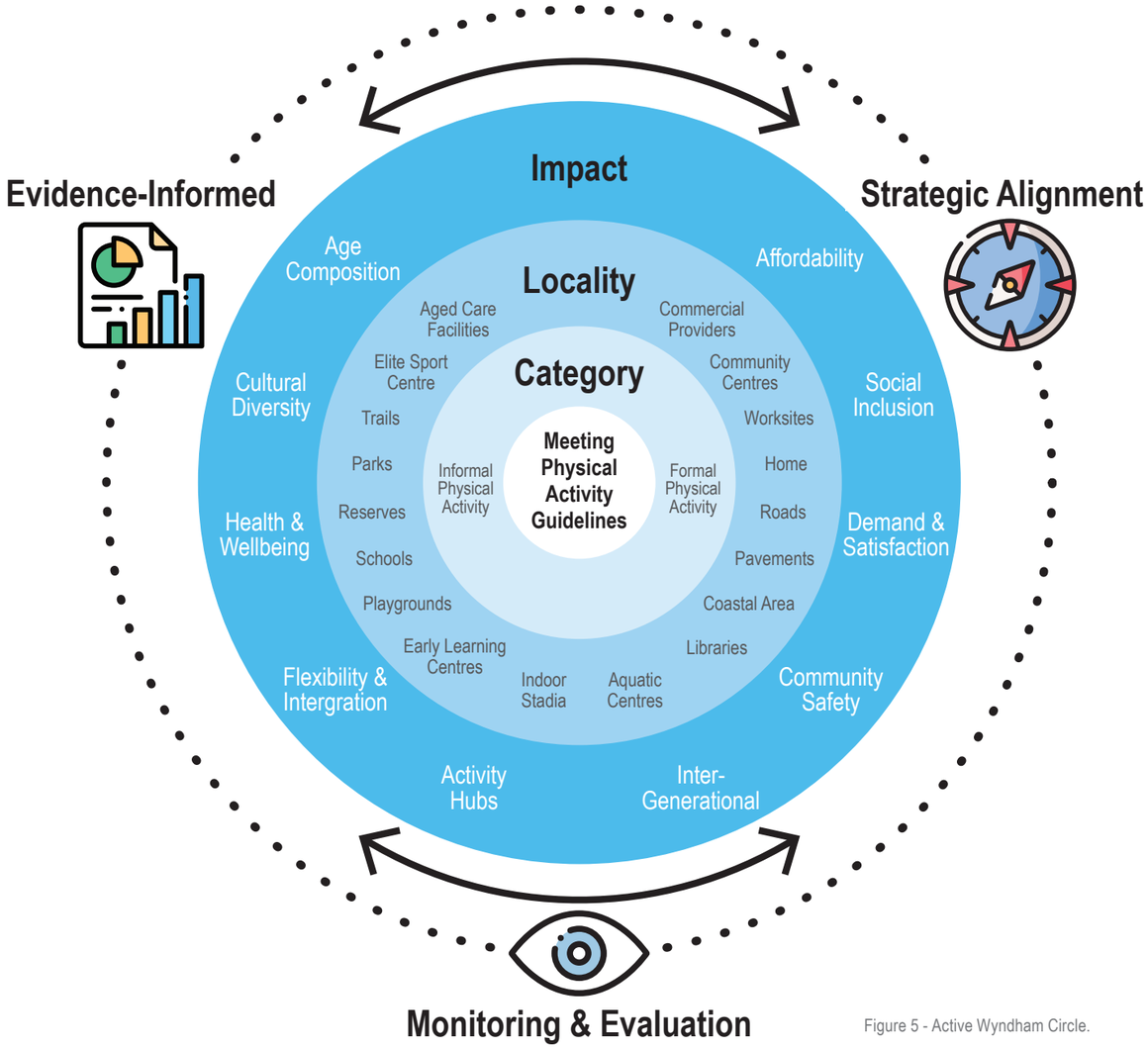


Figure 5 - Active Wyndham Circle.

Active Wyndham Circle

The circle consists of:

Goals and Targets

More people will meet the Physical Activity Guidelines and form a long-lasting active lifestyle habits.

Category

Categorization of physical activities by organizational type - i.e., organised and non-organized physical activities.

Locality

Overview of key places and spaces for physical activities in Wyndham.

Impact Domains

The major influencing factors for physical activity participation in Wyndham have been clustered into ten Impact Domains. They are designed to be applied flexibly by responding to strategic directions outlined in present and future Wyndham City Plans and other relevant high-level documents.

Fundamentals

Strategic Alignment, Monitoring and Evaluation and Evidence-Informed Decision-Making have been identified as the overarching features. They consistently exert influence on strategic directions, objectives, plans and actions.







Fundamentals

Strategic Alignment

The Active Wyndham Strategy is informed by principles, objectives and the four Themes specified in the Wyndham City Plan 2017-2021 and the Wyndham 2040 Vision. Furthermore, strategic alignments with other context-related documents produced at local, state, national and global level have been incorporated into this Strategy.

Evidence-Informed Decision-Making

To ensure high-quality standards, the informed use of evidence has played and will continue to play a critical role in the formation, implementation and evaluation process of Active Wyndham Strategy.

Monitoring and Evaluation

The integration of results-based Monitoring and Evaluation mechanisms will enable Council to oversee measurable changes in strategic objectives and to assess their impact on the community.

Impact Domains

During the Strategy formation 10 Impact Domains have been identified as the key components influencing habitual physical activity participation. They guided the developmental process of the strategy's, themes, strategic objectives and actions.

1. Health & Wellbeing

Verification of the nexus between health and wellbeing and physical activity participation and Wyndham's opportunity to establish itself as a Healthy, Active and Liveable Wyndham City.

2. Cultural Diversity

Increased population growth levels among culturally and linguistically diverse groups (CALD) and the evidence-based relationship between these groups and physical inactivity.

3. Age Composition

Identification and projection of key growth age cohorts across Wyndham districts and the incorporation of this information into the planning process of programs and infrastructure in accordance with the life-course approach.

4. Social Inclusion

Reduction of physical inactivity levels among various marginalised and disadvantaged community groups through inclusive activation programs and plans.

5. Flexibility & Integration

Expansion of multi-purpose built facilities and the integration of suitable informal physical activities into places and spaces.

6. Activity Hubs

Establishment of welcoming, vibrant and social places and spaces for physical activities through the concentration of tailored activity options at popular and multi-functional locations such as Activity Centres.

7. Intergenerational Concept

Application of the intergenerational lens in strategic decision-making by underlining the physical activity preferences across all generations in the infrastructure planning process and the development of activation programs.

8. Safety

Design of outdoor spaces and places for physical activity to improve perceived and objective personal safety.

9. Demand & Satisfaction

Physical activity infrastructure assessment and evaluation of community's satisfaction with existing facilities and service delivery.

10. Affordability

Affordability aspect as a critical barrier to physical activity participation in socio-economically disadvantaged districts and among various marginalised groups.

7. Principle Themes

Four themes have been identified to guide future actions to achieve the vision, goals and target. The strategies aligned with each of the principle themes have been developed with the view of delivery across the period 2020 to 2025.

Brief Overview of Themes and Strategies

Active Places

Facilitating regular and lifelong physical activity participation through the provision of sufficient, suitable, accessible, multi-functional, integrated and safe places and spaces for physical activities.

Key Impact Domains: Flexibility & Integration / Activity Hubs / Safety

Lifelong Participation

Developing age-suitable programs and places for physical activities within the context of demographic trends, physical inactivity levels and the intergenerational concept.

Key Impact Domains: Health & Wellbeing / Age Composition / Intergenerational Concept

Inactive to Active

Engaging Wyndham's currently inactive population to meet the recommended physical activity guidelines through education and the facilitation of organized and non-organized participation opportunities.

Key Impact Domains: Cultural Diversity / Social Inclusion / Affordability

Strategic Planning & Evaluation

Establishing advocacy consultation, evaluation and monitoring methods that will guide future planning of active places and activation programs.

Key Impact Domains: Demand & Satisfaction

Active Places

Facilitating regular and lifelong physical activity participation through the provision of sufficient, suitable, accessible, multi-functional, integrated and safe places and spaces for physical activities.

a. Create destinations for the community to be active, through the planning, design and construction of places that meet Wyndham's physical activity participation needs.

b. Strongly position non-organized physical activity opportunities in the planning, design and operation of places and spaces.

c. Deliver, operate, maintain and renew active places with a focus on long term economic, environmental and social sustainability.

d. Employ a place based approach to underpin the provision of diverse and accessible opportunities for local communities to participate in physical activity.





Lifelong Participation

Developing age-suitable programs and places for physical activities within the context of demographic trends, physical inactivity levels and the intergenerational concept.

a. Facilitate opportunities for individuals to be 'active for life' leveraging on key life transitions to influence behaviour change.

b. Prioritize children's physically activity to establish behaviours which support lifelong participation.

c. Support Wyndham schools and their communities to generate and connect with physical activity participation opportunities.

d. Ensure that places and programs provide intergenerational opportunities to be physically active to support families and communities to be active together.

Inactive to Active

Engaging Wyndham's currently inactive population to meet the recommended physical activity guidelines through education and the facilitation of organized and non-organized participation opportunities.

a. Micro-target communities with reported poorer health status and reduced physical activity participation levels in Wyndham to assist them to reach physical activity targets.

b. Deliver environments that are welcoming and inclusive to increase women and girl's participation in organized physical activity.

c. Build the capacity of physical activity providers across Wyndham to increase active participation opportunities and connect with individuals and groups who are not sufficiently active.

d. Establish new partnerships to attract organizations with specialist expertise, community networks and capability to increase physical activity levels in targeted communities.



Strategic Planning and Evaluation

Establishing advocacy, consultation, evaluation and monitoring methods that will guide future planning of active places and activation programs.

a. Strengthen future advocacy work highlighting Wyndham's unique growth pressures, its impact on community health and wellbeing and the outcomes that investment in facilities/ programs will deliver.

b. Ensure strong community alignment through a participatory planning approach in the development of places and activation programs.

c. Undertake a consistent method of evaluation of programs and strategic objectives to ensure alignment with visions, goals and targets.



