



# City of Rockingham **Community Plan Strategy**

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## Health and Wellbeing Strategy 2018-2022

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<b>Updated</b>	September 2017
<b>TRIM</b>	D17/136135

## Alternative Formats

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## Community Engagement

*Admin use only: Please select all special interest groups that may be interested in this strategy. Groups selected will be notified using Rock Port.*

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|---|---|
| <input type="checkbox"/> Arts and Education                       | <input checked="" type="checkbox"/> Sporting Clubs and Facilities |
| <input type="checkbox"/> Coastal and Marine Environment           | <input type="checkbox"/> Tenders                                  |
| <input type="checkbox"/> Community Events                         | <input checked="" type="checkbox"/> Strategic Community Planning  |
| <input type="checkbox"/> Disability Access and Inclusion          | <input type="checkbox"/> Waste and Recycling                      |
| <input type="checkbox"/> Environmental Interests                  |   |
| <input type="checkbox"/> Grants                                   |   |
| <input type="checkbox"/> Multicultural Interests                  |   |
| <input checked="" type="checkbox"/> New Community Plan Strategies |   |
| <input type="checkbox"/> New Infrastructure Projects              |   |
| <input type="checkbox"/> Planning and Development                 |   |
| <input type="checkbox"/> Roads and Footpaths                      |   |
| <input type="checkbox"/> Seniors Facilities and Activities        |   |

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# 1. Executive Summary

The City of Rockingham's Strategic Community Plan 2015 - 2025 identifies that one of the key aspirations for the future is to create a strong community. A strong and healthy community is one where the people living within it come together to make life better for themselves and one another. A community where individuals feel well connected and satisfied with their overall quality of life.

Quality of life (World Health Organisation) refers to the general wellbeing of a community, defined in terms of health and happiness. The City is committed to improving the quality of life within the local area through building strong partnerships, delivering programs, services and events, and provision of vital infrastructure and places.

The City also plays a key role in environmental health compliance and protection which is based on the principle of preventing human injury and illness. This traditional regulatory role in health compliance will be guided over the next five years by the state's new *Public Health Act 2016*, which will also provide a framework for local governments to address a number of strategic preventative health focus areas identified by the Department of Health (WA). As there is a significant amount of work required to transition to the new regulatory framework, the Acts will be progressively introduced over the next 3 to 5 years.

Research from 2017 indicates that the main health and wellbeing lifestyle risk factors for Rockingham residents are; obesity, smoking, excessive alcohol consumption, poor nutrition, and insufficient physical activity. The City undertook significant community and stakeholder consultation with the following emerging challenges identified:

- Image and reputation
- Urban growth
- Aboriginal wellbeing
- Healthy lifestyles
- Active living
- Dog exercise areas
- Well informed communities
- Strong connections.

Community members suggested that the top three changes they would like to make to improve their quality of life were to get more exercise, improve their financial situation, and lose weight. The community also identified a range of opportunities that would positively impact the quality of life in the local area in relation to the identified challenges:

- Sport and recreation facilities including outdoor gym equipment
- Opportunities to take part in physical activity including bike lanes and paths
- Support for community and sporting events
- Local beaches and coastline/playgrounds, parks and reserves
- Economic development, tourism & job creation
- Free or cheaper services, facilities and events
- Community safety

This feedback presents opportunities to provide a way forward for the City over the next five years, to address the community's key challenges and improve quality of life within the local area. The City will continue much of the work that is already being undertaken but will also focus on implementing a number of exciting new actions to improve health and wellbeing. While the changes community members wanted to



make were in the areas of finances, health and weight loss, individual finances are outside the scope of this Strategy and a local government authority, other than workshops concerning budgeting and money management.

Actions addressing health and weight loss include:

- inclusive sport and recreation programs targeting low participation groups (e.g. youth, women/girls, Aboriginal community)
- program to increase understanding of the Act-Belong-Commit message and participation in mentally healthy activities
- health tracking competition for families
- social connector program targeting vulnerable and isolated people in the community
- the use of “app technology” to connect residents with opportunities to keep mentally and physical healthy.

The way forward and implementation actions that will help the City to achieve the vision for this strategy will be categorised within the following four priority areas which will also form the key elements of the *Health and Wellbeing Strategy 2018-2022*:

1. Sport, Recreation and Physical Activity
2. Social Cohesion
3. Healthy Lifestyles
4. Community Education and Awareness

## 2. Strategic Objective

The vision of the City of Rockingham's *Health and Wellbeing Strategy 2018-2022* is:

***“To support the development of a sustainable healthy community, encouraging healthy lifestyles, physical activity and social engagement.”***

The City's commitment to health and wellbeing is stated in the City of Rockingham *Strategic Community Plan 2015-2025*:

Aspiration B: *A Strong Community*

Strategic Objective: Capacity Building and Wellbeing – *A healthy community that volunteers, embraces lifelong learning and cultural awareness, and is involved with a diverse range of vibrant and sustainable community, sporting, cultural and artistic organisations and pursuits.*

## 3. Background

### 3.1 Definition

The World Health Organisation (WHO) 2016 defines **health** as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.” In functional terms, health is a resource which permits people to lead an individually, socially and economically productive life.

Social commentator, researcher and writer on health and wellbeing, Richard Eckersley, describes community **wellbeing** in his book “Measuring Progress: Is Life Getting Better?” as the condition or state of being well, contented and satisfied with life. He describes wellbeing as having several components, including physical, mental, social and spiritual. Wellbeing can be used in a collective sense, to describe how well a society satisfies people’s wants and needs.

For the purpose of this strategy, health and wellbeing refers to a state of physical, mental and social wellbeing, where individuals feel connected to their community and satisfied with their overall quality of life. Quality of life refers to the general wellbeing of a person or society, defined in terms of health and happiness rather than wealth.

An individual’s health and wellbeing is impacted by a number of factors often outside of their control which fall into the social, economic, built and natural environments in which people live, work and play.

From a community perspective, positive levels of health and wellbeing can contribute to the level of social interaction and the vitality of a community. For example, it enables participation in sports, volunteering, arts, culture and other activities that connect the community. Of course these activities also contribute to positive health and wellbeing. By contrast, poor health and wellbeing reduces this participation and brings with it the high costs of medical care and other community services.

A healthy community can be defined as one where people living within it come together to make life better for themselves and one another. One which connects people and resources, encourages communication, embraces diversity, fosters a sense of community, and shapes its future.

### 3.2 International Context

#### 3.2.1 World Health Organisation (WHO)

The goal of the WHO, established in 1948, is to build a better and healthier future for people all over the world.

WHO has identified ten social determinants of health and wellbeing which should be addressed through policy at all levels – in government, public and private institutions to help create a healthy society:

- socio-economic status
- stress
- early life
- social exclusions
- work
- unemployment
- social support
- addiction
- food
- transport

## **The Ottawa Charter for Health Promotion**

The Ottawa Charter for Health Promotion (Charter) is an international agreement signed at WHO's First International Conference on Health Promotion in Ottawa, Canada, in November 1986. It launched a series of actions to improve world health by the year 2000 and beyond through better health promotion.

The Charter seeks action in five key areas:

1. Build healthy public policy
2. Create supportive environments for health
3. Strengthen community action for health
4. Develop personal skills
5. Re-orient health services.

### **3.3 National Context**

Australia's health system is considered world class, supporting affordable access to high quality medical, pharmaceutical and hospital services, while helping people to stay healthy through health promotion and disease prevention activities. The Australian Federal Department of Health is charged with the responsibility of overseeing Australia's health system.

#### **3.3.1 Department of Health (Australia)**

The Australian Government Department of Health (Department) has a diverse set of responsibilities, but all with a common purpose that is reflected in their vision statement;

*"Better health and wellbeing for all Australians, now and for future generations."*

The Department is committed to achieving its vision through working towards three strategic priorities:

- Better health and ageing outcomes and reduced inequality
- Affordable, accessible, efficient, and high quality health and aged care system
- Better sport outcomes.

The Department has released a set of National Guidelines for Physical Activity and Sedentary Behaviour which includes recommendations for people of different ages. Table 1 summarises these daily recommendations.



**Table 1:** National Guidelines for Physical Activity, Sedentary Behaviour and Nutrition

	Physical Activity	Sedentary Behaviour
<b>0-5 Years</b>	Move and play every day. 1-3 Years - Physically active every day - 3 hours	Younger than 2 Years – minimal time watching television or using electronic media. 2-5 Years - Less than 1 hour of electronic media.
<b>6-12 Years</b>	At least 60 mins of physical activity (moderate and vigorous activities). 3 days a week – muscle/bone strengthening activities.	Less than 2 hours of electronic media.
<b>13-17 Years</b>	60 mins moderate to vigorous activities every day. Include muscle/bone strengthening activities.	Limit to less than 2 hours of electronic media for entertainment.
<b>18-64 Years</b>	Be active on most days every week. 150-300 mins (moderate) or 75-150 mins (vigorous) physical activity a week. Muscle strengthening activities at least twice a week.	

### 3.3.2 Australian Sports Commission

The Australian Sports Commission (ASC), established in 1985, plays a central leadership role in the development and operation of the Australian sports system, administering and funding innovative sport programs and providing leadership, coordination and support for the sport sector.

In December 2016, ASC funded the launch of a national population tracking survey called AusPlay. Data collected within the survey reveals that:

- participation in sport-related activity (i.e. team sports) tends to decline in children from the age of nine, and continues to decline until adulthood
- participation in sport-related activity remains fairly constant in adults until around 35 years, when most adults retire from their chosen sport
- participation in non-sport related activities (i.e. walking, running, gym training) begins to increase from the age of 15, and then remains fairly constant throughout the life course.

This data shows that while sport remains an important form of physical activity throughout life, non-sport related activities become more important as we age.

## 3.4 State Context

WA Health manages the state's public health system. and consists of the Department of Health (DoH), as well as a number of Health Service Providers and Health Support Services.

On 1 July 2017, the State Government introduced major changes to the public sector including a 40% reduction in government departments and a major service review in order to create efficiencies and deliver better services for the community. In line with these changes, the Department of Local Government Sport and Cultural Industries (DLGSCI) was amalgamated with several other state government departments to form the Department of Local Government, Sport and Cultural Industries (DLGSCI). This department will have a strong emphasis on enlivening our communities and

economy, as well as offering outstanding sporting and cultural experiences to local, interstate and international visitors.

These changes have created a lot of uncertainty in regards to various funding models, programs and professional networks, so the City will work closely with existing partners to try and maintain funding to support the implementation of this strategy over the next five years. In the event that existing funding agreements are impacted by this service review, the City will ensure that appropriate funds are still committed to improving community health and wellbeing.

### 3.4.1 Department of Health (WA)

DoH recognises six strategic challenges within the *Western Australian Health Promotion Strategic Framework 2017-2021*. These priorities and supporting strategies are summarised in Table 2 below.

**Table 2: WA Health Promotion Strategic Framework 2017-2021**

Healthy eating	A more active WA	Curbing the rise in overweight and obesity
Foster environments that promote and support healthy eating.	Promote environments that support physical activity and reduce sedentary behaviour.	Promote environments that support people to achieve and maintain a healthy weight.
Increase availability and accessibility of quality, affordable nutritious food.	Reduce barriers and increase opportunities for physical activity across all populations.	Prevent and reverse childhood overweight and obesity.
Increase knowledge and skills necessary to choose a healthy diet.	Increase understanding of benefits of physical activity and encourage increased activity at all stages of life.	Motivate behaviour to achieve and maintain a healthy weight among adults.
Making smoking history	Reducing harmful alcohol use	Preventing injury and promoting safer communities
Continue efforts to lower smoking rates.	Change community attitudes towards alcohol use.	Protect children from injury and prevent falls in older people.
Eliminate exposure to second-hand smoke where the health of others can be affected.	Influence the supply of alcohol.	Road and water safety.
Reduce smoking in groups with higher smoking rates.	Reduce demand for alcohol.	Monitor emerging issues in injury prevention

### **Public Health Act 2016**

The *Public Health Act 2016* (PHA), together with the supporting *Public Health (Consequential Provisions) Act 2016* is now law in Western Australia, so DoH is transitioning to the new regulatory framework. Key features of the PHA include:

- promoting public health and wellbeing in the community
- help prevent disease, injury, disability and premature death
- inform individuals and communities about public health risks
- encourage individuals and their communities to plan for, create and maintain a healthy environment
- support programs and campaigns intended to improve public health

- collect information about the incidence and prevalence of diseases and other public health risks for research purposes
- reduce the health inequalities in public health of disadvantaged communities.

The PHA will be progressively introduced and will eventually require all Local Government Authorities to develop a Local Public Health Plan. The local plan will be consistent with a new State Public Health Plan that is projected for development and release during Stage 5 of DoH's implementation of the PHA in three to five years.

In July 2017, the DoH released the *"First Interim State Public Health Plan for Western Australia"* (Interim Plan), to provide Local Governments and agencies wanting to begin their local public health planning with a guiding document that identifies the State Government's priority public health focus areas over the next few years whilst the state plan is in development. The Interim Plan provides evidence to support the need for public health programs across the following three public health objectives and their policy priorities (see Table 3 below).

**Table 3: First Interim State Public Health Plan for Western Australia – Objectives and Priorities**

<b>Objective 1: Empowering and enabling people to make health lifestyle choices</b>
1.1 Healthy eating
1.2 A more active WA
1.3 Curbing the rise in overweight and obesity
1.4 Making smoking history
1.5 Reducing harmful alcohol use
1.6 Prevent injuries and promote safer communities
<b>Objective 2: Providing health protection for the community</b>
2.1 Administer and enforce public health regulatory regimes
2.2 Mitigate the impact of public health emergencies on the community
2.3 Support immunisation
2.4 Prevention and control of communicable diseases
2.5 Promote oral health improvement
<b>Objective 3: Improving Aboriginal health</b>
3.1 Improve environmental health conditions in remote communities
3.2 Reduce the incidence of chronic disease and injuries for Aboriginal people
3.3 Reduce the incidence and prevalence of STIs and BBVs among Aboriginal people living in WA
3.4 Reduce the incidence of vaccine preventable diseases among Aboriginal people

### 3.4.2 Healthway

Healthway is an independent authority that reports to the Minister for Health and is considered the health promotion funding arm of the State Government. Healthway provides funding to a range of organisations across WA to support programs which encourage healthy lifestyles. This includes various health promotion initiative grants and sponsorships to promote health campaign messages, create healthy environments and increase participation in healthy activities.

### 3.4.3 Act-Belong-Commit – Mentally Healthy WA

Act-Belong-Commit (A-B-C) is a comprehensive community-based health promotion campaign by Mentally Healthy WA that encourages individuals to take action to protect and promote their own mental wellbeing. It also encourages community participation in mentally healthy activities delivered by community organisations. This evidence-based campaign was developed primarily from research undertaken by

Curtin University into people's perceptions of mental health and behaviours they believed protected and promoted good mental health.

The A-B-C guidelines for positive mental health provide a simple approach that individuals can adopt to become more mentally healthy:

- Act – Keep mentally, physically and socially active: take a walk, read a book, stop to chat
- Belong – Join a book club, take a cooking class, go along to a community event
- Commit – learn something new, take on a challenge, volunteer.

### 3.4.4 Department of Sport and Recreation

Prior to the state government amalgamations in 2017, the former DLGSC published a document titled: *“Sport and Recreation and Public Health: A Resource for community sector professionals working in local government”* which describes how local government can contribute to improving community health and wellbeing. The priority issues and how local government can contribute are listed in Table 4:

**Table 4:** Priority issues and local government contributions

Priority Issues	Local Government Contribution
Physical activity	Provision of sport and leisure facilities, programs and services including: gyms, swimming pools, indoor and outdoor courts and sport fields. Provision of parks and public open spaces, walk paths, cycle ways and nature trails. Maintenance of open space and council facilities to enhance safety and enjoyment.
Healthy eating	Regulation of foods available in council-managed facilities. Facilitation and development of community gardens.
Tobacco and alcohol control	Compliance with existing tobacco and alcohol policy Managing smoke-free facilities
Social interaction	Provision of sport and leisure facilities, programs and services including sport fields and clubrooms, leisure centres, community centres, libraries, youth facilities, art centres, parks and community meeting places
Community education and events	Provision of health-related materials at council venues including community centres, leisure and aquatic centres and community events Provision of club development officers / recreation officers to enhance club capacity and increase community participation Community engagement in event planning and management
Urban planning	Planning of quality parks and public open space integrated with urban form Community engagement in public space planning
Environmental health	Ensuring public open spaces and community facilities meet environmental health guidelines and regulations

### **Strategic Directions 6 (SD6) 2016-2020**

Strategic Directions 6 (SD6) is the sport and recreation industry's dynamic five-year plan to help deliver successful outcomes for sport and recreation in Western Australia.

To address current and emerging strategic issues, the SD6 framework recommends thirteen key challenges for the WA sport and recreation industry to tackle over the next five years.

- Governance
- Integrity and Values
- Public Open Space and Urban Form
- Vital Volunteers

- Financial Uncertainty
- Life Course and Life Stage Participation
- Technology
- Diversity in Leadership and Management
- Commercialisation
- Participation, Culture and Affordability
- Leveraging Facilities Investment
- Adventure and Outdoor Recreation
- Monitoring Evidence and Research

### **State Initiatives**

The West Australian government funds a number of sport, recreation and well-being initiatives, which provide significant health outcomes for people of all ages.

### **Your Move**

The previous DLGSC partnered with the Department of Transport (DoT) to introduce an innovative community based behaviour change program aiming to help people find simple ways to get active. The program has been built on some of the elements of the DoT's previous TravelSmart and Living Smart programs, encouraging workplaces, schools and community to choose more active ways of getting around, increasing their level of physical activity.

This shift from TravelSmart to Your Move will see hundreds of dedicated active transport champions using an online service which provides innovation points and a rewards scheme to help celebrate achievements, as well as tools to support getting more people moving. The Your Move program also aims to reduce car trips, alleviate traffic congestion, increase use of public transport, increase physical activity, and improve community health and wellbeing.

### **Club Development Officer Scheme**

The Club Development Officer (CDO) Scheme is a funding partnership between DLGSCI and WA local governments. The aim, through the Club Development Framework is to create a collaborative approach to club development by connecting State Sporting Associations, Regional Sport Associations, local government and community organisations to support sport and recreation clubs to become sustainable and deliver diverse opportunities to participate in physical activity in their local community.

### **KidSport**

KidSport was launched by the previous DLGSC in 2011 as part of Sport 4 All, a \$20 million project aiming to increase participation in community sport and recreation throughout WA. KidSport enables eligible children aged 5-18 years to participate in community sport and recreation by offering them financial assistance towards club fees through a voucher system. DLGSCI partners with local governments across WA to administer the program locally through the provision of funding. The City has been involved in KidSport since 2012 and will continue the partnership with DLGSCI in the foreseeable future if funding continues. Based purely on the number of vouchers provided annually, the City of Rockingham is ranked as one of the top five local governments in the state.



### 3.5 City of Rockingham Context

The City plays an important role in improving health and wellbeing within the City of Rockingham. The decisions and activities of the City help to create supportive environments, reduce risk factors (eg. social isolation) and increase protective factors (eg. physical activity) in order to create a healthy community.

It is important however to define the City's role in health and wellbeing. The City does not provide medical services or facilities such as hospitals, nor is it the City's role to provide remedial or mental health services or facilities. The City has a focus on preventive health approaches and statutory health requirements. A focus on identifying key actions regarding the social, economic, natural and built environments that will improve health and wellbeing outcomes for the community and directly influence health characteristics such as obesity and mental health.

The City plays a key role in Environmental Health compliance and protection, which is based on the principle of preventing human injury or illness and promoting wellbeing by:

- identifying and evaluating environmental sources and hazardous agents
- limiting exposures to hazardous physical, chemical, and biological agents in air, water, soil, food, and other environmental media.

#### 3.5.1 *Health and Wellbeing Plan 2007-2011*

The City's *Health and Wellbeing Plan 2007-2011* was the first of its kind for any WA local government and is considered as best practice planning throughout the industry. Since the plan was completed in 2011, the City has continued to focus on the following priority areas identified in the original document:

- Physical Activity and Lifestyle
- Information Delivery
- Mental Health
- Primary Health Care
- Participation in Community Life.

#### 3.5.2 *Sport, Recreation and Physical Activity Strategy 2013-2016*

The City's *Sport, Recreation and Physical Activity Strategy 2013-2016* which was completed in 2016 included the following key actions:

- Raise awareness and activation
- Partner with local providers
- Provide linkages to accessible and sustainable opportunities
- Enhance physical, mental, social and economic health benefits in the community.

As there are strong links between the Sport, Recreation and Physical Activity Strategy and the general health and wellbeing for the Rockingham community, the City has incorporated Sport, Recreation and Physical Activity as a priority area in the *Health and Wellbeing Strategy 2018-2022*.

## 3.6 Current Situation

### Risk Factors

The South Metropolitan Health Promotion Service (SMHPS) statistics identifies within the “*City of Rockingham Health and Wellbeing Profile 2017*” (Health Profile) that the main health and wellbeing lifestyle behaviours and risk factors exhibited by Rockingham residents are:

- 78% are overweight or obese (43% overweight and 35% obese)
- 31% are not active enough
- 54% don't eat enough fruit
- 85% don't eat enough vegetables
- 32% drink at high risk levels for long term harm
- 15% of adults currently smoke
- 36% eat fast food too often.

These behaviours and risk factors contribute to high blood pressure, high cholesterol and a range of chronic diseases. The City is working towards improving these risk factors and creating a healthy community through the delivery of services such as:

- traditional legislative/regulatory role in health protection – food safety, water quality, public events, noise control, pest control, safe buildings and collection of refuse
- Well-designed mixed use facilities that are well activated with accessible services, public transport, public open space, facilities and infrastructure
- Programs to build individual skills and knowledge as well as opportunities for social activity resulting in social inclusion

### City Programs/Services/Events/Initiatives

The City currently delivers a range of programs, services, events and initiatives to promote and support participation in sport and recreation. The City has a Club Development Officer position which is partly funded through DLGSCI's Club Development Officer Scheme since 2008. This position is responsible for implementing the City's ClubLink Club Development program and administering the \$243,000 KidSport program locally.

The ClubLink Development Program provides ongoing leadership, education, programs and training services such as the following to local sporting clubs and their volunteers:

- assisting clubs improve their governance and management practices
- providing training, education, information workshops, programs and opportunities
- provision of relevant City information and updates
- developing partnerships with State Sporting Associations
- undertaking annual club needs assessments
- responding to club enquiries.

The KidSport program enables eligible local children aged 5-18 years to participate in sport and recreation by offering them financial assistance towards club fees. KidSport has been really successful within the City of Rockingham, with more than 2800 new

applicants accessing the funding to join a local club since the program's inception locally in 2012.

Heart Foundation Walking Groups operate in various locations across the City presenting a free opportunity for residents, particularly seniors and retirees, to participate in low-intensity exercise whilst connecting with fellow community members.

The City partners with the Department of Transport to deliver and promote active transport programs and initiatives such as Bike Week, the TravelSmart schools program and Walk Safely to School Day promotion.

The benefits of volunteering are well documented in relation to its impact on community health and wellbeing, and it has become an emerging priority for the City with the recent adoption of the City's *Volunteering Strategy 2016-2022* and opening of the Rockingham Volunteer Centre. The City of Rockingham currently recognises and celebrates the work of local volunteers through such initiatives as the Volunteer Recognition Celebration and the City's annual Sports Star Awards.

The City's annual Sports Star Awards has become one of the larger events on the local sporting calendar, with clubs, teams, volunteers and athletes being acknowledged for their outstanding achievements in sport.

The City's Activity Guide aims to connect local residents with opportunities to be active. This resource is regularly reviewed to include a broader range of opportunities to be physically and mentally active, including walking trails, cycle ways, outdoor fitness locations, parks, reserves, gyms, clubs, groups, events, programs, etc.

The City aims to build the capacity of local community organisations to undertake mentally healthy activities by helping them to become more sustainable and supporting them financially through the Community Grants Program. This supports community organisations to deliver programs, services, and events that provide opportunities for community members to lead interactive and socially connected lives.

As today's young people are tomorrow's adults, the City partners with local Primary and Secondary schools to promote social cohesion through their participation in various City programs. It is important the City continues its partnership and communication with local schools through these programs and initiatives as it helps to promote and develop mentally healthy behaviours from a much younger age. The Act-Belong-Commit campaign in particular is used to promote positive mental health messages in conjunction with some of the City's programs such as PhotoVoice, Schools Take pArt and the Breakthrough Music Competition.

The City's Neighbours Unite program is an initiative which promotes social cohesion and encourages neighbours to get to know each other. This program has a role in building safer, healthier and more vibrant neighbourhoods.

The City of Rockingham Summer Series is a branding exercise which provides consistent healthy messages about the City's series of family friendly, smoke and alcohol free events across the summer period. This is a way to increase community engagement in mentally healthy activities and encourage healthy behaviours in public spaces in relation to alcohol use.

Events play a major role in bringing the community together and promoting social cohesion. The City delivers a range of large community events such as New Year's

Eve Celebrations, Australia Day Celebrations, International Food Truck Festival and Castaways Sculpture Awards Exhibition which have become really popular, successful events on the local calendar. These play a significant role in improving the health and wellbeing of the Rockingham community.

The City also aims to promote nutrition and healthy eating through the delivery of educational workshops which will remain a focus and priority.

### **Infrastructure/Facilities**

The City is committed to improving community health and wellbeing through the development of community infrastructure that meets the current and future demands of the City's residents. The Community Infrastructure Plan provides the City with a documented framework of infrastructure planning principles and guidelines, and guides the timing, design, cost and location of community infrastructure over the next 10 to 20 years. It is important that the City increases access to external funding and continues to commit resources into developing facilities and infrastructure that enable more people within the community to participate in mentally and physically healthy activities. These facilities can include sporting clubs/fields, community centres, recreation centres and community buildings for specific purposes.

Activation and promotion of the many community facilities located across the City helps to leverage the investment made in their development by increasing their usage and maximising health and wellbeing outcomes in the community. The City's libraries continue to provide a social hub where residents from the local area are able to come together and connect. They also provide a great City facility to host programs and events due to their central locations and high profile.

The City also invests significant resources into the maintenance and management of parks and infrastructure which are well used by the community for both sport-related and more passive forms of physical activity. There are several purpose built outdoor fitness equipment locations that are free to use and available all year round within the City. This service and function of the City is a priority for the community to ensure they have the required space to be able to undertake affordable and accessible forms of physical activity.

To ensure the City has safe, connected and walkable neighbourhoods, it invests significant resources into improving and maintaining local footpaths, cycle paths, streetscapes and intersections. This encourages greater use of active transport, and increased participation in walking, cycling and running for exercise.

### **Other Providers**

Additionally there are significant numbers of private physical activity and recreation businesses across the City providing a very wide range of options to the community from dance through yoga, pilates, martial arts, personal training and gyms among others. All of these offer opportunities to individuals and the community that can positively impact both their mental and physical health and wellbeing.

There are also local Not for Profit and faith based organisations delivering a range of health and wellbeing activities to the community.

It is also important to note that a number of other City Community Plan Strategies impact health and wellbeing outcomes across the demographics including:

- Seniors Strategy 2017- 2021
- Disability Access and Inclusion Strategy 2016- 2019
- Volunteering Strategy 2016 -2022
- Community Safety Strategy 2015 - 2020
- Strategy for Children and Young People 2018 – 2023
- Community Support Services Strategy 2017 - 2022

### **3.6.1 Community Consultation and Findings**

In September 2016, the City undertook extensive consultation which included desktop research, interviews with key external stakeholders, two community workshops and a survey that attracted 601 responses.

The outcomes from stakeholder interviews revealed key stakeholders would like the City to adopt a strong leadership, facilitation and coordination role in the area of community health and wellbeing.

The important findings from the consultation identified a quality of life score and strengths, challenges and opportunities regarding health and wellbeing across the City.

#### **Quality of Life**

To calculate 'overall quality of life' in the City, respondents were asked to provide a score out of 10 to indicate how good their life was when they stepped back and thought about it using the Cantril Self-Anchoring Striving Scale (Cantril, 1965).

The average Quality of Life rating for the City was 7.5 out of 10, slightly higher than the national Australian score of 7.3 with the average rating rising to 8.1 in 5 years. This indicates that local residents are optimistic about their future. Residents were also asked to identify what changes they would like to make to improve their quality of life. The top three changes were:

- get more exercise
- improve their financial situation
- lose weight.

#### **Strengths**

- beautiful beaches
- strong commitment to community wellbeing
- active partnerships
- high growth area
- diverse community
- effective communication.
- Act-Belong-Commit partnership
- Rockingham Foreshore Redevelopment
- Well maintained, accessible public open spaces
- Outdoor gym equipment locations
- Programs to encourage people to walk and cycle
- Calendar of free events
- Local safety patrols
- Community Grants Program
- Information delivery and communications (i.e. Facebook).



## Challenges

- Image and Reputation (need to strengthen community pride, positive media)
- Anti-social behaviour hot spots (including East Waikiki, Port Kennedy, Coo롱gup, Secret Harbour, and in Rockingham between Read Street and the train line).
- Speed of urban development and associated infrastructure needs difficult to resource (Baldivis and Karnup in particular)
- Service provision is regarded to be poor in new developments with limited access to a range of health and wellbeing services
- Active transport options are regarded to be inadequate with residents reliant on a car for transportation. This is more of a concern for youth and adults who do not have a drivers' license or access to a vehicle
- New residents moving into high growth, outer suburban areas tend to have weaker social connections in the local area when they move in initially (compared to more established areas with connections over multiple generations).
- Aboriginal Wellbeing

Healthy Lifestyles challenges included:

- chronic disease, such as cancer, heart conditions, diabetes and obesity
- obesity and the concentration of fast food outlets (easy to access, affordable and in close proximity to schools
- antisocial behaviour, smoking, drugs and alcohol.

Active Living regarding a self-reported low level of physical activity and high level of obesity identified challenges including:

- 'personal excuses' as the biggest barrier to improving one's health and wellbeing.
- youth spending too much time in front of computer screens.
- a perceived lack of multi-use indoor sporting facilities
- a perceived lack of meeting rooms for stakeholders to hold community activities.
- perceived that footpaths and cycleways need to be better maintained to address issues with broken glass and tree roots.
- cost to access public pools and gyms
- connecting more residents to participate in local clubs
- encourage and promote Active transport such as walking and cycling is one of the most cost effective ways for people to get more physically active
- increase frequency of walking among all demographics
- increase availability and awareness of designated dog exercise areas

Delivery of information was identified as a challenge with 49% of survey respondents rating access to health and wellbeing information as excellent or good and 54% rating performance as okay, poor or terrible. Respondents identified the following health and wellbeing topics for educative programs:

- Nutrition, diet and healthy eating
- Exercise & fitness
- Group health & fitness activities (yoga, pilates, tai chi, etc)
- Mental health, depression and self-esteem
- Health issues (such as asthma, diabetes etc.)
- Weight loss

The community survey revealed that there is a high awareness of the Act-Belong-Commit campaign within the City, with 83% of respondents having heard of this campaign.

However only 20% of respondents indicated they had participated in A-B-C programs, services or events within the City. This figure likely refers only to participation in programs promoted as part of the A-B-C partnership. In reality, community participation in activities that align with the A-B-C message is much higher, as respondents simply do not recognise that participation in other regular activities can also promote positive mental health.

When survey respondents were asked for their preferred way to receive information about health and wellbeing activities from the City, Facebook was the first choice. This was different from a recent study by the City when a representative sample of local residents identified the City Chronicle, followed by email newsletters.

The strength of connections to community was also identified as a challenge:

- 45% of respondents believe there is a strong community spirit in their local area, with Baldivis, Secret Harbour, Singleton and Golden Bay scoring highest, and those with adult children, unemployed or unable to work, and residents in Port Kennedy and Shoalwater indicating lower community spirit.
- 55% of respondents feel like they belong in their local community, with sense of belonging proving lowest among people living with a disability, people with primary school aged or no children, and people who are unemployed or unable to work.
- 72% of respondents indicated they feel valued and appreciated by others in the community, with the strongest scores among the self-employed, and people living in Cooloongup, Hillman, Port Kennedy and Safety Bay. Sense of value and appreciation is lower among those who are unemployed or unable to work.
- 78% of respondents were involved with one or more clubs, groups and associations in the area, with 49% indicating an interest in getting involved with more. This demonstrates a strong desire for people in the City to connect with people through volunteering and participation in community organisations.
- 49% of those identifying as socially isolated indicated they would like to volunteer more, and overall, 37% of respondents expressed an interest in doing more volunteering.

### **3.6.2 Annual Club Survey**

In 2016, a total of 52 clubs completed the City's annual Sporting Clubs survey. Results identified the biggest health and wellbeing challenges as:

- unemployment
- mental health (including stress, bullying and loneliness)
- fitness
- ageing.

The survey results identified current operational challenges affecting clubs:

- lack of player numbers or high turnover
- lack of volunteers and volunteer management
- member retention and attraction
- affordability
- filling committee positions
- availability of facilities
- Council approval processes
- lack of communication from the governing body.

## 4. The Way Forward

The City of Rockingham's *Health and Wellbeing Strategy 2018-2022* vision is:

*To support the development of a healthy community, encouraging healthy lifestyles, physical activity and social engagement.*

As part of the community engagement activities undertaken to support the development of this strategy, the consultant was asked to test whether the proposed four key elements below were aligned with stakeholder and community needs:

1. Sport, Recreation and Physical Activity
2. Social Cohesion
3. Programs, Services, Events and Partnerships
4. Community Education and Awareness

Whilst key elements one, two and four were confirmed as priorities for the City of Rockingham, key element three was considered a set of supporting actions to address the key elements rather than a strategic priority. The consultation revealed an additional priority, the need for local residents to eat healthier and reduce harmful consumption of tobacco, drugs and alcohol. Therefore, the key elements for the *Health and Wellbeing Strategy 2018-2022* are:

1. Sport, Recreation and Physical Activity
2. Social Cohesion
3. Healthy Lifestyles
4. Community Education and Awareness

Programs, services, events and partnerships become the implementation actions within each of the above four key elements.

The consultation outcomes indicate that people living within the City of Rockingham are generally keen to participate in activities to improve their health, fitness and wellbeing. The City will therefore play a key role in connecting community members with opportunities.

Cost continues to create a barrier to participation in healthy lifestyle programs and activities, so the City will provide and promote affordable opportunities to be healthy, active and socially connected.

### 4.1 Sport, Recreation and Physical Activity

Physical activity is a cornerstone for good health. Participation in sport plays a significant role in health and wellbeing, including the prevention of chronic disease and improvement of mental health. Sport will still remain a focus for this strategy due to the value of individual and team sports to physical and mental health.

ASC's Ausplay survey shows that participation in team sports tends to decline in children from the age of nine years and continues declining until adulthood. More needs to be done to support the local sport and recreation sector to retain children and youth in sport. Local sporting organisations will be supported to introduce new local initiatives aimed at:

- reducing attrition in children and youth aged participants
- attracting new participants from low socio-economic or disadvantaged communities

Participation in sport and recreation tends to be even lower with young people who are classified as “at-risk” or from disadvantaged groups within the community (i.e. Aboriginal, multi-cultural, people living with a disability). The City will support the local sporting community to attract and create inclusive opportunities for young people to become and stay involved in sport to help improve their health, wellbeing, and develop positive lifelong habits/behaviours.

The City will increase the promotion of active transport, walking and cycling for recreation. There are an increased number of people who engage in, or prefer to engage in non-structured sport for physical activity. The Ausplay survey shows that participation in non-sport related activities tends to increase in youth from the age of 15 years. It then remains fairly constant throughout the remainder of an individual’s life. The City will allocate resources and provide a strategic focus on the development and ongoing promotion of recreation initiatives such as trails, walking and cycling opportunities, as well as nature play type opportunities for children and young people. One such initiative is the DoT’s new Your Move program, an innovative community program aiming to help people find simple ways to get active.

There are more than 110 known local sport and recreation clubs operating within the local area, making it challenging for the City to effectively engage with all clubs and their committees. Currently this is addressed through the City’s Club Development program and an annual club survey to identify and address a wide range of operational issues. The City will investigate opportunities to increase resources or introduce innovative, electronically based methods to ensure that local clubs are provided with the level of service required to build a stronger, more sustainable sport and recreation community.

Over many years the City has provided ‘self-supporting loans’ to clubs to cover capital infrastructure costs. Information dating back to the mid-1980s has been researched and while it is difficult and confusing to unwind, the majority of clubs have repaid their loans in full, however some have been written off.

In 2010 the City developed the Community Infrastructure Plan and Business Plan. In essence, based on strategic need and recreation science, the City now provides sporting and community facilities at no capital cost to the user groups. This was a significant shift from the past. The development and adoption of the Sports and Community Facility Provision Policy clearly defines the standards and dimensions that these facilities will have. Clubs wanting more need to pay for this from their own resources. The Secret Harbour Dockers’ commercial kitchen is one example of this. The club contributed \$90,000 towards the cost.

In light of the above information and community feedback, it is recommended to review the existing self-supporting loan policy and outstanding loans/debts the City has with identified Clubs and provide a report to Council to consolidate a position.

With state government department amalgamations and service reviews taking place throughout 2017, it is important the City works closely with DLGSCI to try to maintain current funding arrangements to support the delivery of both the Club Development and KidSport programs.



The City will maintain existing and build new partnerships with state sporting bodies and community organisations to assist with the delivery of sport, recreation and physical activity within the community, and increase the range of participation opportunities available. A strong relationship with state sporting bodies will ensure the City remains aware of current and future strategic sporting needs relating to facility provision and operations for local clubs. This will help to guide the City's planning for future services and facilities, and will help to attract new events and/or programs to the City.

Due to the recent publicity in the media related to women's AFL, cricket and soccer, female participation is expected to increase significantly, particularly in these mainstream sports, over the next couple of years. More young women are exposed to opportunities to play sports that have traditionally been targeted towards males. The City will therefore ensure that planning for all current and future sporting facilities incorporates the needs for female sporting teams, including appropriate toilet and change room facilities.

The consultation results indicate that seniors, retirees, new parents and people living in Safety Bay, Warnbro, Port Kennedy, Singleton, Golden Bay and Baldivis tend to be walking for exercise or recreation far less than the rest of the community. The City will therefore target an increase in participation in walking in these areas for both seniors and parents with prams through the establishment of Heart Foundation Walking Groups and promotion of walking as a form of physical activity.

The community has indicated that the City's commitment to improving physical health is highly valued, so it is important the City identifies new locations to install outdoor fitness equipment. It is also important the City investigates the installation of equipment for varying levels of ability to meet the needs of a broader range of residents.

In July 2017, the City of Rockingham assumed direct management of the Aqua Jetty in Warnbro which increases the City's capacity to deliver accessible and current health and fitness programs direct to the community. Survey respondents indicated that there is currently a lack of indoor and outdoor sporting facilities available within the City of Rockingham outside of Mike Barnett Sporting Complex and a single multi-use court at the Aqua Jetty. This is addressed through future projects identified in the Community Infrastructure Plan in line with available resources.

The City builds sporting facilities that are shared by a number of different clubs and community organisations, which creates a series of social hubs throughout the community. The City will support and facilitate the formation of management bodies and associations tasked solely with the operational management of these community facilities. This will both simplify and improve the way in which the City's facilities are managed and enable the various user groups to focus all of their energy on the delivery of their core functions and activities.

The City has a number of skate park facilities available throughout the local area which are particularly important for young people in the community. These facilities cater for alternative forms of sport and recreation to traditional team sports activities, providing another option and opportunity for young people to keep fit and healthy. The City is committed to the ongoing development, replacement and upgrade of skate park infrastructure. The City will continue to activate these skate facilities and investigate new ways to use these sites to ensure they are well utilised by the widest range of people of varying levels of ability.

The City will continue to advocate with developers for inclusion of sufficient, accessible public open space that can be used for people to participate in both active and passive forms of sport and recreation. Residents have indicated they would prefer larger, centralised local parks that are within walking distance to their homes. Their current perception, not accurate for all developments is there are lots of smaller pocket parks and narrow strips of green space.

The community is concerned that the fast growing newer residential developments are a formula for increased mental and physical health issues, particularly if there is a lag in facility development to cater for physical activity and social needs in these areas. Infrastructure development in newer areas such as Baldivis and Karnup are currently, and will continue to be addressed as part of the City's Community Infrastructure Plan.

The City will investigate and promote affordable opportunities to improve community health and wellbeing through the identification and establishment of partnerships with local clubs, groups and fitness providers who are willing to offer discounts to residents to participate in their regular programs and activities.

## 4.2 Social Cohesion

Mental health continues to be an issue of importance locally. Data provided by SMHPS suggests there are a high percentage of people diagnosed with a mental health issue living in Rockingham when compared to the state average. A focus on building social cohesion and connections is a positive approach to this issue.

Since 2008, the City has had great success with the Act-Belong-Commit campaign in addressing mental health. Act-Belong-Commit (A-B-C) is a friendly, non-threatening way to talk about mental health while also creating community connections. The City's existing site partnership with Mentally Healthy WA will be promoted as best practice in terms of the reach messages have achieved within the community. The City will investigate opportunities to co-present at conferences or forums about this best practice partnership model and create state wide exposure to potential new funding partners.

The community survey revealed a strong awareness of the A-B-C campaign within the City of Rockingham but low understanding in regard to participation. The City will develop new initiatives to increase the community's understanding of how most activities reflect the ABC method and approach.

To address the issue of social isolation in the community, the City will develop a social connector program targeting vulnerable and isolated people, aiming to generate social connections and positive wellbeing outcomes.

The consultation revealed a perceived lack of community facilities available for community organisations and groups. The City will therefore increase awareness and usage of existing facilities through regular promotion and activation.

To further strengthen community pride, the City will celebrate and promote Rockingham as a safe, happy and healthy place with strong family values and beautiful beaches. The City will promote positive messages on a more regular basis to form and shape the area's image and reputation.

The sense of belonging, value, appreciation, and community spirit is lowest amongst people in the community who are unemployed or unable to work. The City will continue to offer free/affordable programs, services and events to improve social cohesion and wellbeing for these people. The consultation revealed that there also seems to be a strong interest in volunteering from this particular group of people, with almost half of them indicating they would like to volunteer more. The City will investigate new ways to connect people with opportunities to volunteer in the community.

The Sports Star Awards program will remain a priority for the City as it demonstrates the City's commitment to the local sporting community, supporting local individuals, volunteers and clubs who are excelling in their chosen sport. The program also promotes social cohesion and assists in generating community spirit within the local sport and recreation community.

The City's local playgrounds provide a significant opportunity for children to play and be active with their friends. The City will investigate new types of playground equipment to be installed at local parks to ensure that local children remain excited about getting outdoors and visiting their local park. It is important that these types of facilities are accessible and inclusive.

### 4.3 Healthy Lifestyles

Health promotion was a key focus of the City's previous Health and Wellbeing Plan and will remain a focus within this strategy. The City will educate the community on ways to lead a healthier lifestyle by eating healthier and reducing harmful consumption of tobacco and alcohol.

Stakeholders consider the City to be an industry leader due to being one of the first local governments to develop a health and wellbeing plan. It is important that the City continues being involved in relevant health and wellbeing industry networks to ensure that officers are well informed and that the work of the City remains both relevant and compliant with state legislation.

The City will seek partnership opportunities with its neighbours to help widen the reach of healthy lifestyle programs and services within the community due to the close local government boundaries and overlap of residents accessing these services. These partnerships will also help to combine resources and increase efficiency, delivering greater outcomes at lower cost.

Western Australia's public health system is strongly supported by a number of larger not-for-profit organisations committed to improving the health of the community. These organisations have a preventative health focus, aiming to improve the health of Western Australians. The City will forge strong partnerships within the not-for-profit sector and increase the promotion of state/national initiatives that encourage healthy behaviours within the Rockingham community.

The City has a positive relationship with the Department of Health's South Metropolitan Health Promotion Service and partners with them on a number of health and wellbeing initiatives. This partnership will become increasingly important in the future to help the City ensure it remains a leader in community health and wellbeing and is compliant with the new *Public Health Act 2016*.

Alcohol consumption has been rising in Australia for the past two decades with one in five Australians aged 14 years and above drinking at high-risk levels at least once a month. The misuse of alcohol has far-reaching health and social impacts on the community, including alcohol related injuries and antisocial behaviour which directly impacts community safety. There is a need to challenge this harmful drinking culture and address these dangerous drinking patterns, especially among young people.

The City's work on creating Family Friendly Foreshores and alcohol free events such as the New Year's Eve event is a good example of the City's role in alcohol management. The City will promote the family friendly foreshore concept as part of the annual events calendar, providing safe opportunities for social interaction without a reliance on alcohol.

Millions of dollars are spent each year by alcohol companies promoting their products. There is growing evidence to support the effectiveness of this advertising on young people. The City will advocate for the content and placement of alcohol and fast food advertising within the City to be in line with Local Laws and Regulations particularly around local schools, bus routes and facilities regularly accessed by children and young people. The City will educate the community on how they can assist in this endeavour and report inappropriate alcohol advertising to the Alcohol Advertising Review Board, an initiative of the McCusker Centre for Action on Alcohol and Youth and Cancer Council WA. Additionally the City will identify other relevant organisations for reporting of other inappropriate advertising in relation to challenges to healthy lifestyles.

Sporting clubs can often be associated with unhealthy alcohol behaviours and junk food consumption. In recognition that modelling positive behaviour can have significant impacts, the City will support senior sporting clubs to improve their club culture by educating them on liquor licensing laws and the effects that excessive alcohol consumption can have on both their members and the broader community. Junior sporting clubs often support children and young adults to learn unhealthy behaviours such as eating junk food from the club canteen. The City will offer programs and activities in line with state initiatives such as the School Canteen Association of WA's Fuel2Go program and Men's Health Week to better educate the community on how to lead a healthier lifestyle.

Nutrition will remain a priority as a result of consultation outcomes. The community survey revealed that 67% of people are eating two or more fast food meals per week, and not enough people are eating the recommended amount of fruit and vegetables as part of their regular diet. Many people simply do not understand the harm they are doing to their bodies eating fast food on a regular basis. The City will increase community education in this area.

Access to affordable and healthy food is important, but so is the need for people to know how to cook and prepare healthy meals. Cooking classes and healthy eating initiatives will be targeted at the whole family to establish healthier behaviours in people of all ages. Adding a competitive element to healthy eating initiatives and programs can also be an effective and attractive way to engage families. It promotes collective responsibility for the family's health and provides incentives for individuals to practice healthy behaviours.

The City will take the lead in improving nutrition in the community by ensuring that all activities delivered by the City provide healthy food and drink options for participants.

People often complain that eating healthy is too expensive, so there is an opportunity for the City to increase access to affordable fruit and vegetables by supporting and encouraging the establishment of local farmers markets and community gardens, connecting residents with fresh and healthy local produce.

Residents are concerned about the high concentration of fast food outlets and their proximity to local schools. The City will advocate with the State government for the consideration of policy/legislative requirements in relation to the density and proximity of Fast Food Outlets to schools.

With relatively high levels of smoking still prevalent within the Rockingham community, the City is well placed to connect local residents with support services and resources to help them kick the habit. The City will promote smoke-free events to encourage greater family participation in the community, and discourage smoking in a public place. The *Tobacco Products Control Act 2006* prohibits smoking in all enclosed public places including restaurants and bars where alcohol is sold. The City will aim to keep public areas, open spaces and thoroughfares smoke free to encourage more local residents to get out in the community without having to be exposed to passive smoke.

The City will continue to focus on the family friendly foreshores approach and so regulation of the number of licensed venues selling alcohol in these areas remains a priority. The City's broader regulation and environment health compliance role will remain a priority for the duration of this strategy, with the City aiming to transition to the functions of the new *Public Health Act 2016*, as it is required to do by law.

#### 4.4 Community Education and Awareness

Key stakeholders have identified a low awareness of City provision of health and wellbeing programs and services. The City will improve the way it shares this information with stakeholders.

To improve social inclusion and engagement for Aboriginal people in the community, the City will ensure that all relevant information relating to upcoming projects, programs, services and events are provided to the members of the Aboriginal Advisory Group (AAG) for dissemination and consultation purposes. This will ensure that this key information is shared more effectively with the Aboriginal community.

The City of Rockingham's online presence is growing steadily, with the City's Facebook page having a strong following for a local government profile. The City should therefore share regular information about how to lead a healthy lifestyle on Facebook and other popular publications such as the newly developed "RockPort".

The survey revealed a number of health and wellbeing topics/themes about which the community would like further education. The City will provide regular information/workshops to residents regarding topics including but not limited to nutrition and healthy eating, exercise and fitness, mental health, health issues and weight loss.

The City will continue exploring ways to transfer its communications and information online. Consideration will be given to the use of new App technology as a way of communicating with residents, encouraging them to get outdoors and connecting them with information and opportunities to lead a healthier lifestyle.



When asked to identify what changes residents would mostly like to make to improve their quality of life, improving their financial situation was considered as one of the top three priorities. The City will increase community education in this area on topics such as financial literacy, budgeting, financial planning and goal setting. The City's libraries already provide workshops of this kind, so there is an opportunity to form a more coordinated and consistent approach to educating the community on how to improve their financial situation.

The City will continue investing in appropriate signage to educate the community regarding location and use of facilities that support being physically active, and to increase awareness of and engagement in programs, services and events. Signage will also be used regarding local laws and to discourage anti-social or unhealthy behaviours in public places (i.e. drinking and smoking).

The community would like better maintained footpaths and cycle ways to improve safety and encourage greater use by addressing issues related to such things as broken glass and tree roots. The City needs to increase community education and awareness on the reporting process for these types of issues.

There is low awareness of designated dog exercise areas. Key stakeholders suggest improved provision of new dog exercise areas and the promotion of existing areas, particularly when there is already over 120 off-leash dog exercise areas and one enclosed dog park available within the community.

## 5. Measuring success

The implementation of the new and ongoing actions will be measured utilising a range of evaluation techniques such as:

- City of Rockingham Population Health Profile
- Community Wellbeing Scorecard at end of the five year period (Quality of life)
- Community Capacity Building Measurement Tool
- Annual Customer Satisfaction Survey
- Happiness Index on RockPort
- Usage/attendance for programs, services and events
- Budget expenditure
- Feedback
- Community awareness via surveys
- Media articles
- Organisational partnerships
- Strategic Objectives

The outcomes of the actions within the implementation plan will be at a minimum measured and reviewed annually as a part of the City's annual business planning process.

## 6. Risk Management

A review of strategy planning and implementation risks has been conducted in line with the City's Risk Management Framework. The project management and customer service operational risks were either at a low or medium level and will be managed by management and officers as part of the planning and implementation of the *Health and Wellbeing Strategy 2018-2022*. This is in line with Council report writing risk requirements. No strategic risks were identified.

## 7. Actions

### 7.1 New Actions

#### Key Element 1 – Sport, Recreation and Physical Activity

Task	Cost	Team	Commence	Complete
Investigate opportunities to increase the level of service provided to local sporting clubs (eg. resources and external funding).	Officer time	CCB	2019	2022
Develop an innovative, electronic based platform for the provision of relevant club development resources and information to local sporting clubs.	Officer time	CCB	2018	2022
Ensure all future sporting and change room facilities are designed to accommodate both male and female sporting teams and participants.	Officer time	CIP	2018	2022
Forge stronger relationships with state and district sporting associations to increase range of participation programs available locally and maintain awareness of strategic priorities.	Officer time	CCB	2018	2022
Implement new initiatives to support the promotion of active transport as a way of increasing participation in physical activity. Eg. Your Move.	\$3000	CCB	2018	2022
Support the delivery of inclusive sport, recreation and physical activity programs targeting low participation and/or disadvantaged groups (i.e. youth, seniors, women/girls, Aboriginal, multicultural, people with disability).	\$8000	CCB	2018	2022
Identify an equitably distributed network of locations for the installation of outdoor fitness equipment facilities for varying levels of ability	\$36,000	CCB, Parks Services, CIP	2018	2022
Promote benefits of getting outdoors and utilising local neighbourhood parks through initiatives such as Parks Week, targeting children and families.	\$6000	CCB	2018	2022
Review the Self Supporting Loan Policy and the debt level current for clubs who built their premises utilising City loan funds	Officer time	CCB	2018	2018

#### Key Element 2 – Social Cohesion

Task	Cost	Team	Commence	Complete
Seek opportunities to promote the long standing A-B-C partnership with Mentally Healthy WA as best practice.	Officer time	CCB	2018	2022
Develop and implement an innovative new program to increase understanding of A-B-C message and participation in mentally healthy activities.	\$10,000	CCB	2018	2022
Develop a new social connector program targeting vulnerable and isolated persons within the community to address the issue of social isolation.	\$10,000	CCB & CS&SS	2019	2022
Support the promotion of the Rockingham Volunteer Centre to connect individuals with volunteering opportunities in the community that will help to improve social cohesion and wellbeing.	Officer time	CCB	2018	2022
Attract large scale events/initiatives to the area to encourage community participation and deliver economic benefits to local businesses.	\$3000	CCB, Investment Attraction	2018	2022
Increase the variety and accessibility of play spaces available throughout the community to encourage greater use by local children.	Officer time	Parks Asset Services, CIP	2018	2022
Support increased provision of enclosed dog exercise areas throughout the community in high dog ownership areas and those with a lack of suitable facilities.	Officer time	CIP, CCB	2019	2021
Review the Self Supporting Loan Policy and the debt level current for clubs who built their premises utilising City loan funds	Officer time	CCB	2018	2018

### Key Element 3 – Healthy Lifestyles

Task	Cost	Team	Commence	Complete
Educate the community on how to report inappropriate alcohol advertising to the Alcohol Advertising Review Board.	Officer time	CCB, Health Services,	2019	2022
Educate the community on how to report inappropriate lifestyle advertising to the appropriate organisation	Officer time	CCB, Health Services,	2019	2022
Investigate the development and adoption of town planning guidelines to influence the consideration of locations of alcohol and fast food outlets in Rockingham.	Officer time	CCB, Planning & Development Services	2020	2022
Develop and implement an innovative new health tracking competition for families.	\$10,000	CCB	2019	2022
Investigate opportunities to support the establishment of local farmers markets and community gardens through partnerships with local businesses and organisations.	\$3000	CCB, Health Services	2020	2022
Ensure all environmental health compliance and regulation functions are quickly transitioned to the requirements of the new legislation.	Officer time	Health Services	2018	2019

### Key Element 4 – Community Education and Awareness

Task	Cost	Team	Commence	Complete
Invest greater time communicating with the Aboriginal Advisory Group who can help to share information to increase inclusion and engagement of the Aboriginal community in City activities.	Officer time	CCB	2018	2022
Investigate the use of new “app technology” to connect residents with opportunities to keep mentally and physical active.	\$3000	CCB, Strategy & Corporate Comm.	2019	2020
Develop and deliver a suite of educational workshops and information on financial literacy	\$2000	CCB, Library Services	2018	2022
Install a UV meter at the Rockingham Foreshore.	\$8000	CCB, Asset Services	2018	2019
Support the installation of ‘Smoke free’ signage at all playgrounds and community facilities.	Officer time	CCB, Asset Services	2018	2022
Educate community members on how to report inappropriate alcohol advertising.	Officer time	CCB	2018	2022
Investigate the viability implementing a Health and wellbeing Expo within the City	\$25,000	CCB	2020	2021



## 7.2 Ongoing Actions

### Key Element 1 – Sport, Recreation and Physical Activity

Task	Cost	Team
Maintain and grow existing partnerships with state governing bodies to increase access to funding and resources to increase participation in physical activity (i.e. DLGSC and DoT).	Officer time	CCB
Secure funding to ensure the sustainability of the City's club development program and continued support for local sporting clubs.	Officer time	CCB
Provide club development services to local sporting clubs to improve governance and increase sustainability (i.e. information seminars, workshops, sports promotion days, one on one assistance, etc.).	\$25,000	CCB
Maintain funding for KidSport program through the relevant state governing body.	Officer time	CCB
Administer DLGSC's KidSport program locally for as long as the funding is available.	\$240,000	CCB
Promote and co-ordinate existing Heart Foundation walking groups, and establish new groups in developing areas targeting both seniors and parents with prams (eg. Safety Bay, Warnbro, Port Kennedy, Singleton, Golden Bay, Baldivis).	\$2000	CCB
Implement programs, services and events that promote active transport and support schools, workplaces and the broader community to be more physically active.	\$5000	CCB
Implement initiatives to promote cycling and cycle paths within the City of Rockingham (i.e. Bike Week).	\$10,000	CCB
Develop and maintain relationships with property developers to advocate for appropriate levels of Public Open Space in new developments.	Officer time	Land & Development CIP

### Key Element 2 – Social Cohesion

Task	Cost	Team
Recognise the work of local volunteers through celebration events and awards ceremonies to demonstrate the City's commitment to volunteering.	\$20,000	CCB
Recognise the sporting achievements of local individuals and clubs through the City's annual Sports Star Awards program to generate community spirit and social cohesion within the local sporting community.	\$30,000	CCB
Build the capacity of local groups and organisations to deliver mentally healthy activities which create opportunities for social interaction and connection within the community (i.e. Community Grants Program).	\$546,000	CCB
Maintain and grow partnerships with local Primary and Secondary schools to support the promotion of mentally healthy behaviours among younger people in the community.	Officer time	CCB, CSSS
Forge strong funding partnerships with state bodies to support the delivery of positive mental health outcomes in the Rockingham community.	Officer time	CCB
Incorporate mental health promotion information into the City's existing programs, services and events through the Act-Belong-Commit campaign. (Photo Voice)	\$22,500	CCB
Deliver and support programs, services and activities that promote social cohesion and positive mental health in the community. (i.e. Schools Take pArt and Breakthrough Music Competition).	\$41,000	CCB
Build partnerships with mental health organisations and other not-for-profit groups who promote positive mental health messages or provide mentally healthy activities in the community.	Officer time	CCB, CSSS
Deliver and support both smaller and larger scale community events to encourage greater social connection, sense of belonging and community spirit within the local area.	Officer time	CCB, CSSS
Explore opportunities to activate City libraries and community facilities as social hubs, encouraging mentally healthy behaviours and social cohesion within local neighbourhoods.	Officer time	CCB, Library Services, CSSS
Support and facilitate the formation of associations to oversee operational management of City facilities and establish social hubs across the community.	Officer time	CALF, CCB

### Key Element 3 – Healthy Lifestyles

Task	Cost	Team
Continue the promotion of the “Family Friendly Foreshore” to encourage healthy behaviours at one of the City’s most iconic and popular locations.	Officer time	CCB
Promote all City or Rockingham events as smoke and alcohol and drug free.	Officer time	CCB, CSSS
Deliver programs and initiatives that promote nutrition and healthy eating in the community, including cooking and nutrition based workshops.	\$25,000	CCB
Maintain involvement in metropolitan health promotion networks and advisory groups to remain well informed of industry trends and ensure compliance with state legislation.	Officer time	CCB
Partner with neighbouring local governments to widen reach of healthy lifestyle programs and combine resources to maximise outcomes.	Officer time	CCB
Continue to partner with local and state health organisations, including not-for-profits, in the delivery of initiatives that educate the community on how to lead healthier lifestyles, improve health behaviours and reduce risk factors.	Officer time	CCB
Provide healthy catering options at all City events.	Officer time	CCB
Promote programs and services that offer support and help to quit smoking.	Officer time	CSSS, CCB
Work with junior sporting clubs to implement healthy canteens initiatives to encourage healthy behaviours among young people.	\$4000	CCB
Deliver healthy lifestyles initiatives and education within local senior sporting clubs to encourage healthier behaviours, particularly amongst men (eg. Men’s Health Week, responsible alcohol management).	\$5000	CCB

### Key Element 4 – Community Education and Awareness

Task	Cost	Team
Review the Activity Guide regularly to ensure the most up to date information about how to keep mentally and physically active is shared with the community.	\$8000	CCB
Connect residents with affordable opportunities to participate in physical activity through partnerships with local providers (eg. Get Active Promotion).	\$6000	CCB
Increase community education and awareness on City’s CRM reporting process for such things as broken glass and tree roots across footpaths and cycle ways (eg. annual reminders via social media).	Officer time	CCB, Strategy & Corporate Comms
Identify areas for increased signage at public places and community facilities to educate the community about local laws and encourage healthy behaviours.	Officer time	CCB, Asset Services, Parks Services
Promote internal and external funding opportunities available to local sporting clubs and community groups to build their capacity and assist with financial sustainability.	Officer time	CCB
Promote the City’s indoor and outdoor community facilities to the local community to encourage greater utilisation and awareness.	Officer time	CCB, CIP
Continue consistent branding and messaging exercises to promote the City’s family-friendly foreshore concept, increase community education and awareness of local laws, and encourage healthy behaviours in public places (e.g. Summer Series).	\$60,000	CCB

## 8. Stakeholder Engagement

Key Stakeholders invited to participate	Name of person	Engagement method used
Mentally Healthy WA	Simone Kerrigan, Partnerships Manager	Stakeholder interview
Department of Sport and Recreation	Julie Rutherford, Principal Policy Officer	Stakeholder interview
National Heart Foundation of Australia	Trevor Shilton, Director Cardiovascular Health	Stakeholder interview
YMCA, Mike Barnett Sports Complex	Tia Sandhu, Centre Manager	Stakeholder interview
Belgravia Leisure, Aqua Jetty	Matt Lewis, Centre Manager	Stakeholder interview
Department of Health – South Metropolitan Population Health Unit	Kirsty De Blanken, Senior Health Promotion Officer Richard Crane, Health Promotion Coordinator	Stakeholder interview
Rockingham General Hospital	Mark Burrows, Manager Adult, Community and Allied Health	Stakeholder interview
Aboriginal Community Representative	Doreen Nelson	Stakeholder interview
General Community	Various	Community survey Community workshops
Sport and Recreation clubs	Various	Community survey Community workshops
Community organisations	Various	Community survey Community workshops
Service providers	Various	Community survey Community workshops
Council Advisory Committees	Various	Community survey

Contributors to the development of this strategy include the 601 community members and eight external stakeholder groups/organisations who took part in the consultation, the Coordinator Sport and Recreation, Community Development Officer (Health and Wellbeing), Community Development Officer (Sport and Recreation), Senior Projects Officer – Community Development, Manager Community Capacity Building and the broader Community Capacity Building team.

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