

be active.

Physical Activity Strategy for South Australia

2004-2008

VISION

A State of Activity:

*where regular physical activity is part of everyday life
for all South Australians*

MISSION

*To facilitate, support and encourage
lifelong involvement in physical activity by all South Australians*



Government
of South Australia

1. MINISTER'S FOREWORD

In May 2003, the Rann Labor Government formed the Ministerial Physical Activity Forum.

This Forum, chaired by myself as Minister for Recreation and Sport along with my Ministerial colleagues responsible for Education, Health, Transport and Planning, Local Government, Tourism and Families and Communities, have been reviewing a series of recommendations to improve physical activity outcomes for the community.

One of the first recommendations approved by the Ministerial Physical Activity Forum was to create the Physical Activity Council. The Council has been responsible for developing the State Physical Activity Strategy and will continue to make recommendations and work with Government in this important area.

The Government is committed to increasing South Australia's participation rates in sport and physical activity, which are currently among the lowest in Australia. As Minister for Recreation and Sport, I am committed to ensuring this situation is addressed and we achieve the target set in the State Strategic Plan, of increasing participation rates to exceed the national average.

The issue of decreasing levels of physical activity is complex and will require the involvement of all South Australians. The aim of this Strategy is to establish a framework that will foster strong partnerships between Government, community and private sector organisations, to support increased levels of physical activity in our community.

There are many reasons we are encouraging South Australians to become physically active. Physical activity is something that everyone can enjoy and by participating regularly we can achieve a range of social, health and economic benefits.

I congratulate every partner in the development of the State Physical Activity Strategy and encourage all South Australians to become more involved in active recreation, sport and physical activity.

Michael Wright MP

Chair, Ministerial Physical Activity Forum

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2. INTRODUCTION

Decreasing levels of physical activity is an increasing concern in most westernised countries and is the result of multiple factors such as the increased influence of technology, urban planning which restricts opportunities for physical activity, increased reliance on motorised transport, increased working hours, increasing demand on public open space, increased demands on the education curriculum and changing leisure patterns.

Across the South Australian population, physical activity levels are declining, contributing to poor health and increased incidence of obesity. In fact, almost half of the adults in South Australia are not active enough to gain any health benefits⁽¹⁾. Of considerable concern is the decline in activity levels of our children, which does not bode well for the future. It is time to act!

Lack of physical activity can have a major impact on our quality and length of life - but it can be prevented. Not only can these risks be reversed but the enormous benefits that go with increasing levels of physical activity can be enjoyed. Increased physical activity has the potential to contribute to length and quality of life, to reduce the risk of heart disease and stroke and even lower the risk of contracting some forms of cancer. Most importantly, individuals will enjoy life more.

It is never too late to start being active but we must all take up the challenge to be physically active, to assist others to enjoy activity and ensure that we have more people, more active, more often. For future generations and the future of our State, we must act now and we must all take some responsibility.

This Strategy sets the direction to achieve a more active South Australia and will assist in promoting the importance and benefits of being physically active. It provides the framework from which a detailed implementation and action plan will be developed. This will bring together relevant Government and non-government organisations, private enterprise and community groups to address the issue.

(1) Department of Human Services, South Australia (2002) Physical Activity Levels of South Australian Adults 2001.

The Strategy seeks to ensure efficient and effective use of resources through improved collaborative and cooperative efforts across Government and the South Australian community. It will link with other initiatives that impact on physical activity such as the State Strategic Plan and the work being conducted by the Healthy Weight Taskforce.

The key structural elements and commitments have recently been put in place with the creation of a Ministerial Physical Activity Forum (comprised of the Ministers responsible for Education, Health, Transport, Local Government, Planning, Tourism, Recreation and Sport) and a State Physical Activity Council which is comprised of senior Government officers and committed community representatives.

The aim of this Strategy is to **increase the number of South Australians regularly participating in physical activity**. This aligns with the National Physical Activity Guidelines⁽²⁾ that encourage people to:

- Think of movement as an opportunity, not an inconvenience.
- Be active every day in as many ways as you can.
- Put together at least 30 minutes of moderate intensity physical activity on most, preferably all, days.
- If we can, also enjoy some regular, vigorous exercise for extra health and fitness.

The Strategy aims to target population groups, ensure coordination and commitment by Government and community groups and foster environments that encourage active participation. The Strategy will also pursue quality in the delivery of programs and services and strive to make decisions based on information generated through sound evaluation and research. In addition it will attempt to increase individuals motivation to be active and experience the many associated benefits.

The goals and strategies that follow will be underpinned by detailed actions that will articulate responsibilities, timeframes and targets against which progress can be measured.

There are no easy solutions to this issue. We must act now, we must take responsibility and we must all get involved - the issue is too important not to.

(2) Department of Health and Aged Care (1999) National Physical Activity Guidelines for Australians, Canberra.

3. GOALS AND STRATEGIES

GOAL I - Targeted Programs and Services

Support, develop, deliver and evaluate programs designed to increase physical activity within targeted populations.

STRATEGIES

1.1 Identify the populations for the delivery of targeted interventions.

1.2 Identify the barriers and motivators to participation for each population group.

1.3 Develop and implement programs and services that respond to the needs of each group.

1.4 Evaluate the effectiveness of targeted programs and services.

GOAL 2 - Research and Evaluation

Ensure that initiatives to increase physical activity are based on sound research into the factors that influence participation.

STRATEGIES

2.1 Monitor and utilise relevant physical activity research from local, state, national and international sources.

2.2 Initiate, undertake and contribute to research and evaluation in areas where knowledge gaps exist.

2.3 Collate and disseminate existing and emerging research to benefit decision makers across sectors.

2.4 Create a range of opportunities and establish forums to consider the existing and potential implications of research on South Australia.

GOAL 3 - Coordination

Employ a coordinated, cross sectoral, approach, to the planning, delivery and review of initiatives that impact on physical activity.

STRATEGIES

3.1 Develop networks and partnerships across Government agencies and between sectors.

3.2 Provide leadership in the development and implementation of joint programs between Federal, State and Local Government.

3.3 Facilitate strategic partnerships with community and private fitness, health and lifestyle sectors.

3.4 Develop and implement a reporting framework for the monitoring of the SA Physical Activity Strategy.

3.5 Embrace the objectives in the State Strategic Plan as they relate to physical activity.

GOAL 4 - Policy, Planning and Legislation

Ensure all relevant government policy, planning and legislation enhances opportunities for physical activity participation.

STRATEGIES

4.1 Review existing Government policy and legislation that impacts upon physical activity.

4.2 Ensure that all State Government departments and agencies consider the physical activity impact of new legislation and planning.

4.3 Ensure relevant state and local plans (including the State Strategic Plan, the State Planning Strategy and Local Government Development Plans) encourage, promote and support physical activity.

GOAL 5 - Supportive Environments

Develop and maintain supportive environments that foster a diversity of physical activity opportunities.

STRATEGIES

5.1 Promote excellence in the location, design, construction, management and use of facilities and public spaces that encourage participation in intentional and incidental physical activity.

5.2 Ensure natural environments provide sustainable opportunities for people to be active.

5.3 Provide safe and supportive environments to encourage walking and cycling as active transport options.

5.4 Encourage employers and educators to provide environments that foster increased opportunities for physical activity.

GOAL 6 - Awareness and Promotion

Motivate individuals to be active and experience the multiple benefits associated with participation in physical activity.

STRATEGIES

6.1 Promote the use of **be active** as a consistent and coordinated message throughout the South Australian community.

6.2 Increase community awareness of local opportunities for physical activity.

6.3 Promote national physical activity guidelines to all South Australians.

6.4 Recognise achievements and innovation by individuals and organisations that promote good practice in the field of physical activity.

GOAL 7 - Education and Training

Improve the knowledge and skills of relevant service providers and practitioners.

STRATEGIES

7.1 Provide professional development opportunities for those working in a variety of settings such as education, health, transport, local government, urban planning, tourism, sport and active recreation.

7.2 Encourage tertiary and higher education institutions and professional associations to incorporate curricula that consider the role and impact of physical activity.

7.3 Develop and promote resources in response to identified needs and gaps.



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