

MAKE
YOUR
MOVE

Greater Dandenong Physical Activity Strategy 2020–2030 Implementation Plan (2020–21) and Future Focus (2021–22)



Table of Contents

Implementation Plan – Year 1 (2020–21) 1

Future Focus (2021–22) 6



Implementation Plan – Year 1 (2020–21)

Year 1 (2020–21) Actions

Strategy 1: Empower the community to be physically active, supporting them to make choices through easy to understand information			
Objective	Action	Responsible Department	Supporting Departments (where relevant)
a. Increase our communities understanding on the importance of being physically active.	i. Implement a community physical activity campaign to promote the importance of physical activity opportunities.	Sport and Recreation	Media and Communications
	ii. Develop and implement a campaign evaluation tool to assess the performance of the community physical activity campaign.	Sport and Recreation	Media and Communications
b. Increase awareness of physically activity opportunities in the municipality focusing on active living, active recreation, social sport and health.	i. Develop an active living and recreation educational workshop roadshow across the municipality.	Sport and Recreation	
	ii. Identify active recreation and social sport opportunities within the community.	Sport and Recreation	
	iii. Explore digital solutions for the community to find active recreation opportunities.	Sport and Recreation	Media and Communications
	iv. Set up of digital monthly analytic reporting.	Sport and Recreation	Media and Communications

Year 1 (2020–21) Actions (continued)

Strategy 2: Support and facilitate opportunities for our community to be physically active.			
Objective	Action	Responsible Department	Supporting Departments (where relevant)
a. Facilitate the provision of self-organised physical activity opportunities.	i. Facilitate an annual program of inclusive physical activity opportunities.	Sport and Recreation	Youth Services, Positive Aging, Organisational Development, Community Development
	ii. Development of a CGD mass-participation physical activity event plan.	Sport and Recreation	Festivals and Events
	iii. Develop and deliver a program evaluation tool to assess the effectiveness of physical activity opportunities and activations facilitated by Council.	Sport and Recreation	
b. Support health and community agencies to increase the physical activity opportunities available to our community.	i. Explore the development of a link between primary health care agencies and community service physical activity providers.	Sport and Recreation	Community Development
c. Collaborate with sport and active recreation providers, supporting them to provide innovative ways our community can participate in physical activity.	i. Working in partnership with state sport and recreation associations, build the capacity of sport and active recreation providers to deliver new ways for community participation, with the plan to engage annually with a minimum of ten providers.	Sport and Recreation	

Strategy 3: Be a leader in supporting physical activity participation and advocate for our community to improve health and social outcomes through participation in physical activity.

Objective	Action	Responsible Department	Supporting Departments (where relevant)
a. Be a healthy and physically active workplace.	i. Benchmark CGD's staff health and wellbeing program against other Council's, government's agencies and corporate workplaces.	Sport and Recreation	
	ii. Measure staff physical activity levels as part of a holistic health and wellbeing evaluation tool for Council staff.	Organisational Development	Sport and Recreation
	iii. As part of CGD's staff reward and recognition system specifically acknowledge staff participation in physical activity.	Organisational Development	Sport and Recreation
	iv. Assist staff to understand the benefits of being more active before, during and after work.	Organisational Development	Sport and Recreation
b. Build a community that values the importance of physical activity.	i. Support elite sports and events to provide opportunities for social and economic benefits to our community, particularly those that provide benefits for focus populations.	Sport and Recreation	
c. Identify and mobilise community champions to facilitate increased physical activity participation.	i. Identify and engage with community champions to deliver physical activity opportunities.	Sport and Recreation	Community Development
d. Partner with our community and education providers to improve health and social outcomes through increased participation in physical activity.	i. Assess the feasibility of a CGD Physical Activity and Healthy Eating Taskforce/ Network including health, community and government agencies/ groups.	Sport and Recreation	Community Development
	ii. Identify and document community and education providers whom deliver physical activity opportunities.	Sport and Recreation	Community Development
e. Work with governments and peak bodies to strengthen and grow physical activity opportunities.	i. Explore the formation of a South-Eastern Local Governments' Physical Activity and Healthy Eating Network to allow collaboration regionally with the support of regional agencies and the state government.	Sport and Recreation	Community Development

Year 1 (2020–21) Actions (continued)

Strategy 4: Create environments that encourage and support our community to be physically active.			
Objective	Action	Responsible Department	Supporting Departments (where relevant)
a. Facilitate the provision of self-organised physical activity opportunities.	i. Develop a plan to guide the provision of informal recreation infrastructure.	Sport and Recreation	
	ii. Assess the capacity of active sporting grounds for active recreation and social sport opportunities.	Sport and Recreation	Parks
b. Increase the opportunities to participate in physical activity by making spaces, services and facilities more affordable, safe, inclusive and functional to the needs of local communities.	i. Conduct a pricing review of Council facilities, to determine appropriate fee structures and subsidy levels for the community across facilities and active sporting infrastructure.	Sport and Recreation	Asset Management
c. Improve pathways and connection linkages to physical activity opportunities for our community.	i. Identify gaps in walking and cycling connections to physical activity opportunities.	Sport and Recreation	Transport

Strategy 5: Use evidence to guide and drive decisions on how to increase participation in physical activity and improve the health of our community.

Objective	Action	Responsible Department	Supporting Departments (where relevant)
a. Monitor the impact and effectiveness of the Make Your Move Physical Activity Strategy.	i. Develop an evaluation framework that effectively monitors the impacts of the Strategy.	Sport and Recreation	
b. Respond to the changing needs of our community based on effective consultation and evidence-based research with our community and stakeholders.	i. Develop a plan to improve service provision at CGD Leisure Facilities to better meet the needs of our community.	Sport and Recreation	
c. Engage with external stakeholders on research, evaluation and planning opportunities and pursue a regional approach where relevant.	i. Explore a tool to capture organised sport and community organisations data/ programming, with the potential for this to take a regional approach.	Sport and Recreation	
	ii. Proactively develop briefs for future priority research, evaluation and planning initiatives for gaps identified in the Make Your Move Physical Activity Discussion Paper.	Sport and Recreation	

Future Focus (2021–22)

Note: Subject to change based off progress of year 1 actions and available resources. Those actions identified in year 2 have been identified to assist Council to ensure appropriate resourcing is considered in advance.

Strategy 1: Empower the community to be physically active, supporting them to make choices through easy to understand information			
Objective	Action	Responsible Department	Supporting Departments (where relevant)
a. Increase our communities understanding on the importance of being physically active.	i. Create an active living guide for the focus populations as outlined in the Strategy aim.	Sport and Recreation	Media and Communications
	ii. Provide tools for CGD staff to educate the community on the benefits of physical activity.	Sport and Recreation	Media and Communications, Community Development
b. Increase awareness of physically activity opportunities in the municipality focusing on active living, active recreation, social sport and health.	i. Maintain a register of active recreation and social sport opportunities within the community.	Sport and Recreation	
	ii. Deliver an active living and recreation educational workshop roadshow across the municipality.	Sport and Recreation	

Strategy 2: Support and facilitate opportunities for our community to be physically active.

Objective	Action	Responsible Department	Supporting Departments (where relevant)
a. Facilitate the provision of self-organised physical activity opportunities.	i. Continued facilitation of annual program of physical activity opportunities.	Sport and Recreation	Youth Services, Positive Aging, Organisational Development, Community Development
	ii. Delivery of a CGD mass-participation physical activity event plan.	Sport and Recreation	Festivals and Events
	iii. Explore the development of in-home physical activity support resources for focus populations identified in strategy aim.	Sport and Recreation	Media and Communications
b. Support health and community agencies to increase the physical activity opportunities available to our community.	i. Facilitate opportunities with primary health care agencies and community service providers.	Sport and Recreation	Community Development
	ii. Develop an evaluation tool to assess the success of facilitated opportunities.	Sport and Recreation	Community Development
c. Collaborate with sport and active recreation providers, supporting them to provide innovative ways our community can participate in physical activity.	i. Conduct an annual 'Sports Jam' style event/program with providers to identify new innovative opportunities/ programs specific for our community.	Sport and Recreation	
	ii. Review the sustainability of community sport and active recreation providers based on current and future participation trends and identify strategies to improve sustainability.	Sport and Recreation	

Future Focus (2021–22) (continued)

Strategy 3: Be a leader in supporting physical activity participation and advocate for our community to improve health and social outcomes through increased participation in physical activity.			
Objective	Action	Responsible Department	Supporting Departments (where relevant)
a. Be a healthy and physically active workplace.	i. Explore opportunities for workplace environment modifications to promote physical activity by CGD staff.	Sport and Recreation	Organisational Development
	ii. Commence retrofitting the workplace environment to discourage pre-longed sitting.	Organisational Development	Sport and Recreation, Building Projects.
b. Build a community that values the importance of physical activity.	i. Modify the annual CGD Sports Awards to include Active Recreation, Active Transport and Social Sport categories.	Sport and Recreation	
c. Identify and mobilise community champions to facilitate increased physical activity participation.	i. Train champions to deliver physical activity opportunities.	Sport and Recreation	Community Development
d. Partner with our community and education providers to improve health and social outcomes through increased participation in physical activity.	i. Analyse primary, secondary, English second language and specialist schools to identify gaps in physical education provision.	Sport and Recreation	
e. Work with governments and peak bodies to strengthen and grow physical activity opportunities.			

Strategy 4: Create environments that encourage and support our community to be physically active.

Objective	Action	Responsible Department	Supporting Departments (where relevant)
a. Facilitate the provision of self-organised physical activity opportunities.	i. Conduct a review of current and potential joint use agreement opportunities with schools and identify way to deliver-more equitable access for community members of all ages.	Sport and Recreation	
b. Increase the opportunities to participate in physical activity by making spaces, services and facilities more affordable, safe, inclusive and functional to the needs of local communities.	i. Analyse selected neighbourhoods considering the principles of walkable communities and spaces.	Sport and Recreation	
c. Improve pathways and connection linkages to physical activity opportunities for our community.			

Future Focus (2021–22) (continued)

Strategy 5: Use evidence to guide and drive decisions on how to increase participation in physical activity and improve the health of our community.

Objective	Action	Responsible Department	Supporting Departments (where relevant)
a. Monitor the impact and effectiveness of the Make Your Move Physical Activity Strategy.	i. Identify monitoring solutions to assess facility and open space usage.	Sport and Recreation	
b. Respond to the changing needs of our community based on effective consultation and evidence-based research with our community and stakeholders.	i. Develop a plan addressing how CGD can support sports development within the municipality.	Sport and Recreation	
c. Engage with external stakeholders on research, evaluation and planning opportunities and pursue a regional approach where relevant.			

MAKE YOUR MOVE



Phone 8571 1000

Fax 8571 5196

@ council@cgd.vic.gov.au



TTY: 133 677

Speak and listen: 1300 555 727

Online: relayservice.gov.au



TIS: 13 14 50

Find us online 

greaterdandenong.com



 **GREATER DANDENONG**
City of Opportunity