

MAKE
YOUR
MOVE

Greater Dandenong Physical Activity Strategy 2020-30 Year 3 Implementation Plan (2022-23)



Table of Contents

Year 3 Actions	Page
Strategy 1	1
Empower the community to be physically active, supporting them to make choices through easy to understand information.	
Strategy 2	2
Support and facilitate opportunities for our community to be physically active.	
Strategy 3	3
Be a leader in supporting physical activity participation and advocate for our community to improve health, social and wellbeing outcomes through increased participation in physical activity.	
Strategy 4	4
Create environments that encourage and support our community to be physically active.	
Strategy 5	5
Use evidence to guide and drive decisions about how to increase participation in physical activity and improve the health of our community.	



Implementation Plan Year 3

Year 3 Actions

Strategy 1: Empower the community to be physically active, supporting them to make choices through easy to understand information.		
Objective	Action	Responsible Department
Increase our community's understanding of the importance of being physically active.	Review and implement the Marketing and Communication plan with a focus upon: <ul style="list-style-type: none"> Developing increased content promoting the importance of physical activity. Targeting particular cohorts. Developing and implementing the community ambassadors program. 	Sport and Recreation
	Assess and review the focus of the MYM Communications Strategy.	Sport and Recreation
	Assess the level of engagement through social media (12 months of data) and determine whether social media continues to be the focus of the MYM communications strategy.	Sport and Recreation
	Focus upon engaging targeted communities and cohorts – 4 per annum.	Sport and Recreation
Increase awareness of physical activity opportunities in the municipality focusing on active living, active recreation, social sport and health.	Conduct a pilot initiative based around the concept of an ' <i>active living and recreation educational workshop/s</i> ' in settings such as schools or community centres. Assess the feasibility of expanding the initiative more widely across CGD.	Sport and Recreation
	Research how organisations use data analytics reporting to assess the effectiveness and reach of online information and campaigns, and using this information, establish regular analytics reporting for MYM.	Sport and Recreation
	Develop and maintain a register of active recreation and social sport opportunities within the community.	Sport and Recreation

Year 3 Actions (continued)

Strategy 2: Support and facilitate opportunities for our community to be physically active.		
Objective	Action	Responsible Department
Offer opportunities to be physically active with a focus on self-organised activities.	Develop a criteria to support informed decision making about the physical activity opportunities Council will facilitate or support.	Sport and Recreation
	Investigate the feasibility of developing a mass participation physical activity event for CGD.	Sport and Recreation
	Facilitate and promote an annual program of inclusive physical activity opportunities.	Sport and Recreation
	Develop a business case/project brief to determine cost/format/content/benchmarking etc. SEL collaboration-coordination for an annual pilot program of education and participation initiatives.	Sport and Recreation
Support health and community agencies to build capacity in physical activity opportunities.	Facilitate opportunities with primary health care agencies and community service providers.	Sport and Recreation
	Develop an evaluation tool to assess the success of facilitated physical activity opportunities.	Sport and Recreation
	Working in partnership with state sport and recreation associations, build the capacity of sport and active recreation providers in CGD to facilitate increased female and junior participation.	Sport and Recreation
	Collaborate with the newly established South East Leisure to ensure Council's Aquatic and Leisure facilities are inclusive and responsive to the diverse needs of the CGD community through the structure of fees and charges, the programs and services offered, and the approach and training of staff.	Sport and Recreation

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

Objective	Action	Responsible Department
Be a healthy and physically active workplace.	Across the organisation, strengthen and embed an understanding of the importance of physical activity and how to make physical activity a part of everyone's work day.	Sport and Recreation
	As part of CGD's staff reward and recognition system specifically acknowledge staff participation in physical activity.	Sport and Recreation
Build a community that values the importance of physical activity.	Modify the annual CGD Sports Awards to include Active Recreation, Active Transport and Social Sport categories.	Sport and Recreation
Identify and mobilise community champions to facilitate increased physical activity participation.	Develop and implement a community ambassadors' program including clarifying their role and how their contribution will be recognised.	Sport and Recreation
Partner with our community and education providers to improve health and social outcomes through increased participation in physical activity.	Identify and document community and education providers who deliver physical activity opportunities.	Sport and Recreation
	Endorse and implement a Make Your Move Gender Equity Guide.	Sport and Recreation

Year 3 Actions (continued)

Strategy 4: Create environments that encourage and support our community to be physically active.		
Objective	Action	Responsible Department
Facilitate the provision of self organised physical activity opportunities.	Continued development of a plan to guide the provision of informal recreation infrastructure.	Sport and Recreation
	Encourage and seek additional opportunities for community use of active sporting grounds for active recreation and social sport.	Sport and Recreation
	Create an active living guide for the focus populations as outlined in the Strategy aim.	Sport and Recreation
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.	Conduct a pricing review of Council's active sporting infrastructure usage, to determine appropriate fee structures and subsidy levels.	Sport and Recreation
	Review the Walking and Cycling Strategies and developing a 3 year action plan.	Sport and Recreation
	Implementation of year 2 action to increase participation in walking and cycling.	Sport and Recreation
	Conduct a review of current and potential joint use agreement opportunities with schools, identifying ways to deliver more equitable access for community members of all ages.	Sport and Recreation

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

Objective	Action	Responsible Department
Monitor the impact and effectiveness of the Make Your Move Physical Activity Strategy.	Develop an evaluation framework to effectively monitor the impacts of the MYM Strategy.	Sport and Recreation
	Explore options to monitor and assess the use of facilities and open space.	Sport and Recreation
Respond to the changing needs of our community based on effective consultation and evidence-based research with our community and stakeholders.	Continue the health analysis for individual sporting codes in Greater Dandenong.	Sport and Recreation
	Undertake a strategic assessment of infrastructure supporting active sport.	Sport and Recreation
Engage with external stakeholders on research, evaluation and planning opportunities and pursue a regional approach where relevant.	Develop two briefs for future priority research, evaluation, and planning initiatives for gaps identified in the Make Your Move Discussion Paper.	Sport and Recreation

MAKE YOUR MOVE



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