

**SIMPLY**

**Active**  
**Everyday**

---



A plan to promote physical activity

**in NSW**

**1998-2002**

**Evaluation Report**

---

An initiative of the  
NSW Government

## **NSW DEPARTMENT OF HEALTH**

This work is copyright. It may be reproduced in whole or in part for study or training purposes subject to the inclusion of an acknowledgement of the source and no commercial usage or sale.

© NSW Department of Health 2004

### **Suggested citation:**

NSW Physical Activity Task Force. Simply Active Everyday:  
A plan to promote physical activity in NSW 1998-2002  
Evaluation Report

SHPN (NPS) 040144

ISBN 0 7347 3694 0

### **Further information about this plan is available from:**

Secretariat

NSW Physical Activity Task Force

Nutrition and Physical Activity Branch

Centre for Chronic Disease Prevention and Health Advancement

NSW Department of Health

LMB 961 North Sydney NSW 2059

Tel. (02) 9391 9661

Fax. (02) 9424 5994

A full copy of this report can be downloaded from the  
NSW Health website: [www.health.nsw.gov.au](http://www.health.nsw.gov.au)

August 2004

# FOREWORD

There is a growing understanding in the community that physical activity is an essential component of a healthy lifestyle. Regular physical activity of moderate intensity is effective in reducing the risk of non-communicable diseases such as type 2 diabetes, osteoporosis, cardiovascular disease, colon cancer and obesity. Additionally, physical activity provides benefits in the management of depression and anxiety, increases mental alertness and enhances self-esteem. When communities become more physically active, not only health, but also economic benefits follow: health care costs are reduced, productivity increases, and schools and workplaces perform better. Since more frequent walking and less reliance on motor vehicles for transport are implicit in the promotion of physical activity, benefits for the environment are also involved.

It is these social, health, environmental and economic benefits that the plan *Simply Active Everyday: A Plan to Promote Physical Activity in NSW 1998-2002* seeks to advance. Under the guidance of the Lead Agency Committee, the plan has now reached the end of its fourth and final year of implementation. Much progress has been achieved in the journey towards increasing the NSW population's physical activity levels.

There is however, still much work to be done to realise the vision of *all the people of NSW actively participating in regular physical activity*. Recent evidence shows that, despite greater knowledge and better intentions, adult participation rates in physical activity have changed little in the last few years. For men and women in NSW, rates of physical activity considered sufficient for health have declined slightly in the period 1997-2000. Some comfort can be taken from data indicating that declines evident in NSW are in fact more marked in other Australian jurisdictions where integrated plans have yet to be developed. Clearly however, more attention needs to be given in NSW to the intensity of promotion efforts, to addressing inequity and access issues, and to environmental modifications that promote planned and incidental forms of physical activity.

The Physical Activity Task Force itself has been a model of effective intersectoral collaboration. It has weathered the processes of planning and implementation, organisational changes, independent evaluation, and has provided a model now readily adopted by other jurisdictions. Moreover, the Task Force has provided a forum through which representatives from a variety of organisations have worked together with an unprecedented degree of cooperation towards a common goal. Members of the Task Force Lead Agency Committee and their organisations have shown considerable commitment throughout the development, implementation and evaluation of the plan.

With such an effective vehicle in place, and the growing need to increase participation in physical activity in NSW, it is clear the Task Force is powerfully placed to renew its work to develop a whole of government strategy through which to promote the health and wellbeing of the NSW community. The coming months will be an exciting period as the planning takes place. The vision of the task force remains: for all the people of NSW to actively participate in regular physical activity.



**Professor Adrian Bauman**  
**Chair, NSW Premier's Physical Activity Task Force Lead Agency Committee**

# NSW PHYSICAL ACTIVITY TASK FORCE LEAD AGENCY COMMITTEE MEMBERSHIP

## Chair

Professor Adrian Bauman  
University of New South Wales

## Members

Bill Bellew  
NSW Health

Libby Darlison  
Consultant

Rosemary Davis  
NSW Department of Education and Training

Wendy Gillett  
NSW Department of Sport and Recreation

Ian Grainger  
Fitness NSW

Paul Hewitt  
NSW Board of Studies

Rolf Lunsman  
Roads and Traffic Authority

Jeanie McKenzie  
Heart Foundation (NSW Division)

Michelle Nemeč  
Association of Independent Schools

David Power  
NSW Department of Education and Training

Karen Paterson  
NSW Department of Local Government

Ana Temporini  
Transport NSW

Susan Sky  
Planning NSW

Bessie Tselos  
NSW Department for Women

Lorraine Walker  
Catholic Education Commission (NSW)

## Secretariat – NSW Department of Health

Elizabeth Develin

Kate Hawkins

Philip Vita

# EXECUTIVE SUMMARY

## BACKGROUND

In May 1996, the NSW Deputy Premier launched the intersectoral Physical Activity Task Force (PATF) to develop a comprehensive plan to increase the levels of physical activity in the community. With a vision of all people in NSW actively participating in regular physical activity, the Task Force developed *Simply Active Everyday: A plan to promote physical activity in NSW 1998-2002*. Launched in October 1998, three overarching goals directed the plan:

- to increase safe and ongoing participation in physical activity, particularly among less active people
- to develop quality infrastructure, opportunities, programs and services to support participation
- to realise the social, health, environmental, and economic benefits of participation.

*Simply Active Everyday* outlined 64 objectives and included nine key recommendations to take the plan forward. Ten different agencies, from both Government and non-Government sectors, were identified as Lead Agencies for the 64 objectives. A progress report was published in 1999, and this is the final evaluation report.

In keeping with the key recommendations from the progress report, a Lead Agency Committee (LAC) was established in January 1999 with representation from all ten Lead Agencies identified in the plan. Also included in the Lead Agency Committee were the Department of Transport, Roads and Traffic Authority, Department for Women, and the Premier's Council for Women.

## TERMS OF REFERENCE

The terms of reference of the PATF Lead Agency Committee were to:

1. Ensure implementation of the plan *Simply Active Everyday: A plan to promote physical activity in NSW 1998-2002* consistent with the following values:
  - sustainability
  - community benefit
  - equity and access
  - safe and ongoing participation
  - acceptability and collaboration
  - value for investment.
2. Optimise the coordination of systems to monitor and evaluate implementation of the plan.
3. Increase the emphasis on an intersectoral approach to environmental planning/modification for the promotion of planned and incidental forms of physical activity.
4. Produce a progress report for the implementation period to June 1999 to be submitted to the Premier's Department by October 1999.
5. Produce an evaluation report for the implementation period July 1999-2002, and the plan overall, to be submitted to the Premier's Department by December 2002.

## KEY NATIONAL DEVELOPMENTS

During the four years of *Simply Active Everyday*, there have been several significant developments on a national level in the area of physical activity promotion. Of particular note are:

- the Active Australia initiative
- the formation of the Strategic Inter-Governmental Forum on Physical Activity and Health (SIGPAH)
- the development of the National Physical Activity Guidelines for Australians
- the recently published best practice guidelines from the National Public Health Partnership, *Getting Australia Active: towards better practice for the promotion of physical activity*.

In 2002, the Australian Sports Commission announced a directional change for the Active Australia initiative and withdrew funding for broad participation from States and Territories. This policy has marked a shift in the focus of Active Australia, away from promoting active communities, towards more organised, elite forms of sport.

## PROGRESS MADE ON SIMPLY ACTIVE EVERYDAY

Significant progress has been achieved against seven of the nine key recommendations. The first five recommendations were achieved by convening the Physical Activity Task Force Lead Agency Committee with the appropriate representatives nominated by the relevant agencies (including those from the Roads and Traffic Authority and Department of Transport). The inaugural Lead Agency Committee meeting was held in February 1999. Since this time, the Lead Agency Committee has continued to meet on a quarterly basis to review its progress against the objectives outlined in the plan, and to complete this final evaluation report.

Recommendation 6 required the establishment of the Simply Active Everyday Working Party by the Local Government and Shires Associations (now known as Lgov NSW). A working party was convened, and was successful in providing a forum for discussing the challenges facing councils to meet the plan's objectives within existing resource levels.

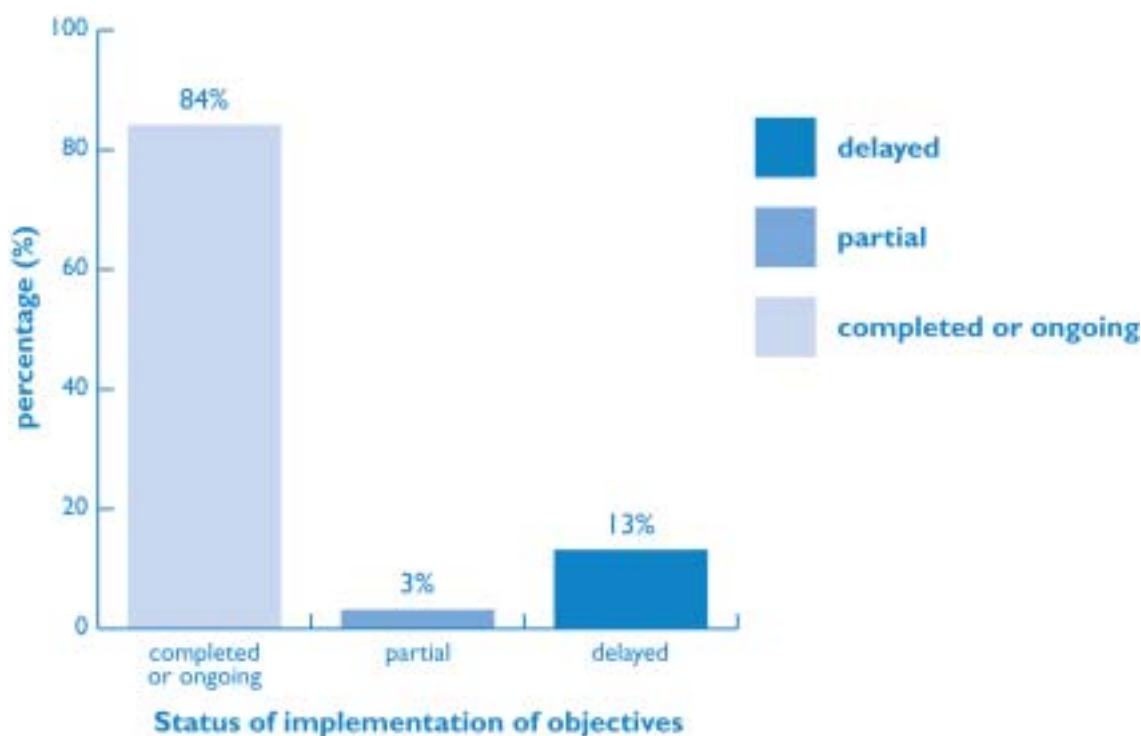
Recommendation 7 called for coordination of systems to monitor and evaluate implementation of the strategic plan. Although to date progress against this recommendation has been limited, action has recently been initiated with the establishment of the NSW Centre for Physical Activity and Health (CPAH) in June 2002. NSW CPAH will be a significant contributor to the monitoring of physical activity in NSW in the future.

The PATF LAC's stability over a period of years and common vision has provided several PATF agencies with a platform for intersectoral collaboration. However, most of the work achieved by PATF agencies has been more a matter of coordination, rather than collaboration. One of the key barriers to effective collaboration has been the limited resources available for agencies to go beyond their existing commitments. The PATF's goal however, is to further increase collaborative work and continue to try and complete Recommendation 8.

Of the 64 objectives outlined in *Simply Active Everyday*, 45 were identified as short-term objectives for completion by June 1999, and 19 identified as longer-term objectives for completion by June 2002. Appraisal of the work achieved against these objectives reveals that considerable progress has been made. Overall, 54 objectives are completed or ongoing, two partially completed and eight delayed (Figure A). Objectives were classified using the following definitions:

- Completed: objective largely achieved and has reached a logical end point.
- Ongoing: objective largely achieved, but program/project still running.
- Partial: objective partly achieved, but significant work still required.
- Delayed: objective not yet progressed, but agency has intention to progress.

**Figure A: Summary of progress of implementation of objectives in *Simply Active Everyday***



Analysis of performance by strategic theme reveals that the most substantial progress has been achieved in the area of education and implementation with 17 of 17 objectives achieved. Policy and guideline development has also been very successful with 14 of its 16 objectives completed. The area of program development and implementation has had less, but still significant, progress with 20 of 26 objectives largely achieved. This was followed by monitoring and evaluation with three of a total of five completed or ongoing (Table A).

**Table A: Summary of progress of implementation of objectives in *Simply Active Everyday* by strategic theme**

Strategic theme	Completed or ongoing	Partial	Delayed	Total
Program development and implementation	20	1	5	26
Education and implementation	17	–	–	17
Policy and guideline development	14	–	2	16
Monitoring and evaluation	3	1	1	5
<b>Total</b>	<b>54</b>	<b>2</b>	<b>8</b>	<b>64</b>

Analysis of performance by key setting shows that Local and Urban Environments have been the most successful in achieving their targets, with five out of five objectives completed. The Sport and Recreation setting had the largest challenge with 21 objectives, of which 20 were completed or ongoing. The School environment has also made substantial progress with 13 of 14 objectives fully completed. The Health setting achieved 14 of 19 objectives, and the Fitness Industry accomplished half of their six objectives (Table B).

**Table B: Summary of progress of implementation of *Simply Active Everyday* objectives by key setting**

Key setting	Completed or ongoing	Partial	Delayed	Total number of objectives
Health	14	–	5	19
Sport and recreation	20	1	–	21
Local and urban environments	5	–	–	5
Schools	12	–	1	13
Fitness industry	3	2	1	6
<b>Total</b>	<b>54</b>	<b>3</b>	<b>7</b>	<b>64</b>

## PROGRESS AGAINST TARGETS

The goal of *Simply Active Everyday* was to increase safe and ongoing participation in physical activity, particularly among less active people. Using the most recent data at the time of the plan's inception, indicators and targets were established to measure the progress of the plan. However, progress against these indicators during the period of the plan has been difficult to measure because of two key issues:

1. A change in the indicators themselves.
2. A change in the instrument used to measure physical activity levels.

In order to provide an estimate of the trends in the physical activity levels of NSW adults (18-75 years), a recent investigation has been performed using the NSW data from the 1997, 1999 and 2000 Active Australia surveys. This analysis shows that the proportion of those who could be considered to be 'sufficiently active' for health (where 'sufficiently active' is defined as 150 minutes or more of moderate physical activity per week), has decreased slightly in both men and women. These declining trends in NSW however, are generally smaller than those observed in other states where integrated strategies had yet to be developed.

## CONCLUSIONS AND KEY RECOMMENDATIONS

In summary, the PATF Lead Agency Committee has successfully coordinated the implementation of *Simply Active Everyday*. Significant progress was made from the outset of the plan, with the full completion of seven and partial completion of two of the nine key recommendations. In translating the plan into action, the Lead Agency Committee has also achieved considerable success. Fifty-four of the sixty-four objectives have been largely achieved, leaving only two objectives partially completed, two not done at all, and six delayed.

Some areas still require attention in the future however. These include finding new approaches to promote collaborative work between agencies (rather than coordination) and taking a more systematic approach to equity and access issues.

The Physical Activity Task Force itself has been a model of successful collaboration between agencies and across a variety of sectors. A unique degree of cooperation occurred between Task Force members towards the clear and common vision of physical activity promotion in NSW.

Having reached the end of the plan *Simply Active Everyday*, the PATF is deliberating the best course of action to ensure future progress in physical activity promotion. Given that the Task Force itself provides an effective vehicle through which to advocate and coordinate a whole of government strategy to address the need for greater levels of physical activity in the community, it is recommended that plans for the future should work through the established framework of the Task Force. Seeking a renewed mandate from the NSW Premier would provide additional momentum and credibility to a future plan.

In planning for the future, it is recommended that the PATF will consider the following issues:

- The need for an increase in focus on access and equity issues in physical activity promotion.
- The need to use a whole of government approach in the promotion of physical activity. This may involve working more closely with the Premier's Department and the Cabinet Office, and a change of Chairperson.
- The need to establish strong linkages to any advisory group (such as a senior officers' coordination committee) established to address the resolutions from the 2002 NSW Childhood Obesity Summit, or working to promote physical activity in young people.
- The need to provide sufficient intensity for physical activity promotion efforts.
- The effectiveness of environmental modifications in the facilitation of physical activity.
- The importance of securing adequate funding for a future secretariat to ensure continued support is available.
- Considering alternative approaches to finding additional funding for projects that require a collaborative interagency approach.
- The need to develop recommendations regarding the minimum threshold and per capita investment necessary to increase the prevalence of physical activity in NSW.
- The importance of identifying drivers to focus the Task Force's efforts.
- The benefits of promoting the PATF as a model of successful whole-of-government collaboration.
- The functional nature of the PATF current members, and the value of additional advisory groups to obtain specific views and expertise when required.
- The need to develop realistic and effective goals.
- The importance of establishing a monitoring and evaluation framework from the outset.



# TABLE OF CONTENTS

FOREWORD	i
NSW PHYSICAL ACTIVITY TASK FORCE LEAD AGENCY COMMITTEE MEMBERSHIP	ii
EXECUTIVE SUMMARY	iii
1. INTRODUCTION	
1.1 Background	1
1.2 Physical Activity Task Force Lead Agency Committee	1
1.3 Progress Report Structure	2
2. NATIONAL DEVELOPMENTS	
2.1 Active Australia Alliance	3
2.2 Active Australia Networks	3
2.3 Active Australia/International Year of Older Persons Campaign	4
2.4 National Physical Activity Guidelines for Australians	4
2.5 Strategic Inter-Governmental Forum on Physical Activity and Health	4
2.6 Physical Activity Measurement Research	6
3. PROGRESS AGAINST THE KEY RECOMMENDATIONS	7
4. PROGRESS AGAINST OBJECTIVES BY STRATEGIC THEME	9
Theme 1: Program development and implementation – people	9
Theme 1: Program development and implementation – organisations	12
Theme 1: Program development and implementation – environments	15
Theme 2: Education and information – people	17
Theme 2: Education and information – organisations	19
Theme 2: Education and information – environments	24
Theme 3: Policy and guideline development – people	25
Theme 3: Policy and guideline development – organisations	26
Theme 3: Policy and guideline development – environments	29
Theme 4: Monitoring and evaluation	31
Progress against year 2002 targets and indicators for physical activity	33
5. PROGRESS BY KEY SETTINGS	35
5.1 School Settings	35
5.2 Wider Health Services Settings	36
5.2.1 Active Australia Public Education Campaign	36
5.2.2 NSW Health Physical Activity Demonstration Projects	37
5.2.3 Promoting Physical Activity in General Practice	39
5.2.4 Just Walk It	40
5.3 Sport and Recreation Settings	40
5.4 Local and Urban Environments	41

5.5	Fitness Industry Settings	43
5.6	Special Populations	44
5.6.1	People from Culturally and Linguistically Diverse (CALD) communities	44
5.6.2	Women	45
5.6.3	Parents and carers	47
5.6.4	Older people	47
5.6.5	Young people	50
6.	EVALUATION OF THE PHYSICAL ACTIVITY TASK FORCE LEAD AGENCY COMMITTEE	51
6.1	Strengths	51
6.2	Issues	52
6.3	The Future	53
7.	SUMMARY AND RECOMMENDATIONS	55
7.1	Progress Against Key Recommendations	55
7.2	Progress Against Objectives	55
7.3	Progress Against Indicators	57
7.4	Recommendations	57
	REFERENCES	59
	APPENDIX 1	61
	APPENDIX 2	62
	APPENDIX 3	65
	APPENDIX 4	66
	<b>TABLES</b>	
Table 1:	Summary of progress made against <i>Simply Active Everyday's</i> nine key recommendations	8
Table 2:	Summary of progress made in the implementation of <i>Simply Active Everyday</i> objectives by strategic theme	56
Table 3:	Summary of progress of implementation of <i>Simply Active Everyday</i> by key setting	56
	<b>FIGURES</b>	
Figure 1:	Percentage of NSW Adults 18-75 years who are 'sufficiently active'	34
Figure 2:	Percentage of NSW Adults 18-75 years who are sedentary	34
Figure 3:	Summary of progress of implementation of objectives in <i>Simply Active Everyday</i>	55

# I. INTRODUCTION

## I.1 BACKGROUND

Active living constitutes one of the major components of a healthy lifestyle. There is now strong evidence that regular physical activity provides people of all ages with substantial physical, social and mental health gains throughout life. Regular physical activity reduces the risk of premature mortality, and the development of the major non-communicable chronic diseases such as diabetes, heart disease, osteoporosis, stroke and some cancers. Physical activity helps prevent obesity and injuries from falls. It also promotes an increased sense of wellbeing and improved quality of life.

In 1995, the NSW Chief Health Officer recommended that 'Every adult in NSW should accumulate 30 minutes or more of moderate-intensity physical activity on most, preferably all days of the week'. Population surveys estimate that only around half the people in NSW are sufficiently physically active to achieve health benefits, a pattern consistent with the rest of Australia.<sup>1</sup> Consequently, increasing population levels of physical activity is both a state and national priority.

In May 1996, the NSW Deputy Premier launched the intersectoral Physical Activity Task Force (PATF) to develop a comprehensive plan to increase the levels of physical activity in the community. *Simply Active Everyday: A plan to promote physical activity in NSW 1998-2002* (hereafter referred to as *Simply Active Everyday*) was launched in October 1998.<sup>2</sup> The vision of the Task Force was to have all the people of NSW actively participating in regular physical activity, including incidental activity, outdoor and community recreation, sport, and fitness programs. This vision directed the three overarching goals of the plan:

- to increase safe and ongoing participation in physical activity, particularly among less active people
- to develop quality infrastructure, opportunities, programs and services to support participation
- to realise the social, health, environmental, and economic benefits of participation.

*Simply Active Everyday* outlined 64 objectives and included nine key recommendations to take the plan forward. This represents the final evaluation report against those objectives.

## I.2 PHYSICAL ACTIVITY TASK FORCE LEAD AGENCY COMMITTEE

### Committee terms of reference

In keeping with the key recommendations outlined in *Simply Active Everyday*, a Lead Agency Committee was established in January 1999. The Lead Agency Committee included delegates from all lead agencies represented in the plan, in addition to the Department of Transport, Roads and Traffic Authority, Department for Women, and the Premier's Council for Women (see page ii and Appendix I for membership). The terms of reference of the PATF Lead Agency Committee were to:

1. Ensure implementation of the plan *Simply Active Everyday: A plan to promote physical activity in NSW 1998-2002* consistent with the following values:
  - Sustainability
  - Community benefit
  - Equity and access

- Safe and ongoing participation
  - Acceptability and collaboration
  - Value for investment
2. Optimise the coordination of systems to monitor and evaluate implementation of the plan.
  3. Increase the emphasis on an intersectoral approach to environmental planning/modification for the promotion of planned and incidental forms of physical activity.
  4. Produce a progress report for the implementation period to June 1999 to be submitted to the Premier's Department by October 1999.
  5. Produce an evaluation report for the implementation period July 1999-2002, and the plan overall, to be submitted to the Premier's Department by December 2002.

### 1.3 PROGRESS REPORT STRUCTURE

This report is divided into seven sections. This is Section 1, and provides the introduction and outline of the report structure.

**Section 2** briefly highlights significant national developments since the launch of *Simply Active Everyday* that have relevance to physical activity promotion in NSW.

**Section 3** of the report provides a summary account of the achievements against each of the nine key recommendations that were outlined in *Simply Active Everyday* in order to progress the plan.

Four broad strategic themes were identified in *Simply Active Everyday*. These include:

- Program Development and Implementation
- Education and Information
- Policy and Guideline Development
- Monitoring and Evaluation.

**Section 4** of this document provides an individual achievement report against each of the 64 objectives outlined in *Simply Active Everyday* under these four strategic themes. The achievements are mapped in a tabular format identifying the objective, lead agency, performance indicators, partnerships, status of implementation and noteworthy comments.

In addition to the 64 objectives that were identified in the plan, there are many significant initiatives and achievements in physical activity that have occurred since the development of the plan. **Section 5** of this report highlights some of the achievements for each of the following settings: schools, local and urban environments, fitness, sport and recreation, and the wider health system. There is also a section highlighting initiatives for special populations.

**Section 6** outlines the evaluation of the PATF itself, a process performed by external consultants. Major findings and recommendations from this evaluation are summarised.

Finally, **Section 7** of the report concludes with key recommendations from the Lead Agency Committee.

## 2. NATIONAL DEVELOPMENTS

Since the launch of *Simply Active Everyday*, there have been a number of significant national developments relevant to physical activity promotion in NSW. Of particular note is the progression of the Active Australia framework by the Australian Sports Commission (ASC), and the Commonwealth Department of Health and Aged Care.<sup>3,4</sup>

### 2.1 ACTIVE AUSTRALIA ALLIANCE

In April 1999, the Australian Sports Commission formed the Active Australia Alliance with representation from several areas. Members of the Alliance included:

- Australian Sports Commission Board
- Commonwealth Department of Health and Aged Care
- Standing Committee on Recreation and Sport
- Strategic Inter-Governmental Forum on Physical Activity and Health (SIGPAH)
- Sport and Recreation industry sectors
- Health industry sector

The role of the Alliance was to formalise the intersectoral approach between sport, recreation, and health, and to oversee the monitoring of *Active Australia*. The Alliance then developed a *National Plan for 2000-2003*. This plan formed the basis of a national approach, aiming to enable and encourage agencies to work independently to achieve national outcomes. The Terms of Reference for the Alliance were:

1. Establish and review the strategic direction and the national plan for Active Australia.
2. Develop, monitor and evaluate a plan for implementation.
3. Secure government and corporate resources.
4. Ensure adequate monitoring and evaluation processes are put in place.
5. Report to the Government on the Active Australia outcomes.

In April 2001, the Prime Minister launched a new sport policy, *Backing Australia's sporting ability – a more active Australia*.<sup>5</sup> This policy confirms the commitment of the Australian Sports Commission to Active Australia, and emphasises that the Commission's focus is on the provision of opportunities for positive sporting experiences for all Australians. In 2002, the Commonwealth Government announced a directional change for the Active Australia initiative and withdrew funding to State and Territory Departments for promotion of the initiative. This policy has marked a shift in the focus of the Active Australia Alliance, away from promoting active communities (the focus of the health-oriented Alliance members), towards more organised, elite forms of sport.

## 2.2 ACTIVE AUSTRALIA NETWORKS

The Australian Sports Commission also funded the establishment of three networks to improve the delivery of sport and physical activity in the community:

- Local Government Network – local councils are key providers of programs, services and facilities within the community, and many have sport and recreation officers who work with clubs and schools in their council regions.
- Club-Provider Network – clubs and organisations provide opportunities for sport and physical activity for members of the community.
- Schools Network – schools provide the opportunities for young Australians to develop links with community sporting organisations and encourage positive attitudes and behaviours to be active for life.

## 2.3 ACTIVE AUSTRALIA/INTERNATIONAL YEAR OF OLDER PERSONS CAMPAIGN

In recognition of the International Year of the Older Persons an Active Australia campaign was conducted in 1999, aiming to promote physical activity in the older population. This campaign was a collaborative effort of the Australian Sports Commission, Commonwealth Department of Health and Aged Care, Commonwealth Department of Veterans Affairs, NSW Department of Health, and NSW Department of Sport and Recreation. More details of this campaign are available in Section 5.2.1.

## 2.4 NATIONAL PHYSICAL ACTIVITY GUIDELINES FOR AUSTRALIANS

In May 1999, the Commonwealth Department of Health and Aged Care launched the recommendations *Physical Activity Guidelines for Australians*.<sup>6</sup> A consortium of researchers from the Centre of Health Promotion and Research, Sydney, and the University of Western Australia developed these guidelines.

The guidelines consist of four key messages:

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

## 2.5 STRATEGIC INTER-GOVERNMENTAL FORUM ON PHYSICAL ACTIVITY AND HEALTH (SIGPAH)

The Strategic Inter-Governmental Forum on Physical Activity and Health (SIGPAH) is a forum for national leadership in physical activity and health in Australia (see Terms of Reference below). SIGPAH comprises representation from all State and Territory Health Departments, the Commonwealth Department of Health and Aged Care, and has observers from the Australian Sports Commission and the Australian Institute of Health and Welfare. SIGPAH seeks to encourage all Australians to be physically active. It works through the structures established for the National Public Health Partnership (NPHP), and contributes to the work of the Partnership to protect and promote the health of all Australians. SIGPAH's inaugural meeting was in May 1999 and it meets quarterly.

## Terms of Reference

1. Provide a forum for national leadership in physical activity and health issues in Australia.
2. Foster strong partnerships and communication links between relevant sectors, within and between jurisdictions.
3. With key stakeholders, promote a consistent integrated approach to physical activity and health including monitoring and evaluation, across all areas of government.
4. Make recommendations to the Active Australia Alliance and other peak national bodies.
5. Provide strategic direction consistent with research on physical activity and health issues.
6. Report to the National Public Health Partnership through the Secretariat and the National Strategies Coordination Working Group.

The goals and strategic directions of SIGPAH are outlined in the document *Developing an active Australia: a work plan for 2000-2003*.<sup>7</sup> This work plan identifies 29 objectives to be achieved in four main areas of activity: education, environments, infrastructure and evidence. Further details of the work plan are available on [www.nphp.gov.au/sigpah/index.htm](http://www.nphp.gov.au/sigpah/index.htm).

Since 1999, the main work of SIGPAH has been the publication of three key documents.

1. *Getting Australia Active: towards better practice for the promotion of physical activity*.<sup>8</sup> This is a comprehensive update on the state-of-the-art of physical activity promotion. It aims to:
  - a. provide an update of the evidence of the health benefits and public health importance of physical activity
  - b. review the settings for effective programs, which might be considered 'best practice' approaches to increasing physical activity in Australia
  - c. present perspectives on special population groups, including a lifespan approach to promoting physical activity
  - d. suggest the next steps in terms of recommendations for research and policy implications.
2. *Promoting Active Transport: an intervention portfolio to increase physical activity as a means of transport*.<sup>9</sup> This report is a case study in applying a public health planning approach (known as the 'portfolio approach') to the issue of active transport.
3. *A report on the feasibility of establishing a National Intersectoral Physical Activity Task Force*.<sup>10</sup> The key findings of this report are:
  - There is strong support for the establishment of a national intersectoral task force, led, at least initially, by the Commonwealth Department of Health and Ageing.
  - A national task force should have representation from all levels of government, non-government organisations, and aim to strengthen its links with the private sector.
  - Immediate challenges facing the Commonwealth Department of Health and Ageing in establishing a national intersectoral physical activity task force are:
    - i. Overcoming the perception of a low level commitment of the Commonwealth Government to physical activity promotion.
    - ii. Rebuilding trust with the states through genuine consultation, state engagement and Commonwealth resource commitment.
    - iii. Ensuring that the structure of the task force facilitates the identification of jointly agreed objectives and strategies.

## 2.6 PHYSICAL ACTIVITY MEASUREMENT RESEARCH

To determine the effectiveness of interventions to promote physical activity in the community, it is essential to perform accurate monitoring of trends over time, and documentation of the prevalence and distribution of physical activity in defined population groups. Until now, measurement of physical activity levels has occurred using a variety of different instruments. Little is known however, about the comparability of the results from the various surveys currently (or previously) in use in Australia.

Given these issues, the Commonwealth Department of Health and Aging has commissioned research to determine which survey provides the most reliable and valid estimates of population levels of physical activity in Australia. The research includes three key studies, examining the test-retest reliability, convergent validity and validity of several surveys.<sup>11,12,13</sup> Preliminary results demonstrate that the measurement properties of the Active Australia survey were as good, or better, than those of any of the other surveys assessed (Australian National Health Survey, the US Behavioural Risk Factor Surveillance System, both short and long forms of the international physical activity questionnaire). Workshops discussing this research have been convened in all states and territories. For the interim, the Computer Assisted Telephone Interviewing Technical Reference Group (CATI TRG) in NSW has agreed to continue to use the Active Australia survey for continuing population monitoring until the final report is finished.

### 3. PROGRESS AGAINST THE KEY RECOMMENDATIONS

In order to implement the strategic plan and monitor its progress, the Physical Activity Task Force made nine key recommendations. These recommendations were based on the needs of:

- equity and access
- providing opportunities for incidental forms of physical activity
- ensuring that physical environments and specific transport policies were supportive of both incidental and recreational forms of physical activity.

A summary of the progress made against the key recommendations is outlined in Table 1.

The first five recommendations were achieved by convening the Physical Activity Task Force Lead Agency Committee with the appropriate representatives nominated by the relevant agencies (including those from the Roads and Traffic Authority and Department of Transport). Since the inaugural Lead Agency Committee (LAC) meeting was held in February 1999, the LAC has continued to meet on a quarterly basis to review its progress against the objectives outlined in the plan and to complete this final evaluation report.

Recommendation 6 involved the establishment of the Simply Active Everyday Working Party by the Local Government and Shires Associations (now known as the Local Government Association of NSW and Shires Association of NSW). The working party was successful in providing a forum for discussing the challenges facing councils to meet the plan's objectives within existing resource levels.

During June 2002, the NSW Centre for Physical Activity and Health (CPAH) was established. NSW CPAH's goal is to provide a centre of excellence for physical activity research, training, evaluation, advocacy and monitoring in NSW, and in doing so to support both NSW Health and the Physical Activity Task Force objectives. Its four main work functions are to:

1. Monitor physical activity for NSW. This includes providing complex secondary analyses of statewide data, providing reports on trends in physical activity, assisting with measurement tasks, and acting as a clearinghouse for information.
2. Provide technical advice and support for the monitoring and evaluation of NSW Area Health Service projects related to physical activity.
3. Provide evidence-based work, identifying effective approaches to physical activity promoting interventions.
4. Provide policy advice, in order to contribute to the development of systems and structures that better promote and monitor physical activity in NSW.

NSW CPAH's recent opening date has meant that Recommendation 7 has only been partially achieved. NSW CPAH however, will be a significant contributor to the future monitoring of physical activity in NSW.

The PATF LAC's stability over a period of years and common vision has provided several PATF agencies with a platform for intersectoral collaboration. However, most of the work achieved by PATF agencies has been more a matter of coordination, rather than collaboration. One of the key barriers to effective collaboration has been the limited resources available for agencies to go beyond their existing commitments. The PATF's goal, however, is to further increase collaborative work and continue to try and complete Objective 8.

**Table 1: Summary of progress made against *Simply Active Everyday's* nine key recommendations**

Key recommendation	Performance indicators	Status
1. The establishment of a Lead Agency Committee (LAC), to ensure the implementation of the strategic plan.	PATF LAC established January 1999; Committee has met quarterly since this time.	Achieved
2. Coordination of the Lead Agency Committee by the NSW Health Department in a manner similar to the Physical Activity Task Force.	Secretariat function provided by NSW Department of Health.	Achieved
3. Nomination onto the Lead Agency Committee of senior representatives who are empowered to make decisions on behalf of their organisations about the allocations of resources and implementation of strategies.	Invitations sent to relevant Ministers/ CEO to nominate appropriate representatives.	Achieved
4. Inclusion on the Lead Agency Committee of the NSW Department of Transport (DOT) and the Roads and Traffic Authority (RTA).	DOT and RTA invited to join the LAC; Both agencies have attended all LAC meetings since this time.	Achieved
5. Establish Terms of Reference for the Lead Agency Committee in a manner consistent with the values stated in the task force plan, including equity and access.	Terms of Reference established and endorsed by LAC members.	Achieved
6. The establishment of a working group convened by the Local Government and Shires Associations (LGSA) comprising members of the Lead Agency Committee and representatives from selected councils to develop a suitable approach to the implementation of the strategic objectives of the plan that involve councils.	LGSA convened a group during 1999, meeting on a regular basis Recommendations given to the LAC and local council issues resolved Working group ceased meeting during 2000.	Achieved
7. Coordination of systems to monitor and evaluate implementation of the strategic plan.	Establishment of the NSW Centre for Physical Activity and Health (CPAH).	Partially achieved and ongoing
8. Increased emphasis on an intersectoral approach to environmental modification for the promotion of planned and incidental forms of physical activity.	The Parramatta to Liverpool Rail Trail opened in December 2000 A campaign promoting this trail and the health benefit from regular cycling conducted and evaluated in 2001.	Partially achieved and ongoing
9. An evaluation report for the implementation period to June 1999, and a final evaluation report covering implementation during the period 1999-2002.	1999 progress report and final 2002 evaluation report produced.	Achieved

## 4. PROGRESS AGAINST OBJECTIVES BY STRATEGIC THEME

### THEME 1: PROGRAM DEVELOPMENT AND IMPLEMENTATION – PEOPLE

**Strategic Objective 1.1: Describe participation rates for local, regional and special populations and identify physical activity preferences and other factors that may determine participation.**

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
<b>JUNE 1999</b>					
1.1.1 Describe the fitness and physical activity levels of school children (7-15 years) in NSW, with a report submitted to the Minister.	DET	<i>NSW Schools Fitness and Physical Activity Survey, 1997</i> report submitted to Minister. Copy of report sent to all government schools and available to all schools.	AIS, CEC, DOH, BOS, FOSCO, IEU, JC, NSWPC, P&C, TEC, TF	Completed	
1.1.2 Report Physical Activity participation data annually by health service areas of NSW.	DOH	Telephone surveys completed. Analysis done. Report published.	Epidemiology unit (DOH) (ASC) (Active Australian benchmark survey)	Completed	<i>1997 &amp; 1998 NSW Health Survey. CHO Report 2002.</i>
1.1.3 Establish baseline data on participation in sport and recreation activities, particularly for special populations.	DSR	Information gathered from the Australian Bureau of Statistics. Report generated from NSW Physical Activity Database. Reports generated from the Regional Office quarterly participation figures.	DOH  DSR regions	Completed	
1.1.4 Address gaps in the current scientific knowledge about the factors that determine adoption and maintenance of physical activity in the general population.	DOH	Qualitative research. Literature reviews. Evaluation of communication strategies. Demonstration projects in the settings.	Newcastle University, University of Sydney, CDHAC, ASC, ADD, COTA	Ongoing	'Rusty the Tin Man' campaigns evaluated (see section 5.2.1).

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
1.1.5 For special populations: address gaps in current needs assessment to establish physical activity participation rates and activity preferences; consult with appropriate peak bodies, community organisation and groups to recommend priorities for service development. (Note: commencing with older adults, parents and carers, and aboriginal people).	DOH	Qualitative research. Literature reviews. Guidelines produced. Guidelines disseminated.	Newcastle University, University of Sydney, CDHAC, ASC, ADD, COTA, DSR	Ongoing	'Never too late to start' program through Newcastle University.
1.1.6 Conduct program research to identify factors which influence community participation in programs offered by the fitness industry.	FIT	To be determined.	SRITAB, CR, FIT	Delayed	Subject to funding.
1.1.7 Refine, develop and support sport and recreation programs and services that promote ongoing participation in physical activity and are responsive to special populations.	DSR	Increase in participation rates in programs such as Swimsafe, Walking for Pleasure, Holiday sport and recreation. Active Kids Communities grant scheme conducted targeting specific populations.	DOH, AHS	Ongoing	Some DSR programs showing significant decline, eg Swimsafe – probably indicative of a range of other providers rather than activity levels. Active communities grants – entire focus on special populations.
1.1.8 Develop a range of community participation and development programs with particular emphasis on outdoor education and recreation.	DSR	Increase in the number of outdoor education programs offered at 11 Sport and Recreation Centres.	Various community sport and recreation groups, councils, sport and recreation facilities	Ongoing	Range of products offered continuing to be refined.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
<b>JUNE 2002</b>					
1.1.9 Develop programs and services that are based on the identified activity needs and preferences of special populations.	DSR	Number of regional programs and services (eg Muslim Women's Learn to Swim, usage of Translating and Interpreting Service, programs for people with disabilities, etc). Number of initiatives conducted by the Women's Sport Unit (DSR). Number of initiatives conducted by the Indigenous Sport Unit (DSR).	Various agencies such as: NSW Sports, Council for the Disabled, Muslim Women's Association	Ongoing	Significant development on program for Arabic speaking youth. Challenge will be maintenance of inclusive practice. Review developments on programs for Arabic speaking youth in section 5.6.1.
1.1.10 Develop and implement programs to meet the needs of children and young people at school who are at risk of being inactive.	DET BOS	Gender and physical activity project implemented.  Support document developed to support students with special needs.  K-6 PDHPE Support Document addresses children at risk.  Active Youth Project Years 7-10 implemented.	DET, BOS, AIS, DSR, ACHPER, ADD, DOH, NHF, YMCA, FIT	Completed	
1.1.11 Develop and implement best-practice models for the fitness industry to reach inactive and special populations.	FIT	To be determined.	DOH, DLG, DSR Active Australia	Partial	Fitness NSW is continuing to promote linkages with NSW Health, General Practitioners, allied health professionals, the Department of Sport & Recreation and organisations such as Clubs NSW to improve access for disadvantaged and inactive sections of the community.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

## THEME 1: PROGRAM DEVELOPMENT AND IMPLEMENTATION – ORGANISATIONS

**Strategic objective 1.2 Strengthen the capacity of organisations to develop and implement high quality statewide programs and services.**

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
<b>JUNE 1999</b>					
1.2.1 Identify the organisational factors within schools that influence participation by students in physical activity (link to 1.1.1 and 1.3.1).	DET	<i>NSW Schools Fitness and Physical Activity Survey, 1997</i> identified key organisational factors. The Government's <i>Student Fitness and Physical Activity Action Plan</i> developed and sent to schools.	AIS, CEC, DOH, BOS, FOSCO, IEU, JC, P&C, TEC, TF, NSWPC	Completed	All action areas have been implemented in government schools. <i>Fitness and physical activity: A resource to support school communities</i> developed and distributed to all government schools.
1.2.2 Conduct regular briefings and consultation sessions with respect to the review and development of programs and policies with sport and recreation stakeholders.	DSR	Working Together Stakeholder Forums held for each unit and region of the Department.		Completed	Occurs on an ongoing basis.
1.2.3 Develop strong partnerships between local government and the sport and recreation industry to facilitate integrated service delivery.	DSR	Linkages formed across the three Active Australia environments: Local Government Sport and recreation industry Schools	DET, DLG	Ongoing	Active Communities Network will continue to strengthen existing partnerships.
1.2.4 Support a demonstration project to increase the effectiveness of general practice-based intervention, report by June 1999.	DOH	Project funded. Project completed. Project report completed.	South Western Sydney AHS, GP Divisions, NHF	Completed	Report available on <a href="http://www.health.nsw.gov.au">www.health.nsw.gov.au</a>

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
1.2.5 Review, develop and support programs designed to promote active recreation, including walking.	DSR	Support implementation of the Active Australia campaign. Funding programs implemented (eg Active Kids Communities, IYOP grants). Regional programs reviewed and implemented (eg Walking for Pleasure, Holiday Sport and Recreation).	Sport and recreation industry, DLG, councils, schools, ASC	Completed	Support the implementation of the population health strategies in general practice, the SNAP Framework and Chronic and Complex Care initiatives in NSW. The project to develop a Physical Activity Module (PAM) into GP software packages was introduced in November 2002.
1.2.6 Collect baseline data on fitness industry personnel, provision of programs, facilities, and services designed to encourage participation among less active people and special populations.	FIT	To be determined.		Delayed	Subject to funding.
<b>JUNE 2002</b>					
1.2.7 Support further development of physical activity interventions in general practice which are effective and sustainable.	NHF	Maintain support for Divisions. Develop Physical Activity Resource Kit for Divisions. Investigate Information Technology opportunities to promote Physical Activity for General Practitioners.	DOH, Divisions of GPs, AHS	Ongoing	Support the implementation of the population health strategies in general practice, the SNAP Framework and Chronic and Complex Care initiatives in NSW. The project to develop a Physical Activity Module (PAM) into GP software packages was introduced in November 2002.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
1.2.8 Develop and implement best-practice models for school-based physical activity programs (link to 2.2.6).	DET	140 schools received School Sport 2000 Trust Fund grants to assist them implement physical activity and healthy lifestyle programs.	AIS, CEC, DSR, ACHPER, ADD, BOS, DOH, FIT, NHF, FOSCO, P&C, TTF, YMCA	Completed	Gold Medal Fitness Program also implemented in 114 schools in 23 districts and over 400 teachers trained in fundamental movement skills programs as part of PDHPE. <i>Get skilled: Get active</i> resource distributed to all government schools and available to all schools. A range of best-practice whole-school sport models assembled for reference on Sport Unit website (see section 5 for more details).

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

## THEME 1: PROGRAM DEVELOPMENT AND IMPLEMENTATION – ENVIRONMENTS

**Strategic Objective 1.3: Identify features of the physical environment and facilities which influence participation in physical activity, including incidental activity, in order to develop and implement effective programs.**

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
<b>JUNE 1999</b>					
1.3.1 Identify features of the physical environment of schools that influence student participation in physical activity.	DET	NSW Schools Fitness and Physical Activity Survey, 1997 identified physical environmental factors.	AIS, CEC, DOH, BOS, FOSCO, IEU, JC, TF, TEC, NSWPC	Completed	Electronic copies of resources also available on DET website.
1.3.2 Develop and disseminate physical activity environment audit tools.	DOH	Environmental Audit Toolkit developed. Environmental Audit Toolkit published. Environmental Audit Toolkit disseminated.	DLG, DOT, DUAP, RTA local councils, NHF, NRMA	Delayed	Superseded by <i>Creating Active Communities Local Government Guidelines</i> launched 2001.
1.3.3 Provide advice and support in the provision of safe and accessible sport and recreation facilities to enhance participation in physical activity.	DSR	'1300' number on Active Australia resources. NSW Physical Activity Database. Provide identified promotion of industry standards such as the Fitness Industry Code of Practice.	ASC, DOH, DLG, NHF, schools, sport and recreation industry	Completed	Safe sports facilities brochure developed. Active Search (web-based database) developed.
1.3.4 Establish the feasibility of developing a major interagency program linked to transport sectors to encourage environmental change approaches to the promotion of physical activity.	DOH	Key stakeholders identified and invited. Committee meetings held. Specifications developed. Report completed.	DLG, DOT, DUAP, EPA, local councils, NRMA, RTA	Delayed	Achieved on the National Level by SIGPAH report Promoting Active Transport (see section 2.5 for more information).

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
1.3.5 Develop partnerships between local government, schools, fitness industry, and other physical activity providers to facilitate the efficient and effective development, use and management of facilities.	DSR	Linking of three Active Australia environments: Local Government Sport and Recreation industry Schools	ASC, DOH,AHS	Ongoing	Strong partnership with Local Government through Active Communities Network and partnership with PCYC assists in effective facility use at the local level. Departmental facility funding programs promote partnerships between local government, schools and not-for-profit organisations.
1.3.6 Support a demonstration project to identify the barriers to women walking and potential strategies to overcome these hurdles in a defined local government area.	DOH	Project funded. Project completed. Project report complete.	Central Sydney AHS, Concord Council	Completed	2000 four-page flyers and 200 final reports of <i>Concord a great place to be active</i> were printed and disseminated March 2002 (see section 5.2.2 for more information).
<b>JUNE 2002</b>					
1.3.7 Further promote the use of local audit tools of the physical environment associated with participation in physical activity.	DOH			Delayed	Superseded by the <i>Creating Active Communities Local Government Guidelines</i> launched and disseminated 2001 (see section 5.4 for more information).

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

## THEME 2: EDUCATION AND INFORMATION – PEOPLE

**Strategic objective 2.1: Increase community knowledge of the benefits of participation in moderate intensity physical activity including incidental activity and awareness of the availability of appropriate programs, services and facilities.**

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
<b>JUNE 1999</b>					
2.1.1 Increase the awareness in school communities of the benefits of moderate physical activity.	AIS, BOS, CEC, DET	NSW Schools Fitness and Physical Activity Survey, 1997 report available to schools. School information sessions were held in each of the schools involved in the survey. Professional development courses presented in twelve locations across the state. K-6 PDHPE syllabus and support package developed and distributed to schools. <i>Fitness and Physical Activity: A resource to support school communities</i> distributed to schools.	ACHPER, CCSP, DOH, DSR, FOSCO, NSWPC, P&C	Completed	Student <i>Fitness and Physical Activity Action Plan</i> sent to schools. Memorandum to Principals issued to government schools recommending a minimum of 120 minutes of physical activity per week for primary students. Conducted statewide professional development workshops on the implementation of the K-6 PDHPE Syllabus (see section 5.1 for more information).
2.1.2 Develop and implement a comprehensive campaign (including the use of mass media), to reach inactive people, improving their knowledge and attitudes to participation, and their awareness of local facilities and services (consistent with the Active Australia strategy).	DOH	Qualitative development for strategy. Ministerial approval. Cabinet (Government Advertising Sub Committee) approval. Products developed. Media plan finalised. Campaign implemented. Regional grants out. Tracking survey completed. Evaluation report.	Newcastle University, University of Sydney, CDHAC, ASC, ADD, COTA, NHF	Completed	Active Australia campaigns:  1998, ages 25-60 and end 1998, ages 35-55 (booster)  Early 1999 and 2001, older people ('Rusty the Tin Man')  (See section 5.2.1 for more information).

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
2.1.3 Develop and maintain a database of sport and recreation industry providers.	DSR	NSW Physical Activity Database developed Database implemented in regional offices Database maintained.	Sport and recreation industry, DLG, ASC, councils, schools	Completed	Active Search (web-based database) developed and maintained. More information is in section 5.3.
<b>JUNE 2002</b>					
2.1.4 Continue to develop and implement comprehensive campaigns to reach inactive people (including the use of mass media) consolidating their knowledge and attitudes to participation and their awareness of local facilities and services (consistent with the Active Australia strategy).	DOH	Qualitative development for strategy. Ministerial approval. Products developed. Media plan finalised. Campaign implemented. Regional grants out. Tracking survey completed. Evaluation report.	DSR, DET, CDHAC, ASC, NHF, DLG, LGSA	Ongoing	The Active Australia Rusty campaign was rerun in 2001 (see section 5.2.1 for more information).

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

## THEME 2: EDUCATION AND INFORMATION – ORGANISATIONS

**Strategic objective 2.2: Increase awareness of the evidence and recommendations for moderate intensity physical activity, including incidental activity, among service providers, decision makers and others in positions of influence.**

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
<b>JUNE 1999</b>					
2.2.1 Increase teachers' awareness of the benefits of moderate activity and of current recommendations (link to 2.1.1).	AIS, BOS, CEC, DET	Consultancy support available to schools to support physical activity. K-6 PDHPE syllabus and support package developed. Stage 6 PDHPE syllabus developed. <i>Fitness and Physical Activity: A resource to support school communities</i> distributed to schools. PDHPE Curriculum Support publications sent to schools. Articles focusing on physical activity included in publications.	ACHPER, DOH, DSR, NHF, FOSCO, P&C, TF	Some completed, some ongoing	PDHPE Curriculum Support publications ongoing. Gold Medal Fitness Program also increasing awareness. Memorandum to Principals issued to government schools recommending a minimum of 120 minutes of physical activity per week for primary students. Professional development materials on physical activity available on DET website (see section 5.1 for more information).

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
2.2.2 Increase awareness of the benefits and current recommendations for moderate intensity physical activity among all professional health workers, especially among general practitioners.	NHF	General Practitioners: Baseline and follow up audit. Delivery of Statewide Workshop and number of Divisions attending. Resources developed. Number of Divisions that have incorporated Physical Activity into program areas. Number of Active Prescriptions and supportive material being used by Divisions and GPs.	DOH, Divisions of GPs in NSW	Ongoing	The 2001-2002 follow up audit was conducted during July 2002. <i>A Guide to Population Health Planning in General Practice – Physical Activity</i> was written to assist Divisions incorporate physical activity into their program plans. Divisions of General Practice in NSW have been invited to conduct a GP Health Pedometer Program. An infomercial on the benefits of physical activity was developed and shown on Good Health Television. The project to develop a Physical Activity Module (PAM) into GP software packages was launched in November 2002 (see section 5.2.3 for more information).
2.2.3 Develop and implement initiatives to encourage use by local councils of a resource manual on crime prevention.	DLG	Number of initiatives implemented.	Attorney General's, Police, DUAP, LGSA, local councils	Completed	Initiatives included distribution of hard copy to all councils and council libraries; placement on DLG website; circulars to councils; conferences and seminars; references in other relevant DLG publications eg <i>Social/Community Planning and Reporting Manual, Creating Active Communities</i> (see Objectives 3.2.4); and in response to phone enquiries from local councils.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
2.2.4 Increase awareness among fitness industry personnel of the benefits and current recommendations for moderate-intensity physical activity.	FIT	N/A	DOH, DSR, Active Australia	Completed	The industry is universally aware of and actively promoting the health benefits of physical activity. Fitness NSW member clubs have been provided with colourful posters advising of compliance with the Code of Practice and promoting the slogan 'Fitness is Health'.
<b>JUNE 2002</b>					
2.2.5 Develop and implement initiatives to encourage use by local councils of guidelines for the promotion of physical activity, with an emphasis on good practice and collaborative approaches.	DLG	Number of initiatives implemented.	DOH, DSR, DUAP, NHF, ADD, LGSA, local councils	Completed	Initiatives included distribution of hard copy to all councils, DSR regional offices and AHS Physical Activity Coordinators; distribution of summary document to all council GMs and elected members, DSR regional offices, and AHS Physical Activity Coordinators; placement on DLG website; circulars to councils; conferences and seminars; and articles in relevant journals eg <i>Parks and Leisure Australia journal</i> (see section 5.4 for more information).
2.2.6 Provide schools with support material to assist teachers to deliver quality physical activity programs.	DET	Resources are developed and disseminated.	ACHPER, AIS, CEC, DSR, BOS, DOH, FIT, NHF, TF, FOSCO, P&C	Ongoing	A range of best-practice whole-school sport models assembled for teacher reference on Sport Unit website. School Sport 2000 Trust Fund grants continue to assist in implementation of physical activity and healthy lifestyle programs.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
2.2.7 Improve the competencies of volunteers and paid employees in areas of sport and recreation.	DSR	Provision of the following services: Volunteer Involvement Program. Sports Management and Advisory Service. Director Education Program.	Sport and recreation industry, DLG, councils, schools	Ongoing	Major resource developed <i>It's your business</i> training seminars conducted with focus on directors of boards. Training provided through NSW coaching centre and VIP.
2.2.8 Provide professional development to assist sport and recreation agencies to become self-sufficient quality organisations.	DSR	Provision of the following services: Sports Management and Advisory Service. Director Education Program.	Sport and recreation industry, DLG	Ongoing	Major resource developed <i>It's your business</i> training seminars conducted with focus on directors of boards. Training provided through NSW coaching centre and VIP.
2.2.9 Establish a working group to examine the feasibility of collecting, compiling and disseminating best-practice evidence among lead agencies and relevant organisations.	DOH	Working group participants identified. Working group established. Processes established to collect information. Dissemination strategies implemented.	SIGPAH	Completed	<i>Getting Australia Active: towards better practice for the promotion of physical activity</i> developed and disseminated. NSW Centre for Physical Activity and Health established at the SWSAHS Epidemiology Unit – will provide much needed capacity in monitoring, evaluation, and the development and dissemination of best-practice products for physical activity promotion.
2.2.10 Provide professional development to support schools to implement quality physical activity programs.	AIS, CEC, DET	Consultancy support available for all schools.	ACHPER, BOS, DOH, FOSCO, P&C, TF	Ongoing	Professional development provided for schools involved in the Gold Medal Fitness Program incorporating fundamental movement skills as part of PDHPE.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
2.2.11 Develop initiatives to support tertiary institutions that prepare teachers to implement quality school-based PDHPE and sport programs.	DSR	Awareness presentations. Training courses.	Tertiary institutions	Ongoing	Presentations continue to occur at the regional level on an institution-by-institution basis. Need for more systematic implementation.
2.2.12 Provide fitness industry employees with professional development to ensure that they deliver quality physical activity programs.	FIT	Fitness Leader re-registration numbers maintained. Fitness Leaders happy with access to professional development opportunities.	AFAC, training providers, SRITAB	Completed	National Training Package implemented in 2001 with transition completed in 2002. Fitness Australia National Registration Program for Fitness Professionals, which includes continuing education provisions and professional insurance cover, is now provided across Australia via each of the state fitness associations (see section 5.5 for more information).

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

## THEME 2: EDUCATION AND INFORMATION – ENVIRONMENTS

**Strategic objective 2.3: Increase awareness of opportunities for participation in physical activity, including incidental activity, in the local environment.**

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
<b>JUNE 1999</b>					
2.3.1 Promote greater community awareness of the opportunities in the local environment for physical activity, including walkways, cycleways, parks, and sport, recreation and fitness facilities.	DSR	Promotional material tailored to the individual consumer developed. Promotion material tailored to the sport and recreation industry developed. Department's 13 13 02 number promoted through the Active Australia campaign.	Sport and recreation industry	Completed	

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

## THEME 3: POLICY AND GUIDELINE DEVELOPMENT – PEOPLE

**Strategic objective 3.1: Develop policies and guidelines to increase participation in physical activity, particularly among special populations.**

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
<b>JUNE 1999</b>					
3.1.1 Assist DSR-funded sport and recreation organisations to address the inclusion of special groups in planning, decision-making and service delivery	DSR	Future funding requires these organisations to demonstrate an ongoing commitment to implementing and complying with the requirements of relevant government policies. Assistance is provided through the Department's Sports Management Advisory Service and the Volunteer Involvement Program.	Funded organisations	Completed	Requirement in funding agreements. Training program also provided ('Play by the rules').
3.1.2 Develop a policy framework that encourages physical activity in government schools.	DET	Student <i>Fitness and Physical Activity Action Plan</i> sent to schools. Memorandum to Principals issued to government schools recommending a minimum of 120 minutes of physical activity per week for primary students.	Nil	Completed	Distributed to all government schools.
<b>JUNE 2002</b>					
3.1.3 Develop best-practice policy and guidelines to increase physical activity participation among special groups taking account of the needs of these groups (link to 1.1.4 and 1.1.5).	DSR	Development and distribution of Best Practice models through the Active Australia Networks. Using grants programs such as the Active Kids Communities program to develop case studies for distribution.	DLG, schools, sport and recreation industry	Completed	Focus on case studies to date, particularly women and disabilities. Need for more systematic coverage of all special groups.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

## THEME 3: POLICY AND GUIDELINE DEVELOPMENT – ORGANISATIONS

**Strategic objective 3.2: Develop policies and guidelines for increased and safer participation in programs and services.**

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
<b>JUNE 1999</b>					
3.2.1 Develop guidelines for the safe conduct of physical activity in Government schools.	DET	<i>Guidelines for the Safe Conduct of Sport and Physical Activity in Schools</i> developed.	Nil	Completed	Distributed to schools December 1999. Electronic version available on the DET and School Sport Unit websites. Periodic updates to occur in electronic versions.
3.2.2 Develop guidelines for external providers of physical activity programs in government schools.	DET	Meetings held with agencies providing services to schools in a range of areas. Consultation with 'Authorised performances in schools'.	Nil	Completed	Annual updates of authorised providers published and distributed to schools.
3.2.3 Advocate and assist in the development of industry standards and best practice to ensure a safe and high quality experience for participants.	DSR	Establishment of the NSW Sport and Recreation Council. Relationship with SRITAB.	Sport and recreation industry	Completed	Sports Injury Conference also held, and NSW Water Safety Framework developed.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
3.2.4 Develop guidelines for local councils on the promotion of physical activity which include examples of good practice and emphasise collaborative approaches.	DLG	Guidelines completed.	DOH, DSR, DUAP, NHF, ADD, LGSA, local councils	Completed	<i>Creating Active Communities: Physical activity guidelines for local councils</i> distributed to all councils in February 2001. It encourages councils to adopt 8 principles in encouraging participation in physical activity, including 'whole of council' approach, safe and supportive environments, special needs and groups, partnerships, and monitoring and evaluation. The publication includes good practice examples of physical activity initiatives from more than 45 councils in NSW. The uptake and usefulness of the publication is currently being evaluated. (See section 5.4 for more information).
3.2.5 Support selected award programs that recognise volunteers and paid employees.	DSR	Volunteer Involvement Program state recognition awards implemented. National Active Australia Awards promoted to the sport and recreation industry, councils and schools in NSW.	Sport and recreation industry, DLG, Kidsafe NSW SMA NSW, DET, DOH, ORIC, LGSA, NSW Sports Fed, FIT, NSW Sporting Injuries Committee, NSW Institute of Sport	Completed	Volunteer awards run as part of sports sector industry awards.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
3.2.6 Develop and support an interagency approach in the provision of sport and recreation opportunities.	DSR	Development of Partnerships with NSW Health and other Government and Non-Government agencies. Providing funding on the basis of partnership applications (eg Active Kids Communities).	ASC, sport and recreation industry, DLG, DOH	Completed	Part of all funding agreements. Intersectoral groups within each region continue on ongoing basis.
3.2.7 Develop and implement accreditation programs for all fitness industry employees.	FIT	Increase in the number of registered fitness leaders.	AFAC	Completed	See section 5.5 for more information.
3.2.8 Determine the feasibility of incentive programs to recognise organisations that successfully assist inactive people (including specific populations) to become active.	DOH	Key stakeholders identified and invited. Consultant specifications developed. Committee meetings held. Specifications developed. Report completed.	NHF, DSR, DLG, ASC	Completed	Active Communities Local Government Grants Scheme funded by DOH (\$250,000) and managed by DSR. Grants have been determined. Scheme to be implemented until July 2003, evaluated and decision made regarding repeat funding for next financial year.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

## THEME 3: POLICY AND GUIDELINE DEVELOPMENT – ENVIRONMENTS

### Strategic objective 3.3: Develop policies and guidelines to ensure that physical environments encourage participation in physical activity, including incidental activity.

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
<b>JUNE 1999</b>					
3.3.1 Develop links between the three spheres of government and the sport and recreation industries to accelerate integrated regional facility planning.	DSR	Development of consultation mechanisms with appropriate government agencies.		Completed	Regional Coordination Management Group structure assists with this. No real links at Federal level but also no funds provided for facility development at Federal level.
3.3.2 Consider the main legislative frameworks that relate to environments supportive of participation and identify opportunities to support implementation of the strategic plan.	DOH	Key stakeholders identified. Workshop convened.	DLG, DOT, DUAP, RTA, local councils, EPA	Delayed	Key legislative frameworks are being considered by agencies and by the Commonwealth government as part of their current work. Workshop deferred.
3.3.3 Develop a resource manual for local councils on crime prevention designed to help the community feel safer outside their homes, particularly at night.	DLG	Guidelines completed.	Attorney General's, Police, DUAP, LGSA, local councils	Completed	The Crime Prevention Resource Manual for local councils was distributed to all councils in October 1998. It describes the role of local government in preventing crime; provides advice on developing a local crime prevention plan; and provides examples of effective crime prevention strategies, including those aimed at preventing crime in public places. It is proposed to review the Manual in 2003.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
3.3.4 Review the feasibility of inclusion of physical activity in occupational health and safety policies and workplace policies, including the provision of facilities to make it easier for people to be physically active at work.	DOH	Specifications finalised. Working group established. Report completed.	NWHP, OH&S bodies, unions	Delayed	Objective not progressed due to limited evidence supporting the effectiveness of workplace programs.
<b>JUNE 2002</b>					
3.3.5 Develop guidelines for local planners to encourage supportive environments for physical activity.	DUAP	Guidelines developed. Guidelines distributed to all councils in NSW.	DOT, RTA, local councils	Completed	<p>The Integrating Land Use and Transport planning policy package (PlanningNSW and Transport NSW) released in September 2001, promotes livable neighbourhoods, better accessibility and encourages public transport use, cycling and walking. To guide councils applying this framework, the package contains:</p> <ul style="list-style-type: none"> <li>- <i>Draft State Environmental Planning Policy no. 66.</i></li> <li>- <i>The Right Place for Business &amp; Services</i> – a policy which encourages the development of vibrant mixed use centres, which are easy to get to by public transport, cycling and walking.</li> <li>- <i>Improving Transport Choice Guidelines</i> – practical measures to help councils reduce travel demand and encourage walking, cycling and the use of public transport.</li> </ul> <p>The RTA has also published the guide <i>How to prepare a bike plan</i> to assist councils to integrate bicycle facilities into overall activities (see section 5.4 for more details).</p>

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

## THEME 4: MONITORING AND EVALUATION

### Strategic objective 4.1: Coordinate systems to monitor and evaluate progress in achieving the strategic plan for physical activity 1998-2002.

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
<b>JUNE 1999</b>					
4.1.1 Establish an intersectoral technical working group to ensure comprehensive measuring and monitoring of participation in sport, recreation and other physical activities in NSW.	DOH	Specifications finalised. Working group established. Working group meets regularly. Report completed.	DSR	Completed	Responsibilities transferred to NSW Centre for Physical Activity and Health (see section 3 for more information).
4.1.2 Establish a system for regular monitoring of the physical activity and fitness levels of school students.	DET	To be determined.	AIS, CEC, DOH, NHF	Delayed	No progress to date due to funding restrictions. Evaluations of projects such as <i>Get skilled: Get active</i> and the <i>Gold Medal Fitness Program</i> are providing interim data (see section 5.2.2 for more information).
4.1.3 Report on the evaluation of processes and outcomes related to the implementation of the strategic plan.	DOH	Report structure finalised. Draft report produced. Report finalised. Report completed. Report sent to Premier October 1999.	All lead Agency Committee representatives	Completed	This is the final evaluation report.
<b>JUNE 2002</b>					
4.1.4 Report on the evaluation of process and outcomes related to the implementation of the strategic plan.	DOH	Report structure finalised. Draft report produced. Report finalised. Report completed. Report sent to Premier December 2002.	All Lead Agency Committee representatives	Completed	Funded by DOH and DLG contributed \$2,000 – total cost (see section 6 for more details).

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

Objective	Lead agency	Performance indicators	Partnerships*	Status**	Comments
4.1.5 Develop performance-monitoring systems that ensure quality sport and recreation services are delivered to the community (eg client services, maintenance of standards).	DSR	Achieved through the criteria required for Active Australia: Provider model. Schools network. Local Government Network.	ASC, schools, councils, sport and recreation industry	Partial	DSR has improved performance-reporting system for internal services. Need to further develop with funded programs. ASC withdrew funding support for all networks.

\* See appendix 2 for abbreviations

\*\* See appendix 4 for status definitions

# PROGRESS AGAINST YEAR 2002 TARGETS AND INDICATORS FOR PHYSICAL ACTIVITY

The goal of *Simply Active Everyday* was to increase participation in safe and ongoing physical activity, particularly among less active people. Using the most recent data at the time of the plan's inception (the 1994 NSW Health Promotion Survey), indicators and targets were established to measure the progress of the plan. The two indicators proposed were:

1. The proportion of adults who achieve sufficient physical activity for health (energy expenditure of at least 800kcal per week).
2. The proportion of adults who are sedentary (carried out no recreational or leisure physical activity or walking in previous week).<sup>2</sup>

The target for these indicators was to have 66% of men and 50% of women adequately active by 2002.

Progress against these indicators during the period of the plan has been difficult to measure because of two key changes in physical activity monitoring in NSW:

1. a change in the indicator used to determine 'sufficient' physical activity for health
2. a change in the instrument used to measure physical activity levels.

## Indicators

The indicator used to determine 'sufficient' levels of physical activity for health by survey respondents has changed during the time of *Simply Active Everyday*. The plan's original indicator outlined above was based on current practice in 1994, when it was believed that a person needed to expend more than 800kcal per week in recreation or exercise in order to enjoy the health benefits of physical activity. This indicator was subsequently altered to reflect the *Physical Activity Guidelines for Australians*, which encourage people 'to put together at least 30 minutes of moderate-intensity physical activity on most, preferably all, days of the week'.<sup>6</sup> The indicator thus shifted from 800kcal of moderate physical activity per week to accrue health benefits, to 150 minutes of moderate intensity exercise per week.

## Measurement tools

Since the launch of the NSW Premier's Physical Activity Task Force and this final evaluation in 2002, several surveys measuring physical activity behaviours in NSW have been conducted. These include the:

- NSW Physical Activity Benchmark Survey in 1996
- NSW Health Survey in 1997
- NSW Health Survey (with different questions about physical activity to 1997) in 1998
- Active Australia Surveys, in the November of 1997, 1999 and 2000.

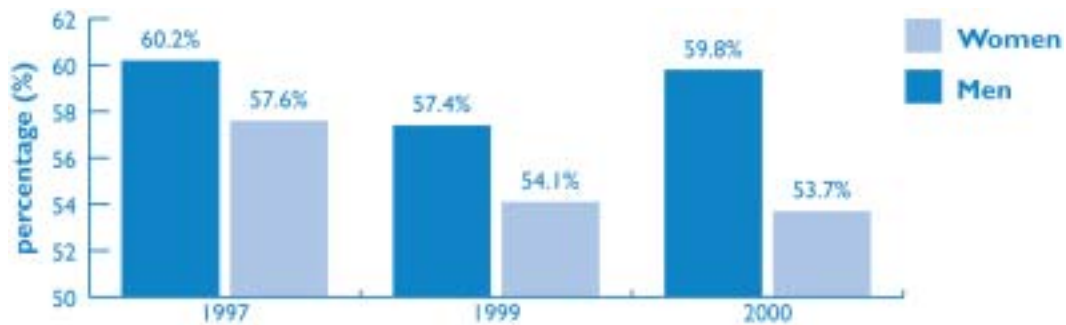
Using these surveys, a picture of the evolution of physical activity levels in NSW adults for the period 1996-2000 can be revealed. However, although six surveys were completed, the results of a particular survey can only be compared with other surveys that ask exactly the same questions about physical activity. Given that only the Active Australia Surveys used the same questions to ask respondents about their physical activity levels, only these data can be compared to illustrate changes in physical activity over time.

## Establishing trends

In order to provide an estimate of the trends in the physical activity levels of NSW adults (18-75 years), a recent investigation has been performed using the NSW data from the 1997, 1999 and 2000 Active Australia Surveys.<sup>14</sup> This analysis shows that the proportion of those who could be considered to be 'sufficiently active'

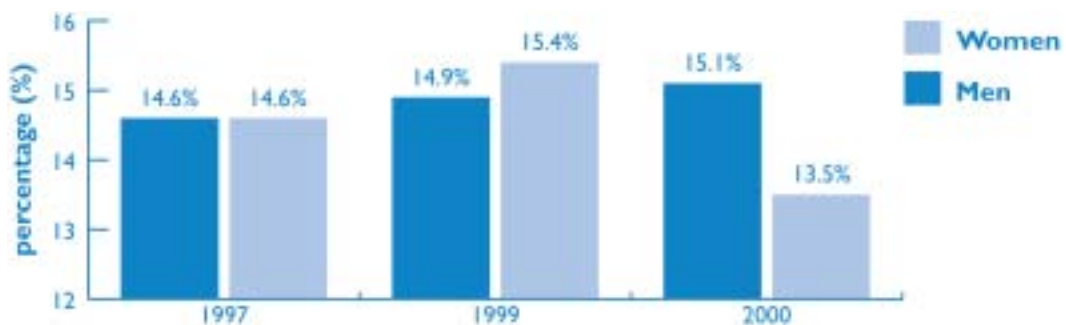
for health (where sufficiently active is defined as 150 minutes or more of moderate physical activity per week), has decreased slightly in both men and women (Figure 1). When a more stringent version of ‘sufficiently active’ is used (ie 150 minutes or more of moderate physical activity and 5 sessions a week), the percentage of both men and women who achieve this goal is lower, and a similar declining pattern from 1997-2000 is also evident<sup>14</sup>. These declining trends in NSW however, are generally smaller than those observed in other states where integrated strategies had not yet been developed.<sup>15</sup>

**Figure 1: Percentage of NSW adults 18-75 years who are ‘sufficiently active’ (achieving 150 minutes of moderate intensity physical activity per week)**



Evaluation of this data also indicates that sedentary behaviour (where ‘sedentary’ is defined as less than 30 minutes of physical activity per week) in NSW adult men has increased over this three-year period. The trend of sedentary behaviour in women however, is less clear (Figure 2).<sup>14</sup>

**Figure 2: Percentage of NSW adults 18-75 years who are sedentary (no physical activity per week)**



When examining these results, it is important to note that the values of the percentages provided from the figures above cannot be compared with the values of the original indicators. For example, this means that the data indicating that in 2000 53.8% of women were ‘sufficiently active’ for health, cannot be interpreted to mean that the original goal of getting 50% of NSW women to be sufficiently active has been achieved; this is because these two percentages measure two different things. Estimating the success of the plan against the original indicators has therefore become challenging. Unfortunately, there is no mechanism determined yet for ‘converting’ our current measurements of physical activity to those used when the plan’s indicators were established.

At best, these figures show the trends in physical activity levels in the NSW adult population for a central period of implementation of the plan, ie 1997-2000. Given the differences in the survey questions, and the change in indicator used to classify ‘sufficient’ activity for health and ‘sedentary’ behaviour, it is difficult to draw conclusions regarding the effectiveness of the *Simply Active Everyday* plan in relation to its success in achieving the original indicators outlined above. What can be concluded is that physical activity levels in NSW adults 18-75 years have not increased in the period 1997-2000. However, this situation in NSW is significantly better than other jurisdictions, where apparent declines in physical activity have been even greater.<sup>15</sup>

## 5. PROGRESS BY KEY SETTINGS

Since the inception of *Simply Active Everyday*, there have been achievements against many of the plan's 64 objectives in a wide range of settings. This chapter describes highlights from initiatives held in each of the five key settings (schools, urban and local environments, fitness, sport and recreation, wider health systems), and selected initiatives for special populations.

A key setting was defined in *Simply Active Everyday* as; "...more than just a convenient site or access point to a particular population or group of people. It has physical, organisational or other boundaries in common with organisations that may have quite distinctive procedures and forms of communication that must be accounted for when planning strategic action. A setting may comprise a variety of organisations".

The special populations identified in the plan included Aboriginal and Torres Strait Islanders, women, parents and carers of young children, older people, people from non-English speaking backgrounds, people from rural and remote areas, young people, people with disabilities, and socially disadvantaged people. In Section 5.6, selected projects targeting people from culturally and linguistically diverse (CALD) backgrounds, older people, women, and parents and carers are highlighted.

### 5.1 SCHOOL SETTINGS

Physical activity has been a priority for schools from 1998 to 2002. The *NSW Schools Fitness and Physical Activity Survey 1997*<sup>16</sup> and the new *Board of Studies K-6 PDHPE Syllabus*<sup>17</sup> provided the platform for strategic planning for physical activity within this area.

The 1997 survey was a joint project funded by the former NSW Department of School Education, the National Professional Development Program, and NSW Department of Health. The purpose of the survey was to provide reliable scientific data on body composition, health-related fitness, physical activity habits and mastery of fundamental motor skills among primary and secondary school students in NSW. The survey also sought to identify any groups of children or adolescents who may benefit from particular attention, and any beliefs, feelings or perceptions held by young people that may influence their participation in healthy physical activity. The survey also provided an opportunity to conduct a pilot study of the facilities, policies and practices of primary and high schools relevant to sport and physical activity.

A significant achievement in the schools setting has been in the area of curriculum and resource development. A new K-6 Personal Development, Health and Physical Education (PDHPE) syllabus was released in 1999.<sup>17</sup> This syllabus emphasises key messages about physical activity and adopts a whole school approach to promoting physical activity in the school community. A new Stage 6 syllabus has also been developed and distributed to schools in 1999. There are several resources developed to support teachers and schools implement quality physical education programs including *Fitness and Physical Activity: A resource to support school communities and Physical Activity for Health*<sup>18</sup>, distributed in 1998, and *Fitness: A Support Document for K-6 Personal Development, Health and Physical Education*<sup>19</sup>, distributed in 1997.

The *Board of Studies K-6 PDHPE Syllabus* provided the impetus to further develop teachers' knowledge, understanding and skills in teaching, assessing, planning and evaluating units of work and a scope and sequence for physical activity and fundamental movement skills.

In NSW government schools, consultancy support for PDHPE was implemented from 1997 through to 1999. A major focus of the consultants' work was to support schools in the area of physical activity.

The Catholic Education Commission, through Curriculum Advisers employed at the diocesan level, provides support in each of the eleven Dioceses in NSW. The main role of the Advisers is to provide professional development and curriculum advice to teachers in the implementation of the PDHPE syllabus documents K-12. The Association of Independent Schools has three consultants offering consultancy support in PDHPE to Independent Schools across NSW. This has included work in individual schools, central schools and groups of schools.

A collaborative project between the Department of Education and Training and the Department of Sport and Recreation focusing on girls and physical activity, was a major initiative in government schools. This project included the delivery of professional development courses for high school teachers and the provision of 'Active Girls' participation days conducted by the Department of Sport and Recreation. The aim of this project was to facilitate an understanding of gender differences in relation to physical activity and offer support for schools in effecting change.

In 2000, the resource *Get skilled: Get active*, developed by DET, was sent to all government schools. This resource identified 12 fundamental movement skills essential for participation in a variety of games and sports. It also provided a planning guide for schools of when these skills should be taught. To support the implementation of this resource and the new PDHPE syllabus, 84 professional development workshops were held for teachers across the state. A total of 1523 primary schools and 1548 teachers attended these workshops. In addition to this, 34 fundamental movement skills and physical activity workshops were held across the state in partnership with the professional teachers association and ACHPER. These workshops continue to run to support teachers in this area. More information on this program is available in Section 5.2.2.

In 2000, the Gold Medal Fitness Program commenced in government schools. This program involves selected primary schools implementing a fundamental movement skills program as part of PDHPE. A total of 114 schools, over 400 teachers, 39,000 students and 100 athletes from the NSW Institute of Sport are involved in this project. Each school is linked to a NSW Institute of Sport athlete who supports the program and promotes messages about keeping healthy and participating in physical activity. This program has been very positively received by all schools involved in the program. The Gold Medal Fitness Program is being formally evaluated in 2002 by a joint consortium from the University of Wollongong and the Children's Hospital at Westmead.

In 2001, a PDHPE website was developed to support the implementation of PDHPE. This website contains teaching and learning strategies, professional development activities, and resource information. This website has a major focus on physical education, physical activity and fundamental movement skills, and will continue to develop and become a major source of support for teachers in NSW government schools. The website can be viewed on <http://www.curriculumsupport.nsw.edu.au/pdhpe/choosestages.cfm>

## 5.2 WIDER HEALTH SERVICE SETTINGS

### 5.2.1 Active Australia Public Education Campaign

In collaboration with the Australian Sports Commission, Commonwealth Department of Health and Aged Care, Heart Foundation (NSW Branch), the NSW Ageing and Disability Department, and NSW Sport and Recreation, NSW Health successfully developed and implemented two phases of the Active Australia public education campaign in NSW.

In February 1998, the Minister for Health launched Phase I, targeting 25-60 year olds. Television advertisements and print material featured the slogan: *Exercise: You only have to take it regularly, not seriously.* This was supported by public relations activity and mailings to General Practitioners, Area Health Service staff and NSW Sport and

Recreation regional offices. Additional activity targeting 35-55 year olds featuring posters portraying activities such as walking, taking the stairs, swimming and dancing were implemented in November 1998 to January 1999.

The evaluation of Phase 1 of the campaign found significant increases in prompted recall of the slogan.<sup>20</sup> From NSW cohort data, six out of every ten adults recalled the slogan after the campaign, with exact commercial or message recalled by one in four. The comparison survey data also showed an increase in prompted recall in NSW (12.9% to 50.7%) with no change in the comparison region. Additional theme recognition (slogan prompted) increased substantially in NSW (from 2.3% to 28.0%), with only marginal increases in the comparison region (1.6% to 3.7%).

Phase 2 of the Active Australia physical activity campaign (*How would you like more get up and go?*) conducted in March 1999, targeted people 55 and over and coincided with the United Nations International Year of Older Persons (IYOP). The communication strategies encouraged lifelong involvement in physical activity and highlighted that participation should not be limited by age. It involved a broad range of elements, including a television advertisement featuring a character called 'Rusty the Tinman', poster and brochure. As in the previous phase, the material featured the slogan: *Exercise: You only have to take it regularly, not seriously.*

In NSW, the television commercial was launched at the beginning of March 1999 and ran for four weeks to coincide with Seniors Week (22-26 March). A public relations strategy coordinated by NSW Sport and Recreation extended the modest media budget. Evaluation of the campaign revealed that awareness of the TV commercial increased from 4% to 49% between pre- and post-surveys. Recognition of the slogan doubled from 33% to 64%. There were significant improvements in intentions to be more active in the short term, and self-confidence to be active. There was a limited increase in knowledge, particularly of the '10 minute accumulated' message in the target group of people aged over 55 years.<sup>21</sup> 'Rusty the Tinman' was again shown in 2001. Awareness of the Tinman commercial was slightly but significantly lower during this campaign. There was also less of an improvement in intention to be more active in the short term when compared with 1999 data.

## 5.2.2 NSW Health Physical Activity Demonstration Projects

The NSW Health Physical Activity Demonstration Project Grants Scheme has been operating since 1996 and encourages partnerships between Area Health Services, academic institutions and key physical activity settings. It is directed towards supplementing and enhancing the knowledge needed to specify best practice for the promotion of physical activity at the state level in NSW. The focus of the scheme is for priority areas such as disadvantaged groups, systems and settings, and environments. Projects funded include innovative approaches with general practitioners, allied health professionals, councils, fitness centres and schools. The full reports of these projects can be viewed on [http://www.health.nsw.gov.au/public-health/health-promotion/improve/physicalactivity/pa\\_new/demoprojects/pagrants.htm](http://www.health.nsw.gov.au/public-health/health-promotion/improve/physicalactivity/pa_new/demoprojects/pagrants.htm)

### Active Practice

The *Active Practice* project was a controlled trial of physical activity promotion in General Practice (GP) conducted from June 1997 to December 1998. This project was a collaboration between South Western Sydney, Illawarra and Western Sydney Area Health Services, the National Heart Foundation, University of New South Wales, University of Sydney, University of Western Australia and General Practitioners from the Liverpool, Western Sydney and Illawarra Divisions of GP. The project evaluated the usefulness of a physical activity prescription delivered in a GP consultation supplemented by printed materials. The project revealed modest short-term increases in activity for those patients who received a prescription and printed materials, compared to those that did not.

## **Concord: A great place to live**

Central Sydney Area Health Service worked collaboratively with the Concord Council during 1997-1999 in the development and implementation of strategies to increase opportunities for women aged 20-50 years in the Concord area to be more physically active. Using both qualitative and quantitative techniques, the project team focused on helping women in the area overcome the perceptual and physical barriers they face to being more active. Evaluation of the project showed a reduction in the proportion of sedentary women, and an increase in the number of people intending to be more active. In addition, Concord Council also demonstrated a broader commitment to physical activity after the intervention.

## **Heartmoves**

The *Heartmoves* project was collaboratively managed by investigators from the National Heart Foundation (Hunter), the Department of Cardiovascular Medicine, John Hunter Hospital, and Hunter Area Health Service. The aim of the *Heartmoves* project was to develop an innovative and sustainable exercise program that met both the needs of people with cardiovascular disease risk factors and referring health professionals. Resources developed for the program included a *Heartmoves* training manual, pre-exercise assessment form, and a modified referral script. Fitness leaders participating in the *Heartmoves* program received specialist training and accreditation. *Heartmoves* classes were held in 18 fitness centres in the Hunter region, and attracted 400 participants. Participant retention to *Heartmoves* was excellent (80%), and the majority of participants reported being either 'satisfied' or 'completely satisfied' with the classes. Despite workshops for both GPs and allied health professionals about the program, few *Heartmoves* participants were initially referred by a GP or allied health professional. Overall, the results of the intervention indicate that with further development of linkages to health professionals, *Heartmoves* has the potential to become a core program within the fitness industry.

## **Walk it: Active local parks**

The *Walk it: Active local parks* project was the result of a collaboration between the Western Sydney Area Health Service (WSAHS) and Parramatta City Council. The project aimed to increase participation in moderate physical activity in adults aged 25 to 65 years. The interventions included a promotional campaign including advertisements and walking maps, modifications to enhance local parks, and organised walking groups. Two regions (an intervention and a control) within the Parramatta local government area were selected for the study. The effectiveness of the project was measured by a telephone survey of residents in the control and intervention regions, direct observation of the study parks, and an infra-red counter placed across a thoroughfare in each of the parks. Both the control and intervention areas were exposed to a significant proportion of the intervention components and therefore reporting on the effectiveness of the study interventions in increasing participation in physical activity is inappropriate. However, other findings from the study showed that walking was a common activity in all areas, less than half of the respondents were adequately active, and women were less likely to be active than men. Recommendations regarding the use of infra-red counters were that the infra-red counter is not appropriate for use in large areas with multiple entry and exit points, and that the infra-red counter should be validated at each site it is used.

## **Move it Groove it**

The *Move it Groove it* project, a collaboration between the Northern Rivers Institute of Health and Research and the Department of Education and Training in the Lismore district, investigated ways to increase fundamental movement skills (FMS) amongst primary school children. The project developed, piloted, and evaluated a comprehensive and sustainable program to increase FMS mastery and physical activity levels of children in primary schools in the Northern Rivers area of NSW. The most significant outcomes of *Move it Groove it* were the:

- development and validation of the playground instrument CAST (Child Activity Scanning Tool)
- first Australian benchmarks on physical activity in PE lessons and the playground through direct observation
- collection of additional rural Australian data on FMS mastery
- considerable knowledge gained regarding collaborative approaches to school physical activity programs.

## **Get skilled Get active: Fundamental movement skills training**

In a survey of NSW school students in 1997, the prevalence of mastery of fundamental motor skills (FMS) was found to be low: none of the six fundamental motor skills were mastered by more than 40% of any age group of boys or girls. *The Get skilled, Get active* project is a collaborative project between researchers at the Children's Hospital at Westmead and University of Wollongong, the Department of Education and Training (DET) and the South Eastern Sydney Area Health Service.

The aim of the project was to evaluate the impact of the introduction of a teaching resource titled *Get skilled: get active* on the fundamental movement skill levels of NSW primary students. The Department of Education and Training developed the teaching resource and introduced it to all government K-6 schools.

Participating schools were randomly selected and baseline FMS testing completed. Seventeen schools, which are part of the study, were provided with professional development to enhance the use of the teaching resource.

Baseline data were collected in 1999 and subsequent follow up testing completed in October–November 2001. A report was in progress at the time this document was published.

## **ProActive Mums: Promoting Physical Activity through Child Care Centres**

The University of Newcastle ran the project *ProActive Mums* during 1999-2000. This program aimed to identify potentially important mediators of physical activity behaviour change among women with young children, and develop strategies to address them through community engagement. Evaluation of the program indicated that the facilitation of partner support and self-efficacy (the confidence to be physically active) through community child care facilities was effective in increasing physical activity among mothers of young children during the program. However, the increases in physical activity levels were not maintained five months after the program.

### **5.2.3 Promoting Physical Activity in General Practice**

General practice has been the focus of considerable interest in recent years as a setting for health promotion strategies aimed at increasing participation in physical activity. In 1998, the *General Practice Physical Activity Project* (GPPA) funded by NSW Health was established. The Project worked with Divisions of General Practice (DGP) to achieve two goals. First, it aimed to provide GPs with evidence-based information on the amount, type and duration of physical activity required for improvement in cardiovascular health. Second, it aimed to provide GPs with knowledge, skills and resources to assess current physical activity levels among patients and prescribe appropriate amounts and types of physical activity.

The dissemination of the 'Active Prescription' pad through DGP was a significant part of GPPA. Nearly 6000 pads have been distributed, and the majority of GPs in NSW (around 85%) have received a pad. In addition, 31 of the 37 DGP in NSW actively disseminated the 'Active Prescription'. The Project also aimed to encourage DGP to incorporate physical activity into their Program Plans. In December 1998, 62% of DGP had incorporated physical activity or indicated they may in the future. Results from the 2001 audit indicate that 87% of DGP have incorporated physical activity into their Program Plans or will in the future.

Over the past three years, two state workshops have been conducted addressing the issue of integrating physical activity into general practice. These workshops were held in March 1999 and May 2001 for DGP and Area Health Service Physical Activity staff. In 1999, only nine DGP had included a physical activity presentation as part of their continuing medical education workshop program. In 2000, 16 DGP had conducted workshops.

Soon to be published research has indicated that the GPPA, in tandem with NSW Health's Physical Activity Campaigns, has made some significant improvements in NSW GPs' understanding of the moderate physical activity message, the relevance of promoting physical activity for the GPs role, and confidence for recommending activity.

A full copy of the Active Practice project report can be viewed on [http://www.health.nsw.gov.au/public-health/health-promotion/pdf/physicalact/active\\_prac/Active\\_prac.pdf](http://www.health.nsw.gov.au/public-health/health-promotion/pdf/physicalact/active_prac/Active_prac.pdf)

#### **5.2.4 Just Walk It**

The National Heart Foundation's *Just Walk It* Program is a free neighbourhood-walking program designed to encourage people to increase their daily physical activity levels. It aims to promote regular walking as an activity for people to enjoy with others, and to address common barriers to exercise such as cost, time and safety.

Over the last three years in NSW the *Just Walk It* Program has maintained around 50 active groups with approximately 1000 walkers. The enthusiasm of coordinators, leaders and walkers has ensured that the program continues to be successful.

### **5.3 SPORT AND RECREATION SETTINGS**

#### **Active Search**

*Active Search*, a web-based data system, is a one-stop-shop providing information to the public about physical activity service providers, and facilities available in local areas and across the State. The system is accessible 24 hours a day through the NSW Department of Sport and Recreation's web site – [www.dsr.nsw.gov.au](http://www.dsr.nsw.gov.au). *Active Search* currently contains approximately 12,000 sport and recreation clubs and facilities, and is possibly the largest and most comprehensive database of its type in the state.

#### **NSW Active Communities Network**

From 1999 to 2001, the NSW Department of Sport and Recreation received funding from the Australian Sports Commission to promote the Active Australia Local Government Network, the Active Australia Schools Network and the Active Australia Provider Network. Of the three networks, the Active Australia Local Government Network proved to be the most successful in NSW.

In 2002, the Commonwealth Government announced a directional change for the Active Australia initiative and withdrew funding to State and Territory Departments for promotion of the initiative. As a result, the NSW Department of Sport and Recreation facilitated the establishment of a Steering Group to coordinate a physical activity network for local councils that maintains physical activity as its focus. The Steering Group is comprised of representatives from the NSW Department of Sport and Recreation, the NSW Department of Local Government, the NSW Department of Health, the National Heart Foundation NSW Division, two metropolitan councils, and two non-metropolitan councils.

The *NSW Active Communities Network* was subsequently formed, and all councils in NSW were included as automatic members. The aim of the Network is to support councils to improve participation in physical activity in their local communities. This may be achieved through information dissemination, development opportunities, financial assistance and resources, and recognition of physical activity initiatives. The NSW Department of Sport and Recreation has taken the lead role in coordinating the Steering Group and the Network. The first activity of the Network was a State Conference held in Bathurst on 21 and 22 March 2002.

The NSW Department of Health has provided the NSW Department of Sport and Recreation with \$250,000 in funding to administer a grants program for local councils in NSW under the *Active Councils Grants Scheme*. Funding will be provided for initiatives that use physical activity to improve communities and will commence in the 2002/2003 financial year.

The NSW Department of Sport and Recreation has developed a series of very popular *Active Community Guides*. These include:

- Getting Active – targeting people aged 25-50
- Active Older Adults – targeting people aged 50+
- Active Kids – advice for parents on getting their children active
- Mum's the Word – exercise during pregnancy
- Facts on Walking

These guides can be viewed at: <http://www.dsr.nsw.gov.au/publicat/index.asp>

Regional physical activity taskforces continue to be established and maintained around NSW. The NSW Department of Sport and Recreation and Area Health Services are the main facilitators of the task forces and representatives include local government, fitness and education. A number of the groups have developed local level strategic plans and work together on joint physical activity projects.

## 5.4 LOCAL AND URBAN ENVIRONMENTS

### Active Communities

The NSW Department of Local Government, in conjunction with the NSW Health Department, the Department of Sport and Recreation, the National Heart Foundation (NSW Branch), Illawarra Region of Councils, and Baulkham Hills, Ku-ring-gai, Tamworth and Warringah Councils, developed *Creating Active Communities. Physical activity guidelines for local councils*. Distributed to all councils in January 2001, the publication aims to assist councils to encourage their communities to participate in more physical activity, particularly those groups which have been identified as being inadequately active. The publication identifies good practice principles and guidelines, and provides examples of strategies councils can implement to encourage participation in physical activity. It also includes information about funding programs and awards schemes, a calendar of relevant events, useful publications and internet sites, information about organisations that councils could work with, and the National Heart Foundation's (SA Division) *Supportive Environments for Physical Activity. Guidelines for Local Government* publication. *Creating Active Communities. Physical Activity Guidelines for local councils* can be viewed at: <http://www.dlg.nsw.gov.au/dlg/dlghome/documents/information/physguid.pdf>

In 2002, the NSW Active Communities Network was established, which aims to provide support to councils to improve participation in physical activity in their local communities. All councils in NSW are included as automatic members (see Section 5.3 Sport and Recreation Settings for further information).

## Bay Run

The Department of Urban Affairs and Planning, together with Drummoyne, Ashfield and Leichhardt Councils have been working on the 'Bay Run Masterplan' since October 1998 as part of the Parramatta Foreshores Improvement Program. The project covers improvements to the condition and use of the 17 kilometre track which runs along the Parramatta River Foreshores around Iron Cove. As well as being a jogging, walking and cycling track, the Bay Run gives access to parks, playing fields, swimming pools and aquatic and social clubs. Over 1,000 people use the track each weekday, more on weekends. The improvements will ensure that everyone can exercise safely in pleasant surroundings.

## Cycleways Network

Through the Roads and Traffic Authority, the NSW Government has in place a number of programs aimed at encouraging the use of active forms of transport. The bicycle is one of the most popular forms of personal transport, particularly for children. The Government's commitment to promoting cycling and improving cycling facilities was outlined in *Action for Bikes – BikePlan 2010*. Since the release of BikePlan 2010, various cycleways have been constructed across NSW. Through the creation of accessible cycleways networks across NSW, cycling is being promoted as a viable and healthy form of transport and a widely enjoyed recreational pursuit for people of all ages.

## Integrating Land Use and Transport

A planning policy package, launched on 11 September 2001, specifically responds to objectives and actions to integrate air quality goals and urban transport planning. *Integrating land use and transport*<sup>23</sup> has been prepared jointly with Transport NSW and other transport agencies.

The planning policy package aims to advise and support councils, state agencies and the development industry on how to achieve better land use and transport integration. The policies and guidelines aim to be a positive influence on the form of cities, and ensure that planning plays its role in supporting public transport use, walking and cycling, and controlling growth in car travel. A key goal of the package is to create a more accessible city, in which more can be achieved with less unnecessary motorised travel, traffic and pollution.

The policy package represents a paradigm shift towards managing the amount of car travel made by shaping the form of cities. It highlights planning for:

- transport and accessibility – not just traffic movement
- promoting the role of vital and viable centres – and their jobs
- protection of community investment in transport
- planning to support the use of public transport infrastructure and services.

The Guidelines *Improving Transport Choice* contribute to planning and development at a project level. They provide principles and best-practice examples for locating land uses and designing development that encourages the use of more sustainable transport modes. The package also includes a Draft State Environmental Planning Policy to provide statutory backing to the policies and guidelines by requiring consideration of transport and accessibility issues in key planning decisions. The package is supported by the new RTA Transport Assessment Guidelines (under review, and will replace the RTA Guide to Assessment of Traffic Generating Developments) – which show how transport assessments can be undertaken consistently with this policy.

This planning approach supports the Government's transport infrastructure program (*Action for Transport*<sup>24</sup>) and reinforces the metropolitan strategy for the structure of the Greater Metropolitan Region of Sydney (*Shaping Our Cities*<sup>25</sup>). Policies and guidelines set out in the package establish an approach which will ensure that planning of development works together with existing and future public investment in transport to achieve more sustainable cities and towns.

The Roads and Traffic Authority is working with a number of Sydney councils to develop Pedestrian Access and Mobility Plans (PAMPs). The first PAMP was launched in Marrickville in July 1999. The PAMP objectives are three-fold: (1) to provide improved facilities for pedestrians (especially seniors and people with disabilities); (2) integrate the 'pedestrian and public transport' network; and (3) promote walking as a mode of transport. Successful implementation of PAMPs in local and urban settings will result in improved pedestrian safety, access and mobility over the next 5 to 10 years. More information about PAMPs can be accessed on [http://www.rta.nsw.gov.au/traffic/mobility-plan\\_how-to.pdf](http://www.rta.nsw.gov.au/traffic/mobility-plan_how-to.pdf)

## 5.5 FITNESS INDUSTRY SETTINGS

Since the establishment of the fitness industry association 'fitnessnsw' at the end of 1997, a major focus has been the promotion of the Fitness Industry Code of Practice to fitness centres in NSW.<sup>26</sup> The Code was launched on July 26 1998, and by June 30 2002 there were over 130 centres committed to complying with the Code.

The Code works to protect both the financial and physical health of consumers by setting good business operating standards and ensuring the use of trained fitness staff, pre-exercise screening and quality service provision. The Code was developed in conjunction with the Department of Fair Trading, and the Department of Sport and Recreation. A circular was issued by the Department of Local Government to all councils in NSW encouraging them to support the Code of Practice.

In June 1999, fitnessnsw introduced automatic insurance coverage with fitness leader registration, providing financial protection for fitness leaders and their clients. This proved an immediate success and was expanded Australia-wide in 2001. The withdrawal of the international security at the end of April 2002 has provided some obstacles to the scheme, however these have recently been addressed.

From July 1 2002, all registered fitness professionals will have attained at least Certificate III level competencies in line with the new industry training packages. A higher level of registration at the Certificate IV level has been introduced for personal trainers and those working with specific populations. A review of the Training Package was undertaken in late 2002, with the hope to strengthen the link between fitness and health, recognising the increased reliance on, and availability of, the fitness industry to work collaboratively with the traditional health sector.

The fitness industry is actively engaged in changing its image from a 'GYM' to a sustainable provider of 'health & lifestyle' services and is focusing on expanding its marketing and promotional activities to include the mature age 'baby boom' sector. There is worldwide recognition that the fitness industry is providing a consumable service that needs to be marketed as an integral part of a healthy and enjoyable life. Non-threatening environments, friendly skilled staff, opportunities for social interaction, excellent modern equipment and stimulating surroundings are all part of the modern health and fitness centre.

Fitnessnsw introduced an initiative to double the utilisation of the fitness sector in May 2001 – '1 x 2010', which represents one million people using fitness services as one of their physical activity options by 2010 (see [http://www.fitnessnsw.com.au/\\_uploads/res/244\\_392.pdf](http://www.fitnessnsw.com.au/_uploads/res/244_392.pdf)). The initiative was supported by the Premier, under the proposed banner of 'NSW – the Fit State', and supported by Dr Kerryn Phelps, President of the Australian Medical Association. The initiative has been promoted to the industry in the first instance, aiming to

prepare service providers for the required changes to meet this ambitious goal. Fitnessnsw is working towards a public launch of the initiative as soon as funds and government support permit. In February 2002 the national body, Fitness Australia, adopted '3 x 2010' as its unifying focus.

In November 2001, fitnessnsw established CASPAC (Community and Specific Populations Advisory Council) to advise the industry on a range of issues outside the traditional fitness centre environment. CASPAC recognises that many sectors of the community choose to exercise away from fitness centres and is working to develop improved linkages between the fitness industry and registered clubs and other community bodies.

## 5.6 SPECIAL POPULATIONS

The publication *Creating Active Communities. Physical activity guidelines for local councils* (see section 5.3) aims in particular to assist councils to encourage greater participation amongst special populations in their communities. The Guidelines include specific sections on women, people from culturally and linguistically diverse communities, young people, parents and carers of young children, Aboriginal and Torres Strait Islander people, older people, people living in rural and remote areas, socially disadvantaged people, and people with disabilities. These sections outline the key issues affecting the participation of these groups in physical activity, and examples of strategies that can be implemented by local councils to increase their participation in physical activity.

### Fair Call for All – Media Project

*A Fair Call for All – Promoting Acceptance of Diversity in Sports Media* is a collaborative project between the Australian Sports Commission, Australian National University and NSW Department of Sport and Recreation, and is aimed at improving the media representation and reporting of under-represented groups in sport and recreation. This includes women, people with disabilities, Aboriginal people and people from culturally diverse backgrounds.

The *Fair Call for All* project includes an educational package for tertiary institutions teaching journalism, and a guide for working journalists and sporting organisations.

### 5.6.1 People from Culturally and Linguistically Diverse (CALD) communities

To ensure that public education messages reach all sectors of the community, the NSW Department of Sport and Recreation contracted the NSW Multicultural Health Communication Service to undertake a campaign targeting people from CALD backgrounds.

The 'SafeWaters' campaign aims to raise awareness of water safety issues and prevention strategies in CALD communities (see <http://www.safewaters.nsw.gov.au/>). Elements of the campaign included:

- an Arabic, Chinese and Vietnamese Poster competition for ethno-specific schools on any of the key water safety messages
- the production of Arabic, Cantonese, Mandarin and Vietnamese radio advertisements
- print advertising in local ethnic newspapers
- the use of bilingual spokespeople for media interviews on key water safety issues.

The 'Fired Up' public education campaign is designed to encourage more adults to become physically active by joining a sport, recreation or fitness club. A radio and print campaign specifically targeted the Arabic, Chinese, Spanish and Turkish communities.

The NSW Department of Sport and Recreation has reviewed its Ethnic Affairs Priorities Statement and Implementation Plan in line with the Department's current business activities and policies. The review ensures that the plan is responsive to community and employee needs and provides directions to improve the management and delivery of services to people from CALD communities.

### **Arabic Speaking Partnership**

In July 2001, the Premier announced the Arabic speaking youth partnership to address youth crime and antisocial behaviour in the southwest region of Sydney.

The strategies include a number of sport and recreation initiatives for which the NSW Department of Sport and Recreation has responsibility. The Premier has allocated a total of \$75,000 to the Department to implement the following initiatives:

- Investigate the use of the Lidcombe Oval site for development of a multi purpose sport centre by the Arabic community.
- Promote participation in sport and recreation by Arabic speaking youth.
- Establish a leadership program to develop skills related to sport such as coaching and refereeing.
- Expand Youth in Sport programs in Bankstown, Rockdale, Belmore and Burwood PCYCs.
- Identify successful local youth programs.

The NSW Department of Sport and Recreation appointed an Arabic speaking Development Officer in the Sydney region to develop and implement programs in communities and review existing programs that may assist the overall project.

### **5.6.2 Women**

The *NSW State Plan for Women in Sport and Recreation 1999-2002*<sup>27</sup> provides the framework and focus for the Department of Sport and Recreation and the sport and recreation industry to address the under-representation of women and girls in sport, recreation and physical activity.

During 2000-2001, the Department of Sport and Recreation, in collaboration with its partner agencies and the NSW Ministerial Taskforce for Women and Sport, developed and implemented a range of initiatives to achieve the objectives outlined in the State Plan. The Department's actions focus on the areas of women in leadership and decision-making, participation development, access to safe and appropriate environments, and the recognition and portrayal of women in the media.

Key initiatives have included:

- the delivery and expansion of the women's sports administration scholarship program
- publication of the *Safe Sports Facilities*<sup>28</sup> and *Childcare Guidelines*<sup>29</sup> for sport and recreation service providers
- completion of the first series of women in sport fact sheets
- the delivery of a pram walking program for new mothers
- the development of the Gender Equity guidelines and Standards Framework for the sport and recreation industry
- further development of the Department's women's sport website
- design of an innovative media project in partnership with the Australian Sports Commission and the Australian National University.

## **Women's Sport Administration Scholarship Program**

During 2000 and 2001, 65 women from the Hunter, Western, Riverina, and South Coast regions completed a comprehensive 6-day Sports Management Development training course as part of the Women's Sports Administration Scholarship program. The Western and one of the Riverina programs were offered specifically for Aboriginal women. A further six women from NSW sporting organisations completed travel and research projects in Asia, the USA and Europe, as part of the 2000 and 2001 International Travel Scholarships.

The knowledge and experience gained through the Sports Management Development Program and International Travel Scholarships has resulted in the implementation of a range of successful sport and physical activity initiatives in NSW sporting organisations and the community. One hundred thousand dollars is committed to the Scholarship program annually.

## **NSW Ministerial Taskforce for Women in Sport and Recreation**

The NSW Ministerial Taskforce for Women in Sport and Recreation was established in 1998 to provide advice to the Minister for Sport and Recreation. In 2000, Taskforce members hosted consultations in three regional areas of NSW, to talk with women about the sport and recreation needs and concerns.

As a result of consultations in the Shoalhaven region, a women's working group has been established to identify opportunities and actions to increase women's participation in physical activity. Specific groups such as young mothers have been targeted. Strategies have then been developed in consultation with local sporting groups, business groups and other support groups such as neighbourhood centres.

During 2001, the Taskforce and Departmental officers from Sport and Recreation were involved as a key partner in the inaugural 'Women on Wheels' (WOW) conducted by the Department for Women (DFW). WOW, a combined outreach, consultation and information program, visited approximately 25 towns in the North West, West and South West regions of the state. The project provided information on sport and recreation services for women and assisted groups in addressing local issues.

## **Active Mothers Pramwalking Project**

In 2000, the Department of Sport and Recreation established a pilot intervention and research project in partnership with NSW Health, Western Sydney Area Health Service, the Australian Catholic University, Department for Women, and Community Health agencies. The project was comprised of a walking program for new mothers from non-English speaking backgrounds in the Blacktown, Holroyd and Auburn local Government areas. The research component was established to evaluate the effectiveness of the walking program against a range of health criteria.

The first walks in Western Sydney commenced in May 2001. Plans are being formulated for the longer-term continuation of walking groups through community health centres.

## **Women in Sport Factsheets**

The first series of women in sport *Info Sheets* were published in 2001. These include information on women's participation in sport and physical activity, women in decision-making positions and women as coaches and media representation (*Info Sheets* can be viewed on <http://www.dsr.nsw.gov.au/publicat/index.asp>).

A second series of *Info Sheets* is being developed and will cover topics such as body image and health, participation of young women and girls in physical activity, and the health and participation of women from Aboriginal and culturally-diverse backgrounds.

## Gender equity guidelines

The Department for Women has worked with the Department of Sport and Recreation to develop gender equity guidelines for use by State Sporting Organisations. *Increasing the Participation of Women and Girls – Guidelines for NSW Sport and Recreation Organisations*, comprises a resource booklet, self-assessment guide, and set of action sheets. These resources aim to assist sporting organisations to assess their programs and services and adopt specific strategies to improve the participation of women and girls.

The guidelines form part of the Department of Sport and Recreation's *It's Your Business*<sup>30</sup> organisational development resource and training program for State sporting organisations.

## Women's Grants Program

Through the Women's Grants Program, the Department for Women funds community-based organisations to run innovative projects aimed at improving the health and quality of life of women and girls in NSW.

A number of these projects are designed to increase physical activity levels among girls and women.

During 1999/2000, funds were allocated to the following organisations:

- *Jindabyne Country Women's Association* to implement a project aimed at reducing the isolation of women aged 60 and above through increased physical activity. The project will provide the opportunity for older women to participate in an aqua club.
- *Barkuma Neighbourhood Centre* to establish an indigenous youth dance group to speak out against issues faced by youth. The group will primarily explore issues relating to indigenous family violence.
- *Illawarra Ethnic Communities Council* to provide professional development and support mechanisms for fitness leaders, and assistance in business development, while at the same time supporting delivery of culturally appropriate fitness activities for older women from culturally and linguistically-diverse communities.
- *Australian Catholic University* for a pramwalking project targeting new mothers through early childhood health centres in the northern suburbs of Sydney. An outcome of the project was an implementation kit disseminated across the State to early childhood health centres to assist these centres in establishing their own walking groups.

### 5.6.3 Parents and carers

#### Child care guidelines

In 2001, a comprehensive set of guidelines for sport, recreation and fitness organisations were published by the Department of Sport and Recreation.<sup>29</sup> These guidelines aimed to assist service providers in establishing appropriate childcare facilities for families participating in physical activity programs. The guidelines have been developed in conjunction with the Office of Childcare (DOCS), and in consultation with key related agencies. The first edition of the guidelines was released in December 2001. A second revised edition is being prepared for publication.

### 5.6.4 Older people

In keeping with the NSW Healthy Ageing Strategy and to coincide with the United Nations International Year of the Older Persons (IYOP) in 1999, a number of physical activity projects have focused on older people. There is an identified need to increase the access of older people to exercise aiming to reduce the risk of injury from a fall through increased strength, balance, flexibility and mobility. Increasing the access of older people to exercise is a major component of a statewide policy for the management of falls injuries in older people currently being developed by the NSW Health Injury Prevention and Policy Branch.

## **Shuffleboard**

An amount of \$25,000 per annum has been provided to Australian Shuffleboard Pty Ltd for the conduct of the Seniors Shuffleboard Titles, held annually during Seniors Week. The game allows elderly people of all ages and physical and intellectual ability to participate in an active game with their friends or with other groups in an atmosphere of fun and goodwill. Competitors from nearly 100 aged care facilities – ranging from 40 bed hostels through to retirement villages housing over 300 seniors – have taken part in the competitions. The competition covers eight regions across NSW, including four regional and four metropolitan, giving care facilities from remote areas the opportunity to participate.

## **NSW Masters Games**

The NSW Masters Games is a biennial multi-sport event, which offers mature aged participants the opportunity to compete against others of a similar age in a friendly yet competitive environment. Sponsorship funding of \$50,000 was provided in both 2000 and 2002 towards the conduct of the Games in Coffs Harbour. Over 2000 people participate in the Games with approximately 30 different sports represented. A team of approximately 200 registered Games volunteers assist at the Games headquarters, and 750 sports volunteers are directly involved in running the event.

The Department of Sport and Recreation provided a commitment of over \$100,000 to the 8th Australian Masters Games. This commitment consisted of one full-time officer (\$30,500 in kind), and funding of \$70,000 to enhance existing Hunter regional facilities to major event standards.

## **Shotball – now called Walkball**

Walkball, previously called shotball, is a new sport based on netball and basketball developed specially for older adults. The sport takes into consideration the physical abilities of adults aged 50 years and over so any fears of injury through body contact or falls are reduced. The emphasis is on fun and social contact rather than serious competition and the game is played at a pace to suit older adults. A number of seminars and workshops have been conducted to enable communities to develop the game.

## **Make a Move – (metropolitan based)**

*Make a Move* is a metropolitan-based falls injury prevention program. It is a collaborative initiative of six metropolitan Area Health Services in NSW, with specific physical activity objectives including:

- increasing preventive awareness of risk factors, and in particular the benefits of gentle exercise, amongst the older community (65+) across Sydney to reduce the risk of falling
- substantially increasing local programs providing gentle exercise programs for older people.

A report on the *Make a Move* campaign can be viewed at: <http://www.health.nsw.gov.au/public-health/health-promotion/improve/injuryprev/pdf/makemove.htm>

An audit was carried out that measured the current physical activity programs and participation rates for older people in Central, South Western, South Eastern, Western and Central Coast Area Health Services as part of the *Make A Move* campaign. The aim was to obtain standardised information on current physical activity programs and participation rates for older people. Prior to the campaign, Northern Sydney Area Health Service had conducted a similar audit.

## **Rural Falls Injury Prevention Project**

The Rural Falls Injury Prevention Project is a collaborative effort of ten rural AHS to coordinate the best practice health promotion for the prevention of falls injury in older people throughout rural NSW. A primary focus of the project is increasing the access of older people to fall-safe activities designed to improve muscle strength, flexibility, balance and fitness.

## Local level activities

A number of opportunities for older people to participate in appropriate physical activity exist around NSW. These include:

- *Active Over 50 in Central Coast* – a low cost physical activity program offered at three intensity levels, with 86 classes per week in 35 different venues throughout the Central Coast.
- *Easy Start in Central Coast* – a 10-week program that takes beginners to the level they need to join a mainstream program.
- *'Move it Groove it'* – a program planned in consultation with seniors living in or around Wollongong to ensure the delivery of gentle exercise routines, including stretching, balance, strength, tai chi, square dancing, line dancing, shotball, walking and yoga.
- *'Older and Bolder'* – a program aiming to make access to physical activity regimens easier and non-threatening for the older adults the Illawarra area. The project is being conducted over a ten-month period with each month devoted to a different activity, eg aquarobics, gentle exercise, tai chi, croquet, carpet bowls, yoga, shotball, swimming.
- *Berkeley Walking Group* – a weekly walking group aiming to encourage people in the Berkeley area to enjoy the benefits of regular moderate physical activity.
- *Windang Gentle Exercise Group* – organised by Community Health Nurses and Health Promotion staff from the Warrawong Community Health Centre and includes gentle exercise routines for stretching, balance, strength, tai chi, square dancing, line dancing, shotball, walking and yoga.

## Community Grants

Funding totalling \$25,000 was provided by the Department of Sport and Recreation to various community organisations during 2000 under the *Older:WISAR* (Welcome in Sport and Recreation) project. The two objectives of the project were to encourage older adults:

- to actively engage in sport and physical activity
- to become involved in sport as a volunteer.

One successful project was Masters Swimming NSW, which conducted three coaching courses – Central Coast, North Coast and South West Sydney – resulting in 20 new coaches over 50 years of age to both teach older adults to gain new swimming skills and to train older adults in how to maintain and improve their swimming ability.

Further funding of \$60,000 was approved by the Minister for Sport and Recreation for projects in 2000/01 targeting older adults to be conducted through the Department of Sport and Recreation's regional offices in collaboration with various regional partners. The projects conducted were:

- *Community on the Move* – A two-day training workshop developed to provide ex-service organisations with the knowledge of the benefits of physical activity.
- *Active Over 50 Strength Training* – A program to provide Active Over 50 Strength Training to qualified fitness leaders to expand the current programs offered to the adult population.
- *Western Ways* – A project to determine the range and level of physical activity needs among older adults living in rural communities and to conduct training to enable community leaders to implement programs based on the needs identified.
- *Gentle Exercise* – Training course for qualified fitness leaders to enable this program to be offered to older adults in the south coast area.

- *Active and Older* – A program targeted to sedentary people over 60 years living in the Camden Haven and Wauchope districts of the north coast. The project consisted of education sessions, community consultation, training of leaders and provision of physical activities for the targeted communities.
- *From Strength to Strength* – A program aimed at men and women over 50 years residing in the Kyogle and Evans Head districts. The program was an extension of a successful program conducted in the bigger centres across the far north coast and involved the provision of physical activity classes in tai chi and resistance strengthening, as well as information sessions on the benefits of physical activity.

A project to increase the physical activity levels of older adults from the Sikh community in Woolgoolga was conducted during 2001/02. The program provided a range of activities including walking, swimming, gentle exercise, within the cultural framework of the community, as well as increasing integration with mainstream sporting groups.

During 2001/02 funding was provided to the Tingha Aboriginal Community to enable a touch team to compete in the Australian Masters Games. The skill development provided to the group enabled 20 Aboriginal people attend the Games in Newcastle. The Aboriginal team members also gained their Coaching Certificates to ensure the continued development of touch would be available to the community in the future.

### **5.6.5 Young people**

#### **Youth in Sport Program**

The Youth in Sport program (YIS) is an initiative of the NSW Department of Sport and Recreation and is delivered by Police and Community Youth Clubs (PCYCs) throughout NSW. The program was first piloted in 1997 in five target areas in NSW. In 2001/2002, YIS expanded to involve 29 PCYCs across the state. Three hundred thousand dollars per annum is allocated to the program. The YIS offers a variety of sport and recreation programs for young offenders and young people at risk of coming into contact with the justice system.

## 6. EVALUATION OF THE PHYSICAL ACTIVITY TASK FORCE LEAD AGENCY COMMITTEE

In 1996, NSW became the first state to establish a multi-sectoral Physical Activity Task Force (PATF) mandated by the Premier. While the rest of this document reports on the progress of the Task Force's plan *Simply Active Everyday*, it is also important to evaluate the Task Force itself. The purpose of this evaluation was to identify the group's strengths and weaknesses, and to determine its usefulness as a vehicle for future physical activity promotion.

In 2002, ARTD Management and Research Consultants were commissioned to carry out an evaluation of the PATF for the period 1996-2002. Through interviews with PATF members and stakeholders, the preparation of a discussion paper, and facilitation of a half day roundtable, ARTD produced a final evaluation report which focused on:

- key stakeholders' perceptions of the contributions and outcomes from the PATF
- assessing what has worked well and what could be improved under the current PATF model
- identifying options for a future PATF model which will ensure a successful whole of government/ whole of community approach to physical activity promotion in NSW.

### 6.1 STRENGTHS

The report identified several features of the Task Force and its activities that were important in contributing its success. These included:

1. An effective establishment phase. This was characterised by the establishment of the Task Force as a long-term venture with a realistic time frame, the nomination of Task Force representatives from an appropriate level, and having a high level mandate given by the Premier.
2. Effective intersectoral collaboration. Although the PATF was characterised more by coordination than collaboration, the process of agencies working together was aided by the development of a common vision, and the long and stable relationship of committee members.
3. Strong leadership and an efficient secretariat, that provided appropriate support for the duration of the plan.
4. Effective knowledge management. This was facilitated via the dissemination of research information by the secretariat, the expertise of the chairperson in the area of physical activity, and the information sharing between agencies ensuring duplication of tasks did not occur.
5. An evidence-based approach, which provided the foundation for all of the plan's objectives.
6. Added value to PATF member agencies. This occurred via the sharing of expertise and resources between agencies, informal professional networking between Task Force members, and an increased understanding of health promotion processes.

## 6.2 ISSUES

ARTD's evaluation also identified several issues that need consideration in the development of a future PATF model. These are outlined below.

### 1. Resources

It is estimated that the secretariat function borne by NSW Health has provided value of up to \$100,000 per annum. Without further funding, this level of support would not be sustainable for a future PATF.

### 2. Drivers

The PATF LAC has harnessed the enthusiasm and funding opportunities generated by the Sydney 2000 Olympics and *Active Australia*. However, post-Olympics and with the uncertainty surrounding the future role of *Active Australia*, the PATF requires new drivers or issues to further focus and revitalise its work.

### 3. Access and equity

There has been limited progress in this area during the plan. It is important that further progress occurs in the future in order to address the needs of NSW's diverse population.

### 4. Expanding the evidence base

Although a significant body of evidence regarding the benefits of physical activity has been accumulated, PATF members feel there are significant gaps concerning the social inclusion benefits. There is also a significant need to use evidence to support the policy position for promoting physical activity.

### 5. Position of the secretariat

PATF members were eager to explore other opportunities in relation to the secretariat position that may assist in raising the profile of the Task Force to the whole of government.

### 6. Retaining corporate memory

There may be the need for systems to deal with the potential for turnover among agency representatives (although to date the PATF membership has been very stable).

### 7. Membership of the PATF

While some PATF members saw the scope for the involvement of other agencies that were not currently members of the PATF, there was a recognition that the Task Force could become too large to manage effectively.

### 8. The role of collaborating and consulting agencies

The *Simply Active Everyday* plan identifies lead, collaborating and consulting agencies, all with differing roles and responsibilities. Several problems with this system have occurred, such as lead agencies having difficulties working with collaborating agencies due to insufficient resources, or lead agencies finding the most relevant collaborating agencies were not those listed in the plan.

### 9. Communication and promotion

Promotion of the work of the PATF needed to occur on three levels:

- i. Within member agencies.
- ii. Within key areas of the government, eg Premier's Department or the Cabinet Office.
- iii. To the wider community.

### 10. Monitoring and evaluation framework

There was a need for more meaningful and valid milestones within the plan to improve accountability of agencies, and for measures that are more integrated and used across agencies.

## 6.3 THE FUTURE

The ARTD report identified six key 'next steps' for the PATF when planning for the future.

### 1. Renewing the mandate

The Premier's imprimatur to form the PATF was an essential component in bringing together and sustaining the involvement of agencies. Renewing the mandate provides an opportunity for the PATF to increase involvement of the whole of government in the promotion of physical activity.

ARTD recommend that the most immediate task for the PATF is to initiate discussions with the NSW Premier's senior advisors to:

- confirm the Premier's commitment to the PATF and to renewing the mandate
- seek advice on the significant public issues for the government and the community in the promotion of physical activity
- promote the PATF's broad social agenda (that encompasses health, education, sport and recreation, transport, the environment, social justice, community solutions) relevant to the whole of government
- promote the PATF as good practice in intersectoral collaboration
- provide feedback on the implementation of the plan.

### 2. Resourcing the PATF

As noted above, the level of secretariat support provided by NSW Health is costly and not sustainable in the long term. Other funding for the secretariat function needs to be secured. In addition, lead agencies have identified the limitations of collaborative efforts between agencies without additional resources.

To address this need, several options were suggested to secure additional funding:

- Funding from the Premier's Department or the Cabinet Office.
- PATF members to submit joint funding bids to Treasury, aiming for mid-2003.
- Consider funding through lotteries, clubs, and other private sector partners for major projects.
- Pooled contributions from PATF member agencies (especially NSW Health, DSR, and DET) to resource the secretariat (approximately \$100,000 per annum).

### 3. Planning the future business

- a. It is important that the PATF has a broad agenda that is inclusive of the whole community and a spectrum of current and potential stakeholders. Potential drivers could include: childhood obesity, active transport, environmental issues, healthy ageing, mental health, and social justice issues.
- b. It was suggested that the next plan should focus on key drivers and include a manageable number of strategies relevant to a range of PATF members and stakeholders. The current framework underpinning the *Simply Active Everyday* plan is widely accepted by members and perceived as valuable for guiding future planning.
- c. Further research and the synthesis of existing research would facilitate improved communication of the benefits of promoting physical activity. The NSW Centre for Physical Activity and Health will have an important role in supporting the PATF in this area.

#### 4. Leadership and management of the PATF

##### a. Chairperson

In order to further raise the profile of the PATF, seeking a chairperson from either the Premier's Department or the Cabinet Office may be valuable.

##### b. Secretariat location

Possible options include centralisation of the secretariat within the Cabinet Office as part of a strategy to increase the profile of the Task Force across government, or, locating the secretariat in CPAH where the secretariat role could be broadened to include promotion, networking and the coordination of Task Force strategies

##### c. Membership

There is a broad consensus that all current PATF members should remain as active members and the RTA and Department of Transport become full members. Other stakeholders would be invited as members of subcommittees when required.

#### 5. Communication and promotion

Promotion of the PATF will be important in its determining its future success. Promotional activities could include:

- increasing the profile of the PATF within member agencies by including the PATF in the agency's core plans
- broad promotion of the PATF and physical activity via the use of a website, developing a logo, or using a formal dissemination/marketing strategy.

#### 6. Monitoring and evaluation framework

NSW CPAH, in consultation with the PATF, could develop a framework. Individual member agencies would be responsible for implementing the monitoring and evaluation framework within their own agencies.

# 7. SUMMARY AND RECOMMENDATIONS

## 7.1 PROGRESS AGAINST KEY RECOMMENDATIONS

Significant progress against the nine key recommendations has been made, with seven recommendations fully achieved. The two recommendations that have only been partially achieved are:

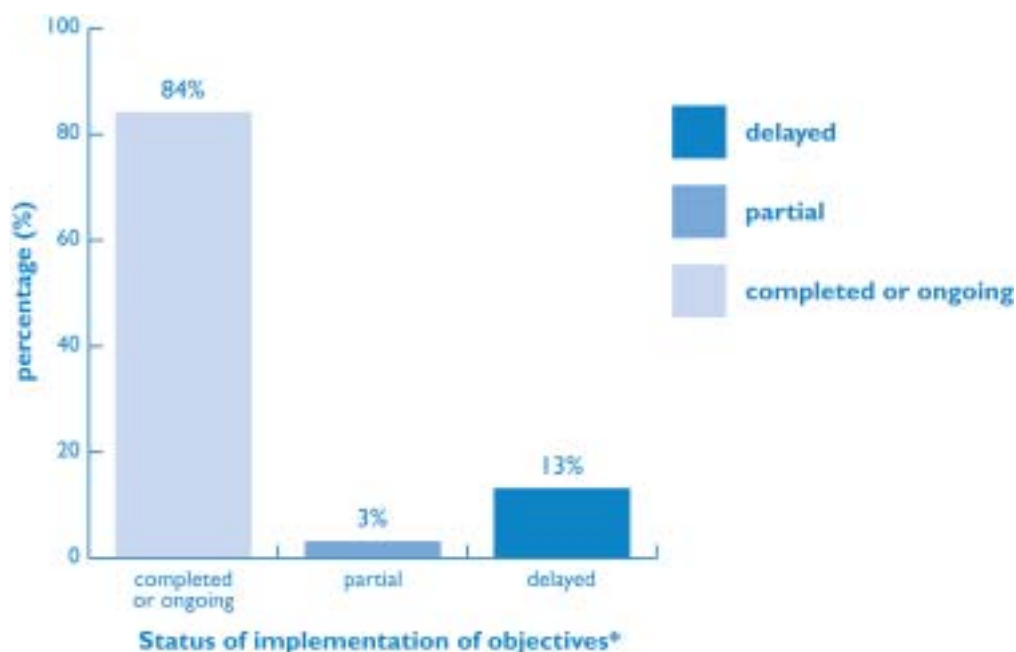
- Recommendation 7 – coordination of systems to monitor and evaluate implementation of the strategic plan.
- Recommendation 8 – increased emphasis on an intersectoral approach to environmental modification for the promotion of planned and incidental forms of physical activity.

While the recent establishment of the NSW Centre for Physical Activity and Health will assist in the progression of Recommendation 7, Recommendation 8 has been difficult to fulfil due to the limited resources agencies have had for initiatives that involve collaboration.

## 7.2 PROGRESS AGAINST OBJECTIVES

The plan *Simply Active Everyday* outlined 64 objectives. Forty-five were short-term objectives for completion by June 1999, and nineteen were long-term objectives for completion by June 2002. Overall, fifty-four objectives are completed or ongoing, two partially completed, six delayed, and two not done (Figure 3).

**Figure 3: Summary of progress of implementation of objectives in *Simply Active Everyday***



\* Completed: largely achieved and reached logical endpoint. Ongoing: largely achieved but program still running. Partial: objective still in progress. Delayed: objective not in progress but lead agency has intention to progress.

Analysis of performance by strategic theme reveals that the most substantial progress has been achieved in the area of education and implementation with 17 of 17 objectives achieved. Policy and guideline development has also been very successful with 14 of its 16 objectives completed. The area of program development and implementation has had less, but still significant, progress with 20 of 26 objectives largely achieved. This was followed by monitoring and evaluation with three of a total of five completed or ongoing (Table 2).

**Table 2: Summary of progress made in the implementation of *Simply Active Everyday* objectives by strategic theme**

Strategic theme	Completed or ongoing	Partial	Delayed	Total
Program development and implementation	20	1	5	26
Education and implementation	17	–	–	17
Policy and guideline development	14	–	2	16
Monitoring and evaluation	3	1	1	5
<b>Total</b>	<b>54</b>	<b>2</b>	<b>8</b>	<b>64</b>

Analysis of performance by key setting shows that Local and Urban Environments have been the most successful in achieving their targets, with five out of five objectives completed. The Sport and Recreation setting had the largest challenge with 21 objectives, of which 20 were completed or ongoing. The School environment has also made substantial progress with 13 of 14 objectives fully completed. The Health setting achieved 14 of 19 objectives, and the Fitness Industry accomplished half of their six objectives (Table 3).

**Table 3: Summary of progress of implementation of *Simply Active Everyday* by key setting**

Key setting	Completed or ongoing	Partial	Delayed	Total number of objectives
Health	14	–	5	19
Sport and Recreation	20	1	–	21
Local and Urban Environments	5	–	–	5
Schools	12	–	1	13
Fitness Industry	3	2	1	6
<b>Total</b>	<b>54</b>	<b>3</b>	<b>7</b>	<b>64</b>

In summary, the PATF Lead Agency Committee has been successful in coordinating the implementation of *Simply Active Everyday*. Significant progress was made to take the plan forward with the full completion of seven and partial completion of two of the nine key recommendations. In translating the plan into action, the Lead Agency Committee has also achieved considerable success. Thirty-eight of the 64 objectives have been completed, and 16 are still ongoing. This leaves only two objectives partially completed, and eight delayed.

Some areas still require attention in the future however. These include finding new approaches to promote collaborative work between agencies (rather than coordination) and taking a more coordinated and systematic approach to equity and access issues.

## 7.3 PROGRESS AGAINST TARGETS

The goal of *Simply Active Everyday* was to increase safe and ongoing participation in physical activity, particularly among less active people. Using the most recent data at the time of the plan's inception, indicators and targets were established to measure the progress of the plan. However, progress against these indicators during the period of the plan has been difficult to measure because of two key issues:

1. A change in the indicators themselves.
2. A change in the instrument used to measure physical activity levels.

In order to provide an estimate of the trends in the physical activity levels of NSW adults (18-75 years), a recent investigation has been performed using the NSW data from the 1997, 1999 and 2000 Active Australia surveys. This analysis shows that the proportion of those who could be considered to be 'sufficiently active' for health (where sufficiently active is defined as 150 minutes or more of moderate physical activity per week), has decreased slightly in both men and women. These declining trends in NSW however, are generally smaller than those observed in other states where integrated strategies had yet to be developed.

## 7.4 RECOMMENDATIONS

The Physical Activity Task Force itself has been a model of successful collaboration between agencies and across a variety of sectors. A unique degree of cooperation occurred between Task Force members towards the clear and common vision of physical activity promotion in NSW.

Having reached the end of the plan *Simply Active Everyday*, the PATF is deliberating the best course of action to ensure future progress in physical activity promotion. Given that the Task Force itself provides an effective vehicle through which to advocate and coordinate a whole-of-government strategy to address the need for greater levels of physical activity in the community, it is recommended that plans for the future should work through the established framework of the Task Force. Seeking a renewed mandate from the Premier would provide additional momentum and credibility to a future plan.

In planning for the future, it is recommended that the PATF will consider the following issues:

- The need for an increase in focus on access and equity issues in physical activity promotion.
- The need to use a whole-of-government approach in the promotion of physical activity. This may involve working more closely with the Premier's Department and the Cabinet Office, and a change of chairperson.
- The need to establish strong linkages to any advisory group (such as a senior officers' coordination committee) established to address the resolutions from the 2002 NSW Childhood Obesity Summit, or working to promote physical activity in young people.
- The need to provide sufficient intensity for physical activity promotion efforts.

- The effectiveness of environmental modifications in the facilitation of physical activity.
- The importance of securing adequate funding for a future secretariat to ensure continued support is available.
- Considering alternative approaches to finding additional funding for projects that require a collaborative interagency approach.
- The need to develop recommendations regarding the minimum threshold and per capita investment necessary to increase the prevalence of physical activity in NSW.
- The importance of identifying drivers to focus the Task Force's efforts.
- The benefits of promoting the PATF as a model of successful whole-of-government collaboration.
- The functional nature of the PATF current members, and the value of additional advisory groups to obtain specific views and expertise when required.
- The need to develop realistic and effective goals.
- The importance of establishing a monitoring and evaluation framework from the outset.

# REFERENCES

1. NSW Physical Activity Task Force, *Simply Active Everyday: A plan to promote physical activity in NSW 1998-2002*, Progress Report 1999, NSW Department of Health, Public Health Division.
2. NSW Physical Activity Task Force, *Simply Active Everyday: A plan to promote physical activity in NSW 1998-2002*, NSW Department of Health, Public Health Division.
3. Commonwealth Department of Health and Family Services 1998, *Developing an Active Australia: A framework for action for physical activity and health*, Australia.
4. Australian Sports Commission 1997, *Active Australia: A National Participation Framework*, Australia.
5. *Backing Australia's sporting ability – a more active Australia*, [www.ausport.gov.au/fulltext/2001/feddep/active.pdf](http://www.ausport.gov.au/fulltext/2001/feddep/active.pdf), accessed 16 August 2002.
6. *National Physical Activity Guidelines for Australians*, developed by the University of Western Australia and the Centre for Health Promotion and Research Sydney, for the Commonwealth Department of Health and Aged Care 1999, [www.health.gov.au/pubhlth/publicat/document/physguide.pdf](http://www.health.gov.au/pubhlth/publicat/document/physguide.pdf), accessed 5 November 2002.
7. *Developing an Active Australia: a work plan for 2000-2003*, [www.nphp.gov.au/sigpah/workplan.pdf](http://www.nphp.gov.au/sigpah/workplan.pdf), accessed 1 August 2002.
8. Bauman A, Bellew B, Vita P, Brown W, Owen and N March 2002, *Getting Australia active: towards better practice for the promotion of physical activity*, National Public Health Partnership. Melbourne, Australia.
9. *Promoting Active Transport*, An intervention portfolio to increase physical activity as a means of transport, National Public Health Partnership 2001.
10. The feasibility of establishing a national intersectoral physical activity task force, a report to the Strategic Inter Governmental Forum on Physical Activity and Health (preliminary unpublished report).
11. Brown, Trost, Bauman, Mummery and Owen, Test-retest reliability study of physical activity questions for use in Australian population surveys (unpublished data).
12. Bauman, Chey, Brown, Mummery, Trost and Owen, Physical Activity Measurement Study part II: convergent validity of three pairs of surveys (unpublished data).
13. Timperio, Salmon, Bull and Roseberg, Validation of physical activity questions for use in Australian population surveys (unpublished data).
14. Bauman A 2002, Approaches to constructing NSW data for trends from Active Australia surveys November 1997, 1999 and 2000, NSW Centre for Physical Activity and Health (unpublished data).
15. Bauman A, Armstrong T, Davies J, Owen N, Brown W, Bellew B and Vita P, *Trends in physical activity participation and the impact of integrated campaigns among Australia adults, 1997-1999* (submitted, Aust NZ J Public Health).
16. *NSW Schools Fitness and Physical Activity Survey 1997*, NSW Department of School Education, 1997.
17. Board of Studies NSW, *Personal Development, Health and Physical Education K-6 Syllabus*, 1999.
18. NSW Department of Education and Training 1998, *Fitness and physical activity: a resource to support school communities*, NSW Department of Education and Training, Ryde, ISBN 0731309856 SCIS 937528.
19. Board of Studies NSW 1997, *Fitness: a support document for K-6 personal development health and physical education*, Board of Studies NSW, Sydney, ISBN 0731075900 SCIS 908175.
20. NSW Health (internal report): *The evaluation of a Public Education Campaign to promote physical activity in New South Wales: Active Australia Phase 1*, 1998.

21. NSW Health (internal report): *The evaluation of the Active Australia/International Year of Older Persons physical activity public education campaign, 1999*. [www.health.nsw.gov.au/public-health/health-promotion/improve/physicalactivity/pa\\_new/pub\\_edu/iyop\\_cam.htm](http://www.health.nsw.gov.au/public-health/health-promotion/improve/physicalactivity/pa_new/pub_edu/iyop_cam.htm)
22. Merom D and Bauman A 2002, Rusty campaigns – impact of the 1999 and 2001 media-based efforts to encourage physical activity among older adults, NSW Centre for Physical Activity and Health (unpublished data).
23. *Integrating land use and transport – a planning policy package*, [www.planning.nsw.gov.au/programservices/transportchoice.html](http://www.planning.nsw.gov.au/programservices/transportchoice.html), accessed 16 August 2002.
24. *Action for Transport 2010 – an integrated transport plan for NSW*, Transport NSW 1998, [www.transport.nsw.gov.au/pubs\\_legal/act2010.html](http://www.transport.nsw.gov.au/pubs_legal/act2010.html), accessed 16 August 2002.
25. *Shaping Our Cities*, The planning strategy for the Greater Metropolitan Region of Sydney, Newcastle, Wollongong and the Central Coast, Department of Planning Crown Copyright 1998, ISBN 0 7347 0015 6.
26. *Fitness NSW – Code of Practice for Fitness Centres*, [www.fitnessnsw.com.au/\\_uploads/res/244\\_393.pdf](http://www.fitnessnsw.com.au/_uploads/res/244_393.pdf), accessed 16 August 2002.
27. *The NSW State Plan for Women in Sport and Recreation 1999-2002*, NSW Ministerial Taskforce for Women in Sport and Recreation, NSW Department of Sport and Recreation, ISBN 0-7313-5332-3. [www.dsr.nsw.gov.au/assets/pubs/industry/women\\_sp9902.pdf](http://www.dsr.nsw.gov.au/assets/pubs/industry/women_sp9902.pdf), accessed 16 August 2002.
28. *Safe sports facilities*, NSW Department of Sport and Recreation 2000, ISBN 0-7347-6131-7, [www.dsr.nsw.gov.au/assets/pubs/industry/safe\\_facilities.pdf](http://www.dsr.nsw.gov.au/assets/pubs/industry/safe_facilities.pdf), accessed 16 August 2002.
29. *Childcare guidelines for NSW sport, recreation and fitness organizations*, NSW Department of Sport and Recreation 2001, ISBN 0-7347-6132-5, [www.dsr.nsw.gov.au/assets/pubs/industry/ccare\\_guidelines.pdf](http://www.dsr.nsw.gov.au/assets/pubs/industry/ccare_guidelines.pdf), accessed 16 August 2002.
30. *It's Your Business*, NSW Department of Sport and Recreation 2002, ISBN 0-7347-6134-1.

# APPENDIX I

Past members of the Physical Activity Task Force Lead Agency Committee have included:

Leoni Baldwin  
NSW Department of Sport and Recreation

Tony McCarthur  
Catholic Education Commission

Joh-Ann Bloch  
Premier's Council for Women

Kate Parker  
NSW Department for Women

Dr Michael Booth  
National Centre for Health Promotion

Dr Andrew Penman  
NSW Department of Health

John Brewer  
Roads and Traffic Authority

Lyn Stoker  
NSW Department of Health

Janet Davy  
NSW Department of Education and Training

Margaret Sykes  
Catholic Education Commission (NSW)

Liz Daykin  
NSW Department of Sport and Recreation

David Taylor  
NSW Department of Transport

Deirdre Degeling  
Heart Foundation (NSW Division)

Julie Thompson  
Association of Independent Schools

Cathy Gorman-Brown  
NSW Department of Sport and Recreation

Karen Wyatt  
NSW Department of Transport

Windsor Hiscoe  
Fitness Industry

Sheila Walker  
Heart Foundation (NSW Division)

Carol James  
ACHPER (NSW Branch)

# APPENDIX 2

## GLOSSARY OF TERMS

### **Active living**

Any moderate-intensity physical activity taken incidentally while performing other functions. Examples might include chopping wood and digging in the garden.

### **Active recreation**

Any purposeful, moderate-intensity physical activity taken individually or with others during leisure and recreation time that contributes to the physical health and mental well being of those taking part. Examples might include dancing, walking, and playing football with the family in the park.

### **Baseline data**

Initial performance data from which changes can be measured.

### **Collaborating agency**

Collaborating agencies are key partners in implementing the strategies coordinated by the lead agency.

### **Consulting agency**

Consulting agencies comprise the minimum list of key stakeholders who must be involved in the consulting process to develop, implement and monitor strategies in the plan.

### **Convergent validity**

The degree to which pairs of surveys give the same answers – either in terms of prevalence estimates, or in terms of the comparability of responses to similar items (eg about walking, moderate, vigorous activity) in each survey.

### **Effectiveness**

The extent to which the program, outputs and outcomes match the intended results (did it achieve its objectives?).

### **Efficiency**

The extent to which the outputs and outcomes are achieved at a reasonable cost and in reasonable time (what has been achieved with the resources used?).

### **Equity**

The extent to which all people within the defined target group have access to and use the services provided.

### **Exercise**

Planned, structured and repetitive bodily movement that is done to improve or maintain one or more components of physical fitness.

### **Incidental activity**

Physical activity undertaken while performing other functions (usually a by-product of the function rather than specifically planned physical activity).

## **Lead agency**

A lead agency in the plan is expected to play a major part in resourcing the development, implementation and monitoring of the strategy in collaboration with other relevant organisations and groups.

## **Moderate-intensity physical activity**

Activity that increases a person's heart rate slightly but does not make them huff and puff or get out of breath. Examples include walking, cycling, swimming, washing the car, heavy house work, or playing racket sports such as doubles tennis or badminton.

## **Outcome**

Ultimate impacts or results of a service or program beyond its outputs. Outcomes can be defined in the short term or long term. (In this plan, short- and long-term outcomes are defined within two-year and five-year time frames respectively).

## **Output**

The tangible result of a process. Outputs describe products or services that are produced by a process of activity in an organisation.

## **Performance indicator**

Defines the measurement of a piece of important and useful information necessary to show that a planned effort has delivered the desired results. Two main types of performance indicators are widely used:

1. Results-oriented indicators, which identify measurable results (or outcomes) of a service or program.
2. Implementation-oriented indicators, which measure fidelity of actions and compliance in the application of methods, resources and approaches of a service or program (was it delivered as intended?).

## **Physical activity**

Any bodily movement produced by skeletal muscles that results in energy expenditures.

## **Physical fitness**

A set of attributes that people have or achieve and which relate to the ability to perform physical activity.

## **Reliability**

The extent to which a survey yields the same results on repeated trials.

## **Sport**

May be defined as for active recreation, except that the activities are often vigorous in intensity and usually contain the additional components of training, performance, or competition, governed by a set of rules or regulations. Examples might include being active in a swimming club, belonging to the local football team, and playing squash matches in a league.

## **Stakeholders**

Individuals and groups in the community that affect or are affected by the operations of an organisation or a combination of organisations. For example, stakeholders include the government, non-government organisations, particular interest groups, the public, the taxpayers.

**Standards**

Formally documented requirements, against which performance can be measured.

**Targets**

Targets are performance measures that define in clear terms particular levels for the delivery of results against which actual performance can be measured.

**Validity**

The degree to which a survey measures what it is intended to measure, as assessed by concurrent assessment against a more objective measure.

# APPENDIX 3

## ABBREVIATION KEY

<b>Abbreviation</b>	<b>Meaning</b>
ACHPER	Australian Council for Health, Physical Education and Recreation
ADD	Ageing and Disability Department (NSW)
AFAC	Australian Fitness Accreditation Council
AHS	Area Health Service
AIS	Association of Independent Schools (NSW)
ASC	Australian Sports Commission
BOS	NSW Board of Studies
CCSP	Council of Catholic School Parents
CDHAC	Commonwealth Department of Health and Aged Care
CEC	Catholic Education Commission (NSW)
COTA	Council of the Ageing (NSW)
CPAH	NSW Centre for Physical Activity and Health
CR	Community Recreation
DET	NSW Department of Education and Training
DFW	NSW Department for Women
DLG	NSW Department of Local Government
DOH	NSW Department of Health
DOT	NSW Department of Transport
DSR	NSW Sport and Recreation
DUAP	NSW Department of Urban Affairs and Planning (now PlanningNSW)
EPA	Environmental Protection Authority
FIT	FitnessNSW
FOSCO	Federation of School Communities
IEU	Independent Education Union
JC	NSW Joint Council of Professional Teacher Associations
LAC	Lead Agency Committee (of the PATF)
LGSA	Local Government and Shires Association
NRMA	National Roads and Motorists Authority
NSWPC	NSW Parents Council
ORIC	Outdoor Recreation Industry Council
P&C	Federation of Parents and Citizens Association of NSW
PATF	Physical Activity Task Force
RTA	Roads and Traffic Authority
SIGPAH	Strategic Inter-Governmental Alliance on Physical Activity and Health
SMA	Sports Medicine Association
SRITAB	Sport and Recreation industry Training and Advisory Body
TEC	NSW Teacher Education Council
TF	NSW Teachers Federation
YMCA	NSW Councils of YMCA

# APPENDIX 4

Definitions of objective status:

## **Completed**

Objective largely achieved and project/program has reach a logical endpoint.

## **Ongoing**

Objective largely achieved and project/program still running.

## **Partial**

Some progress on objective made, but significant work still remaining.

## **Delayed**

No progress made on objective but lead agency has intention to progress.



