

Frankston City Council

Leisure Strategy 2021–2029

Active Frankston



Lifestyle Capital of Victoria



Welcome to Frankston

Frankston City Council respectfully acknowledges that we are situated on the traditional land of the Bunurong and Boon Wurrung in this special place now known by its European name, Frankston. We recognise the contribution of all Aboriginal and Torres Strait Islander people to our community in the past, present and into the future.

Message from the Mayor

With the challenges of the COVID pandemic, we understand just how important it is to maintain the health and wellbeing of our residents.

Council is committed to maximising opportunities for residents to be strong and active and participating in sport and leisure to enhance physical and mental health and connection with others.

We provide an extensive range of facilities to support participation in physical activity including playgrounds, walking tracks, multisport community leisure centres, sports grounds, swimming pools, tennis and netball courts and indoor sporting centres. Our natural environment provides ample opportunities to actively explore the stunning coastal scenery, beaches and foreshores, walking and riding trails and bushland reserves.

By enjoying a leisurely walk or being part of a sporting team, you're boosting your own health and wellbeing, and connecting with others. Any time spent in our natural environment can contribute significantly to maintaining your mental health.

When our community feels healthy, connected and strong, this can have positive flow on effects by improving our liveability and economic prosperity in the region.

The Leisure Strategy aims to enhance the range and effectiveness of Frankston City leisure programs, facilities and services for a stronger, healthier Frankston community. I welcome your ideas and feedback on this Strategy.

Cr Kris Bolam,
Mayor



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Introduction



"Physical activity is important across all ages, and should be integrated into multiple settings."

World Health Organisation, Global Action Plan on Physical Activity 2018–2030

Access to high quality leisure opportunities is shown to have a direct link with community strength, health and wellbeing. Physical activity, through organised sport or active leisure opportunities, improves mental health, fosters community connection and reduces the risk of some of Australia's leading medical conditions such as heart disease, obesity and diabetes.

By influencing the quality and distribution of conditions needed for good health, Councils can directly guide the natural, constructed and social environments in which we live, work and play.

This Leisure Strategy aims to enhance the range and effectiveness of Frankston City leisure programs, facilities and services for a stronger, healthier Frankston community. It is designed to contribute to Council's work towards the achievement of Frankston City's long-term and strategic community outcomes within our seven local communities to ensure that Frankston City is recognised as the Lifestyle Capital of Victoria.

Frankston City has more than 100 sporting venues, 11km of coastline and close to 300 parks and reserves. The City is home to 140,000 people, which is expected to increase to 163,000 by 2041. This level of forecast population growth will contribute modest demand for access to existing and improved sport and recreation facilities as well as opportunities for physical activity through active leisure and flexible participation options.

Many Victorians face a range of barriers increasing the difficulty to start and remain physically active. In Frankston City it has been identified that 49% of the Frankston population did not undertake sufficient physical activity to meet health guidelines. This Leisure Strategy sets out a framework for addressing the barriers to participation and providing a range of leisure services and facilities aimed at supporting and encouraging inclusive and equitable participation in physical activity, sport and community life, across all life stages.

This Leisure Strategy and associated implementation plan are directed by Council's Health and Wellbeing Plan and umbrella other existing documents to help create consensus around priority actions and asset management. It is an important planning tool that will be used as a key reference document to help guide Council's future resource priorities, major projects and initiatives to increase participation in active leisure and meet Council's health and wellbeing objectives.

Strategic Context

Council has established Policy Domains which are supported by data led strategies and action plans.



In 2020, Council consulted with the community to prepare a Community vision for the next 20 years, this informs the 2021–2025 Council Plan and aligns with the objectives and time-frames of this Leisure Strategy. The strategy supports the Community Strength pillar and is guided by a number of high level strategies including the Health and Wellbeing Plan, Asset Management Strategy, Municipal Strategic Statement and the Long Term Infrastructure Plan. The Sport Development Plan which determines the capacity of our sporting infrastructure to deliver sport and physical activity to the community, sits under the Leisure Strategy.

The Key Objectives of the Leisure Strategy are:

- Empower people to be active and healthy by reducing barriers and increasing knowledge
- Ensure great facilities in the right location that are welcoming to all
- Create active neighbourhoods that allow people to connect with each other and the natural environment
- Strengthen our community through strong, inclusive clubs and robust governance.

“Local government is the closest tier of government to communities and has a vital role to play in physical activity service provisions and in providing and maintaining physical activity infrastructure.”

Heart Foundation, Blueprint for an Active Australia, Third Edition



Planning Framework

National Context

The Australian Government Department of Health recognises that being physically active and limiting sedentary behaviour are essential for health and wellbeing. Physical activity participation guidelines have been developed for infants, toddlers, children, young people, adults and older Australians. The guidelines provide information about the health benefits of leading an active lifestyle, as well as offering suggestions for how to incorporate physical activity and minimise sedentary behaviour in everyday life.

The Australian Government also recognises that sport plays a central role in keeping people active and healthy and helps to reduce the burden of chronic disease in Australia. Sport also contributes to our economy. In 2018 the Australian Sports Commission partnered with KPMG and La Trobe University to deliver the Value of Community Sport Infrastructure report which found that community sport infrastructure is estimated to generate an annual value of more than \$16.2 billion to Australia, with \$6.3 billion worth of economic benefit, \$4.9 billion worth of health benefit and \$5.1 billion worth of social benefit. Other national studies such as the CSIRO's 'The Future of Australian Sport' and the Heart Foundation's 'Blueprint for an active Australia' and the 'What Australia Wants' national survey support the consensus that sport and physical activity deliver a multitude of benefits and strengthen our communities.

The National Sport Plan (Sport 2030) is intended to guide future priorities and approaches to position Australian sport for the long term.

Through Sport 2030 the Australian Government has a vision for sport in Australia — to ensure we are the world's most active and healthy nation, known for our integrity and sporting success.

Sport 2030 has four key priority areas, two of which have direct relevance to Frankston City, specifically:

- Build a more active Australia — More Australians, more active, more often; and
- Strengthening Australia's sport industry — A thriving Australian sport and recreation industry.

State Context

The Victorian Government has a number of policies and strategies that complement national initiatives and guide priorities in Victoria. Through the Department of Sport & Recreation, Active Victoria: A strategic framework for sport and recreation in Victoria 2017–2021 has been developed. The framework recognises that sport and active leisure leads to healthier Victorians, economic growth and jobs, community cohesion and increased liveability. A KPMG report commissioned by Sport and Recreation Victoria revealed that the Victorian community sport and active recreation or leisure sector is delivering exponential economic, health and social benefits to the value of \$7.2 billion annually.

Initiatives in the Leisure Strategy seek to align with State Government priorities for investment including:

- Physical activity participation
- Capacity building and sustainability (economic, environmental and social)
- Female sport participation
- Building social capital in marginalised communities; and
- Walking, cycling & outdoor nature based recreation and tourism.

Local Context

At a local level, the Council Plan, the Community Plan 2040 and the Health and Wellbeing Plan support increasing resident participation in physical activities and leisure opportunities. Council will advocate, plan and attract funding for investment and growth, build and maintain infrastructure and strengthen the community by providing opportunities through sport, leisure, arts and culture and the use of our natural open spaces and our award winning foreshore.

Why is active leisure important?

There are a diverse range of benefits associated with participating in physical activity. Staying physically active can reduce health risks such as cardio vascular disease, diabetes and obesity, it can improve our mental wellbeing, reduce the occurrence of social isolation while also contributing to the development of skills, education and employability.

Evidence shows that involvement in sport and recreation leads to feeling more socially connected. Sport creates bridges between different sectors of the community by attracting people who share a common goal or interest. It has the ability to strengthen communities and to make more liveable, healthier neighbourhoods.

Despite the list of benefits many of us are not meeting the recommended level of weekly physical activity. The Australian National Physical Activity and Sedentary Behaviour Guidelines recommend that an adult should accumulate 150 to 300 minutes of moderate-intensity physical activity (such as brisk walking) per week, or 75 to 150 minutes of vigorous-intensity physical activity per week.

Barriers to participation can include physical and time constraints, cultural and language differences, gender or race inequities and financial limitations to name a few.



Nearly 70 per cent of adults are either sedentary or have low levels of physical activity¹.



Only 19 per cent of Australians aged 5 to 17 are meeting the recommended guidelines of 60 minutes of moderate-to-vigorous physical activity each day¹.



Participation in sport falls significantly in the late teenage and young adult years, and half as many women as men participate in sport².



Two-thirds of adults and one-quarter of children are overweight or obese¹.

The way we are wanting to engage in physical activity is also changing with demand for more flexible opportunities or integrated physical activity such as walking or cycling to and from work or school on the rise.

Active leisure is important to us as we acknowledge the role Council can play in addressing the barriers to participation while also planning and designing appropriate infrastructure to support the different ways in which we can all be more physically active.

Benefits of regular physical activity:



Personal enjoyment



Social interaction



Physical health



Mental wellbeing



Community involvement



Personal achievement



Skills, education & employment

1. Australian Government, Sport 2030, National Sport Plan, 2018

2. Sport and Recreation Victoria, Active Victoria – A strategic framework for sport and recreation in Victoria 2017–2021

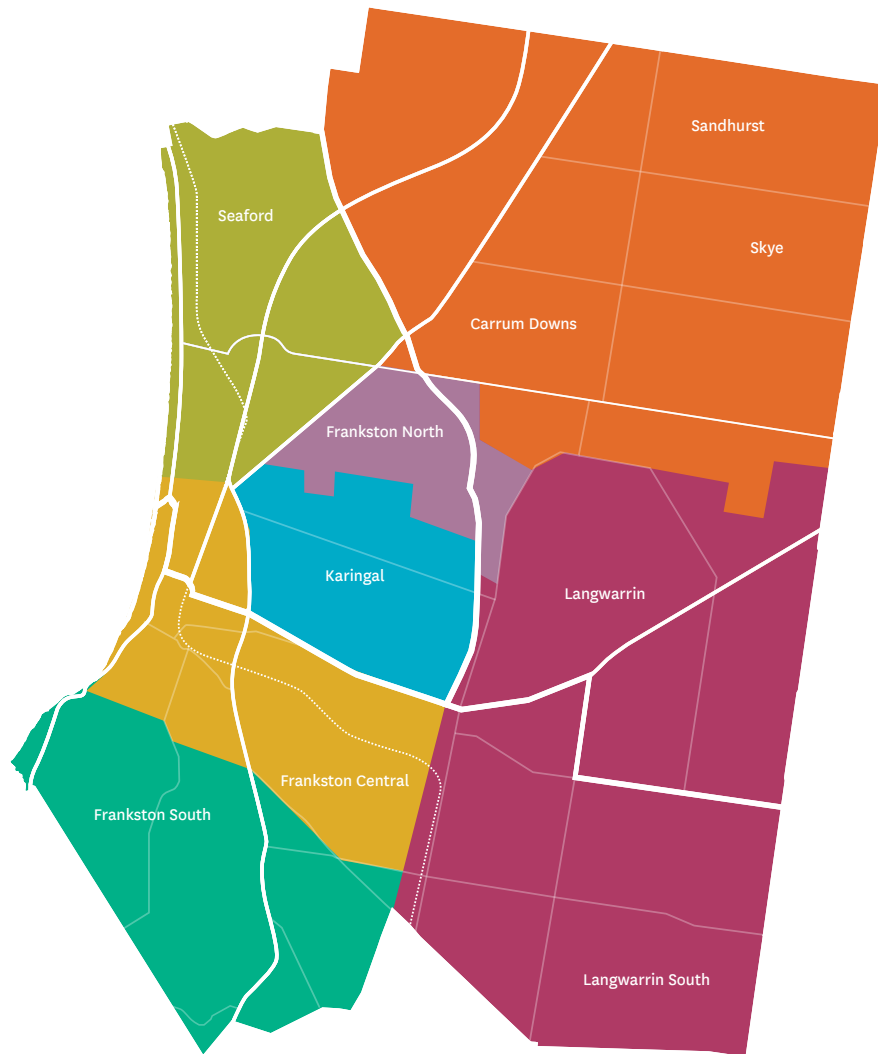
City of Frankston

About

Frankston City is located on the eastern shores of Port Phillip approximately 40 kilometres south of Melbourne and within metropolitan Melbourne.

The municipality covers an area of about 131 square kilometres and is comprised of the suburbs of Frankston, Frankston South, Frankston North, Seaford, Carrum Downs, Langwarrin, Langwarrin South, Karingal, Sandhurst and Skye. Frankston City is strategically placed as the regional centre for the Mornington Peninsula and the south east growth corridor of Melbourne. It is currently home to over 142,000 people, which is expected to increase to 160,000 by 2041.

Frankston City Council – Local Areas



Community Profile

Demographic

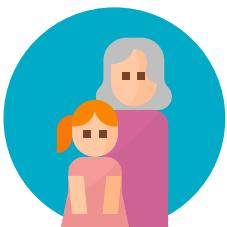
Frankston is recognised for its natural reserves, vibrant lifestyle, diverse community and growing business, arts, education and health sectors. As the strength and diversity of the city continues to grow, Frankston will experience increasing attendance at festivals and events, and participation in recreation and community groups making it a desirable Lifestyle Capital of Victoria.

The median age of residents in Frankston City is 38 years. Like other areas within the State, the overarching trend is a gradually ageing population. Despite the ageing profile overall, demand for active leisure options that cater for all age groups will remain significant and continue to grow across the City. The relatively high proportion of young people in the City (i.e. 19.8%, 0–15 years) will continue to drive demand for organised leisure participation opportunities as these age groups are among those with traditionally the highest rates of participation in formal sports.

Country of birth data identifies where people were born and is indicative of the level of cultural diversity in Frankston City. 21.4% of residents in Frankston City were born overseas with 11.3% of our population speaking a language other than English at home. Frankston's cultural diversity will continue to influence demand for a diverse range of leisure options. Frankston will need to continue to support initiatives aimed at promoting social inclusion and interaction, particularly through sporting clubs and community groups – creating welcoming environments for all.

The percentage of people with a disability is higher than the Victorian average at 5.4% of the population. Some people with a disability face challenges actively participating in everyday life, such as employment, and are more likely to experience poor health, discrimination and violence than those without a disability. Creating inclusive and accessible physical activity programs for all abilities is vital.

Within Frankston City there are pockets of high disadvantage as identified by the Socio-Economic Indexes for Areas (SEIFA) produced by the Australian Bureau of Statistics. People that live in the lowest socioeconomic areas are at greater risk of poor health with discretionary spending on leisure activities likely to be constrained. Creating affordable leisure participation opportunities will be a consideration for many residents.



In 2016, Frankston City had a higher proportion of **children (under 18)** and a higher proportion of persons **aged 60 or older** than Greater Melbourne¹



0.8% of Frankston City's population is indigenous (Victoria 1%)²



5.4% of households in Frankston City are with a disability (Victoria 5.1%)²



21.4% of Frankston City residents were born overseas²

1. IDCommunity, Frankston City Community Profile, Service Age Groups

2. Frankston City Council, Health and Wellbeing Plan 2021–2025

Community Profile

Health Statistics

The majority of people in Frankston City are living in good health.

Insight provided by our recent Health and Wellbeing Survey suggests 65% of respondents were satisfied or very satisfied with their lives, and that the top three things that would improve life satisfaction were better physical health, more sleep and rest, and better mental health.

Research has shown that there are some key issues in the municipality that are having a significant impact on health and wellbeing. These issues are being felt more acutely in certain local communities. Some of the key issues that are having an impact on health and wellbeing include:



8%

of people meet the national guidelines for vegetable consumption



Two in five

adults engaging in sufficient levels of physical activity, which is below the Victorian average

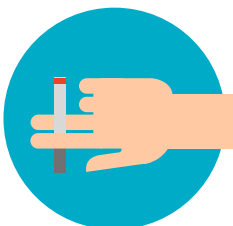


The suicide rate in Frankston City is slightly higher than the Victorian average, with **15.2 deaths** per 100,000



7%

of people in Frankston City are living with heart disease



17%

of people report as smokers



One in three

people are considered to be overweight and **one in five** people to be obese



30.1%

of men in Frankston City reported their health status was fair or poor, significantly higher than the State average of 19.7%.

Top activities, Frankston¹

39.1%

**Walking
(Recreational)**

29.1%

Fitness/Gym

19.2%

Swimming

13.3% Running/Athletics

9.5% Cycling

7.9% Basketball

7.7% AFL

5.3% Golf

4.4% Tennis

3.6% Bushwalking

Active Leisure

Active leisure can be defined as physical activity that is undertaken outside of structured or organised competition sport. It can take many forms including walking, cycling, going to the gym, a casual tennis game or even taking the kids for a scooter ride in the park. The way we choose to seek our physical activity is changing. This plan will look at active leisure in the context of the public realm.

Victorians participated in almost **775 million hours** of exercise, recreation and sporting activities each year. 80% of this time is classified as Active Recreation or Active Leisure².

1. Sport Australia, 2019-20 AusPlay Data, State and Territory Participation

2. Sport and Recreation Victoria

Community Profile

Physical Activity Levels

In their *Active Victoria – A strategic framework for sport and recreation in Victoria 2017–2021*, Sport and Recreation Victoria state that around 3.2 million Victorians do not currently meet the recommended level of weekly physical activity.

Consistent with this finding, Frankston residents are significantly less physically active than is recommended for good health. This Leisure Strategy is designed to tackle the barriers to participation as well as to design and promote opportunities for physical activity to meet the needs and interests of our population.



51%

of adults in Frankston City are engaging in sufficient levels of physical activity



The top 3 activities for sport club participation in Frankston City are **AFL, golf and basketball**

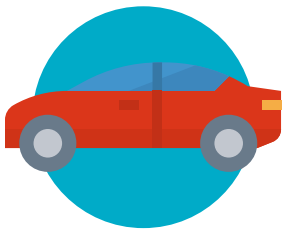


Over **12%** of community survey respondents indicated that a lack of knowledge of what is available prevented them from participating



Walking

is the most popular form of physical activity for Frankston residents



76.3%

of people travel to work by car while 1.3% walked



21.2%

of 15 to 17 year olds Victorians met the recommended guidelines of physical activity



68%

of Frankston residents use outdoor open spaces for recreation or physical activity at least once a week



Key reasons for non-participation included:

- too expensive (39%)
- lack of facilities (29%)
- too far to travel (18%)
- feel insecure/unsafe/unwelcoming (13%)

Mega Trends

The Australian Sports Commission has identified six mega trends that are likely to shape the sport sector over the next 30 years. Mega trends were described as important patterns of social, economic or environmental change.

A perfect fit

Personalised sport for health and fitness

From extreme to mainstream

The rise of lifestyle sports

More than sport

The attainment of health, community and overseas aid objectives via sport

New wealth, new talent

Economic growth and sports development in Asia

Tracksuits to business suits

Market pressures and new business models

Everybody's game

Demographic, generational and cultural change

1. AusSport AusPlay Results 2019–2020

2. Frankston City Health and Wellbeing Plan 2017–2021

3. Heart Foundation, Blueprint for an Active Australia

4. 2021 Health and Wellbeing Plan

Existing Sports Provisions



"A 'sport for all' approach that encourages enjoyable participation in sport and active recreation across the life span is recommended in the Global Advocacy for Physical Activity list of seven best investments for physical activity to make a difference to the health of nations."

Blueprint for an Active Australia, Heart Foundation

Frankston City residents are well serviced by a diverse range of leisure facilities, assets and locations that support opportunities to participate in organised sports and physical activities.

Council also facilitates a diverse range of physical activity participation opportunities through community leisure centres, the Peninsula Aquatic Recreation Centre (PARC), Pines Forest Aquatic Centre, foreshore assets, walking and cycling paths, skate parks, community halls and a range of open space reserves.

Aside from Council's leisure assets and facilities including 43 sports fields and 75 sporting pavilions, the City is also serviced by a number of privately owned commercial leisure facilities. This includes (but not limited to) 42 gymnasiums, 28 yoga/Pilates studios, 26 dance schools, 10 learn-to-swim facilities, 31 martial arts providers, 9 indoor sport facilities, 2 gymnastics facilities and 2 ten-pin bowling facilities. In addition Frankston City Council provides and manages 122 public playspaces across the open space network.

100
sporting
clubs

30,000+
active sport
club members

74,000+
school children use our
sporting facilities

122
public
playspaces

75
sports
pavilions

42
gymnasiums

270
accessible
primary open
spaces

11
kilometres
of coastal
crown land

Existing Sports Provisions

43 Sports Ovals

75 Sporting Pavilions

5 Golf Courses

5 Skate Parks

2 Public Swimming Pools

1 Croquet Club

78 Tennis Courts

20 Outdoor Netball Courts

12 Indoor Netball/ Basketball Courts

2 Athletics Facilities

1 Rugby Ground

1 Sailing Club

2 Lifesaving Clubs

2 Equestrian Reserves

1 BMX Track

1 Pump Track

12 Bowling Greens



Challenges and opportunities



Covid-19 has had unprecedented impacts on all sport clubs and organisations as well as the individual's ability to participate in physical activity. The long term impacts are not yet apparent.

Putting Covid-19 aside for now, many Victorians face a range of barriers increasing the difficulty to start and remain physically active. Where people live, their level of income and their access to places and spaces directly influence the amount of activity they do, which in turn, impacts their overall health and wellbeing.

The relatively low proportion of high income households and high proportion of low income households within our community suggests that discretionary spending on leisure activities is likely to be constrained. Affordability of leisure participation opportunities will be a major consideration for many residents. Low cost options, particularly walking and cycling, will remain integral to promoting healthy lifestyles, including improved options for integrated paths and trails that can provide effective active transport connections.

Like other areas within the State, the overarching trend within Frankston City is a gradually ageing population which is creating an upward trend in demand for non-club based and informal physical activity participation opportunities. This demand needs to be carefully balanced with the growing desire for more organised sport activities and equitable access to our sport facilities in order to meet the needs of Frankston's relatively high proportion of young people in the City.

A high proportion of residents were born overseas. Frankston's cultural diversity will continue to influence demand for a diverse range of leisure options. Frankston will need to continue to support initiatives aimed at promoting social inclusion and interaction, particularly through sporting clubs and community groups – creating welcoming environments for all.

New and refurbished facility provision should consider opportunities to support social gathering spaces, multi-use and incorporating a high degree of environmental sustainability in design, development and operation. Facilities development or improvement must consider universal design principles, including female friendly design.

Through implementing systematic changes and promoting health equality to communities, Council can shift social norms and gender equality to create welcoming and inclusive environments that will empower residents to improve participation and increase their overall physical activity.

Flexible and shared infrastructure that promotes social inclusion and equitable participation including female friendly facilities

Creating affordable physical activity programs that cater for all ages including the needs of an ageing population

Developing the connectivity between our parks, reserves and foreshore areas to cater for the rise in informal leisure and active transport

Supporting our clubs and their volunteer operators to meet more professional and regulated governance structures

Financing and resourcing the maintenance and upgrading of a large volume of sports infrastructure as well as installing sports lighting on our sports grounds to enable longer hours of participation and improve safety for all

Ensuring all of our community, including those with cultural or language barriers, are aware and informed of how to access welcoming physical activity programs

Our Vision

Maximise opportunities for active participation in sport and leisure to ensure physical and mental health and connected communities.

Our Approach

Our approach has been to develop four focus areas to help us meet this vision by considering the people of our community, the choices and places available to them and how we can best support them.

The four focus areas identified in this Leisure Strategy will guide Council's future resource priorities, major projects and initiatives to increase participation in active leisure, to meet the changing trends in how we stay active and to address the barriers to participation so that we can create a more connected and healthier community.



Active & Healthy People is about empowering people to be active and healthy. It places increasing participation in physical activity for all groups and all ages as a key priority. This includes addressing the barriers to participation, improving the community awareness of the opportunities for physical activity available and supporting our clubs and community groups in providing a welcoming environment to deliver diverse and inclusive participation programming.

Active Choices is about providing the community with the best possible opportunities to make the choice to be active and healthy. It focuses our planning on creating active neighbourhoods that are safe places for all ages and abilities, fostering neighbourhoods that provide opportunity for people to connect with each other and our natural environment. Active Choices recognises that open space provides physical and mental health and general well-being benefits and contributes to the liveability of communities. Active Choices also promotes the development of more flexible and diverse methods of play and to engage in physical activity.

Active Places is about great facilities in the right location to support people to be active and healthy. It encourages equitable access to a diverse range of high quality and accessible facilities that are well connected to our neighbourhoods. Active Places drives us to make the best use of our existing network of recreation facilities to meet community needs and encourage active lifestyles. It considers how we can provide for more integrated active leisure or active transport opportunities.

Active Governance recognises the need to ensure the systems and processes delivering physical activity are robust while the people behind the organisations are equipped with the leadership skills and training they require to meet the changing demands of the industry. This area of focus also strives to promote partnerships between all levels of government as well as with the community, advocating for funding and investment for programs that lead to greater community participation and social connection.

Guiding Principles



Alongside the four areas of focus, our approach to maximising opportunities for active participation in sport and leisure is also guided by the following key principles:

Variety and Choice

Council will work to ensure that the community has access to a variety of active leisure opportunities which offer flexibility, choices in scheduling and type of activity.

Diversity and Inclusion

Council will facilitate the provision of a range of accessible sporting facilities and encourage programming which is inclusive and caters for a range of abilities, cultural backgrounds, gender groups and ages.

Lifelong Involvement

Council will support opportunities for participation in physical activities for individuals and groups across all age groups and life stages.

A Sustainable and Fit for Purpose Approach

Council supports the provision of an appropriate range of facilities and participation opportunities that recognises different facility standards may be required to support different levels of participation and/or catchments, including regional facilities. Facilities are to be fit for their intended purpose having regard to the standard of competition or participation conducted; catchment being serviced; relevant facility guidelines or standards from governing bodies; and the financial capacity of key stakeholders to provide.

Shared Use and Flexibility

The provision of open space settings (particularly active/formal sports reserves) and leisure facilities shall maximise opportunities for shared use and in-built flexibility to adapt or change over time in order to respond to potential variations in community needs or aspirations. Opportunities for co-location of leisure facilities with other compatible community facilities will be explored in order to create vibrant multi-use community activity hubs.

Environmentally Sensitive and Sustainable

Leisure and recreation facilities will be sited, designed and managed to enhance ecological values and embrace ecologically sustainable development principles where practical.

Partnerships

Council will adopt a collaborative and partnership approach for the planning, provision and management of leisure and recreation facilities.

Research and Planning

Council supports appropriate research and planning that identifies recreation needs, informs sound decision making and is based on evidence with a focus on physical activity impacts.

Active & Healthy People



Active & Healthy People is about empowering people to be active and healthy. It places increasing participation in physical activity for all groups and all ages as a key priority. This includes addressing the barriers to participation, improving the community awareness of the opportunities for physical activity available and supporting our clubs and community groups in providing a welcoming environment to deliver diverse and inclusive participation programming.

What we know

- Supporting the rise of active leisure
- Creating positive social connections
- Ensuring equitable and inclusive participation

Priorities

- Increase participation in club sport
- Increase participation by targeting the least active
- Strengthen promotion and understanding of physical activity opportunities
- Leverage sport and physical activity opportunities to achieve broad community health outcomes
- Improve social inclusion and diversity within sports clubs

Outcomes

- Participation in club sports based physical activity is increasing
- Participation of low representative cohorts in sport and active leisure is increasing
- There are high levels of community awareness of physical activity opportunities and benefits of being active
- Explore opportunities for possible external funding to support specific initiatives of social change to be delivered through sporting clubs
- Sporting clubs are welcoming and capable of supporting diverse and inclusive participation

Active & Healthy People

> What We Know

Active Leisure

Physical activity is important across all ages to improve both our physical and mental health, and should be integrated into multiple settings.

In their Active Victoria – A strategic framework for sport and recreation in Victoria 2017–2021, Sport and Recreation Victoria note that ‘changes in work patterns and lifestyle, and cost, time and transport issues, are all driving people to active recreation options that best fit individual circumstances’. Our changing demographics are also influencing the way in which our population chooses to stay physically active.

Active leisure or non-organised physical activity continues to increase in popularity, placing greater demand on the infrastructure that supports our open spaces. Alongside this trend, demand on organised physical activity, offered through our sporting clubs, also continues to rise requiring attention to be focused on improving our physical assets and capabilities.



Informal recreation participation is on the increase



There is a growing preference for casual/pay as you go activities



Expectations of equity and access²



Adults who participate in sport are 20–40% less likely to die prematurely from all causes compared with non-participants



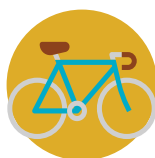
Women are more likely to be insufficiently active [59% compared to 50% for men] and less likely to play sport³



Our population is ageing and growing in diversity, creating the need for a wider variety of sport and recreation options¹



Changing employment structures, trading and work hours mean that people are looking for facilities that are open longer hours and have a lot of activity at the one site¹



Active transport is on the rise requiring interconnected pathways within our parks and neighbourhoods



46% of child population in Victoria participate in physical activity through a sports club

"People of all ages should have the opportunity to be engaged in sport and physical activity throughout every stage of their life. Every individual, from child to adult, and their communities should be able to reap the benefits of an active lifestyle: to stay mentally and physically healthy, reach their personal goals and build social cohesion."

Australian Government, Sport 2030, National Sport Plan, 2018

1. Sport and Recreation Victoria, Active Victoria – A strategic framework for sport and recreation in Victoria 2017–2021

2. Otium Planning Group

3. Clearinghouse for Sport, Women in Sport, 2021

Active & Healthy People

> What We Know



Positive social connections

Evidence shows that involvement in sport and recreation leads to feeling more socially connected. Sport creates bridges between different sectors of the community by attracting people who share a common interest or goal. Club based sports participation leads to regular and enduring social interaction and support networks.

A study by Vic Health and Latrobe University's Centre for Sport and Social Impact notes that many sports club members view their club as a family or a community and thus with a sense that they were also members of the broader community in which the club was located and many of them lived. The networks developed are used in four primary ways:

- Friendships that reduce people's isolation and provide them with joy or happiness
- A network of resources, which can provide people with access to opportunities and experiences to which they would not otherwise have
- Support and assistance in times of stress, hardship and crisis
- Engagement with the broader community¹.

Health, fun and socialising are identified as key motivators to equalise opportunities for women and girls in physical activity, including as participants, coaches, officials, administrators, and board members².

The recent construction of a new pavilion at Ballam Park East to house the Karingal Bulls Football Netball Club has had an immediate impact on the ability of the club to create an inclusive and welcoming community atmosphere.

1. Vic Health and Latrobe University's Centre for Sport and Social Impact

2. May, Christine. Clearinghouse for Sport, 'Women in Sport', 11 May 2021

Active & Healthy People

> What We Know



"There's nothing like sport as a force for social change and good. The awe-inspiring rise in women's sport and para-sport in the past decade has changed community perceptions and led broader societal changes."

John Wylie AM, Chair of Sport Australia, Sport 2030

Equitable and inclusive participation

"People's experiences are shaped by the intersection of a number of social conditions, such as gender, ethnicity, ability, sexuality, gender identity, religion, aboriginality, age, education, occupation type and income. Each of these factors, or identity attributes, influences and has an impact on our lives and experiences."

VicHealth Gender equality, health and wellbeing strategy 2017-19

Many in our community face a number of additional barriers not experienced by others, for example sociocultural restraints, religious barriers, physical or ability constraints, time constraints associated with domestic and family duties, perceptions of self-concept, body image, confidence levels and perception of skills in comparison to others. Creating welcoming and all inclusive, supportive environments as well as diverse programme offerings is critical to overcoming many of these barriers and to increasing the rates of participation across all sectors within the community.

The rise in interest and participation (both as players and officials) in a range of formal sports across the State by women and girls is proof of the success that can be achieved when we work together to give greater consideration to initiatives that support participation in cohorts who have traditionally faced barriers to access or sustain physical activity.

Ongoing research and inquiry into the barriers to female participation and how best to overcome them has resulted in a number of new State Government programs and funding to support improvement initiatives, including establishment of the Female Friendly Facilities Fund. This investment in facility and infrastructure improvements is ensuring our community sporting facilities and playing fields are safe and welcoming environments that attract new members and retain participants at all ages and life stages.

We know that within Frankston City, participation in organised sport, particularly for women, declines significantly from 12 to 14 years to 18 to 24 years. In addition to this, women also continue to be underrepresented in leadership roles within the sports sector.

Whilst there is much more to be done to increase gender equity in sports clubs, a focus is also needed on welcoming and including others who may not have been included in traditional sport. Inclusivity needs to be considered in the design of physical facilities as well as having policy, practices and programs that support marginalised and diverse groups of people to use them. Creating opportunities for equitable and inclusive participation on and off the field is central to creating strong clubs and an active and healthy community.

Active & Healthy People

Priorities, Outcomes & Initiatives

Priorities

- Increase participation in Club sport
- Increase participation by targeting the least active
- Strengthen promotion and understanding of physical activity opportunities
- Leverage sport and physical activity opportunities to achieve broad community health outcomes
- Improve social inclusion and diversity within sports clubs

Outcomes

- Participation in club sports based physical activity is increasing
- Participation of low representative cohorts in sport and active leisure is increasing
- There are high levels of community awareness of physical activity opportunities and benefits of being active
- Explore opportunities for possible external funding to support specific initiatives of social change to be delivered through sporting clubs
- Sporting clubs are welcoming and capable of supporting diverse and inclusive participation

Initiatives

- Create a series of sports development and club education initiatives that look at growing club sport participation through attracting new cohorts (social sport, altered formats), improving governance and sustainability, child safety, gender equity and sporting code requirements
- Help clubs to collect data around different participation eg. LGBTQI, CALD, people with a disability
- Utilise club strength data around participation to develop initiatives targeted at low representative groups that address barriers to participation
- Conduct an active living census every 5 years to understand how people are participating in active leisure opportunities which will inform our sports development plan, park design, pathway and cycling connectivity. The census will also provide information on the perceived barriers to participation
- Utilise active leisure census data to develop initiatives targeted at low representative groups that address the barriers to participation
- Conduct an audit and review of our communication and promotional literature for sport and active leisure opportunities
- Develop a local area map based online active leisure directory
- Develop a recreation communication and promotional plan with an aim to improve the physical literacy around the benefits of being active, targeted at communities who need more support, especially to Frankston's culturally and linguistically diverse community. This plan would include establishing partnerships with ambassadors, key advocates and community leaders for promotion of physical activity opportunities within different cultural and language groups
- Explore opportunities for possible external funding to support specific initiatives of social change to be delivered through sporting clubs such as fostering mental wellbeing and healthy eating
- Co-design and deliver a culture change program for sporting clubs to achieve greater gender equity in participation and board structure
- Initiate and support club training and development opportunities to increase diverse, inclusive participation practices for all abilities and those of different races, religion or gender identity in club participation
- Build greater equality and inclusion into sports clubs through service level agreements and facility user obligations





Active Choices is about providing the community with the best possible opportunities to make the choice to be active and healthy. It focuses our planning on creating active neighbourhoods that are safe places for all ages and abilities, fostering neighbourhoods that provide opportunity for people to connect with each other and our natural environment. Active Choices recognises that open space provides physical and mental health and general well-being benefits and contributes to the liveability of communities. Active Choices also promotes the development of more flexible and diverse methods of play and to engage in physical activity.

What we know

- Opportunity to positively influence the social determinants of health and liveability of communities
- Delivery of highly connected neighbourhoods to enable and promote walking, cycling and other forms of mobility
- More flexible and casually accessed recreation options
- Health benefits associated with access to nature and open space

Priorities

- Create active neighbourhoods
- Cater for all ages play
- Encourage social connection in neighbourhoods
- Provide neighbourhood opportunities to connect to nature
- Build a sense of community and social inclusion for those participating in flexible, casual, individual active leisure pursuits

Outcomes

- Neighbourhoods are active and safe places for all ages and abilities
- Opportunities to play are diverse and cater for all age groups and abilities
- Neighbourhoods provide opportunities to connect with other people informally whilst be active
- Neighbourhoods provide ready access for the community to connect to nature and spend leisure time outdoors
- Develop and promote online and face to face social inclusion infrastructure to support those participating in physical activity outside of organised sport.



Liveability

The planning and design of a community can enhance the quality of life for the people that live, work and visit the municipality. The benchmarking of this concept is often described as ‘liveability’.

A liveable place is: “...one that is safe, attractive, socially cohesive and inclusive, and environmentally sustainable; with affordable and diverse housing linked to employment, education, public open space, local shops, health and community services, and leisure and cultural opportunities; via convenient public transport, walking and cycling infrastructure”.

Local government has the capacity and opportunity to positively influence the social determinants of health and liveability of communities across the whole life course. Frankston City enjoys an enviable location that lends itself to healthy and activity lifestyle opportunities. The foreshore reserve is the most visited tourism and natural attraction in Frankston City and its appeal continues to grow.

Broad recreational trends demonstrate a move towards more flexible and casually accessed recreation options. People are living longer and an older demographic requires access to more passive recreational options. A key area of advocacy for Council is the creation of vibrant, safe and accessible suburban precincts achieved by improving paths and connectivity between parks, reserves and precincts and creating informal recreation or active leisure opportunities for all ages and abilities.

Frankston City Health and Wellbeing Survey 2021 found that:

The top 3 main things that residents nominated would help them be more physically active



Affordable memberships and fees
for group activities



More or improved outdoor public
spaces in my local area, including
shared walking and bike paths



Feelings of safety

The top 3 main things that residents nominated would help them feel more connected to their community



Chatting to my neighbours
and other locals in the street



Knowing my neighbours and feeling
like I can turn to them



Information and promotion
of ways to get involved

1. Lowe, Melanie, Whitzman, Carolyn, Badland, Hannah, Davern, Melanie, Aye, Lu, Hes, Dominique, Butterworth, Iain and Giles-Corti, Billie. (2015). Planning healthy, liveable and sustainable cities: How can indicators inform policy? Urban Policy and Research.

Connected natural environments

The 'What Australia Wants' survey produced by the Heart Foundation measured consumer need and aspiration about the type of neighbourhood and community Australians would like to live in.

For 77% of the participants surveyed, being active in their neighbourhood was identified as important with the primary reasons acknowledged as a sense of belonging, safety and support. The same survey asked for participants to name ways their local area assists them to be active. The primary response was because they have access to open spaces, walking and cycling paths in their area.

Ways local area assists with activity

Access to open space (parks, reserves, gardens, beaches)	29%
Access to walking/cycling paths	25%
Access to recreational/PA facilities (basketball courts, sports fields, gyms, swimming pools)	11%
Sense of community/social interaction	11%
Promotes a safe environment (street lighting/traffic density)	7%
Facilities in close proximity/walking distance (shops, transport, schools, cafes)	6%

In line with this finding the World Health Organisation in its Global Action Plan on Physical Activity 2018-2030 identified that a priority for the future will be for the delivery of highly connected neighbourhoods to enable and promote walking, cycling and other forms of mobility. The report also cited the need to enhance the provision of, and opportunities for, more physical activity programmes and promotion in parks and other natural environments.

Evidence shows that active transport such as walking or cycling to work, has benefits for both people's physical and mental health, and helps to reduce emissions and congestion.

“In prioritising the space, we need to understand what the trade-off will be. If you plan for cars, you get traffic, but if you plan for people you get destinations.

In planning for people, design elements such as widened footpaths, more trees and active transport considerations create safer, more hospitable environments that encourage people to linger longer.”

Australian Leisure Management, Australian Institute of Landscape Architects calls for Government to rethink the use of public spaces, 19 October 2020.

Benefits associated with accessing open space:



Improved mental wellbeing



Positive long term health outcomes



Reduced stress



Community pride



Protection of the environment

Active Choices > What We Know



Healthier environments

“All Victorians should have the opportunity to eat a healthy, balanced diet. Yet the ability to do so is often undermined by environmental factors.

The availability and ease of access to unhealthy foods, the relatively high cost of healthy foods such as fruit and vegetables, time pressures that make convenience foods appealing, and advertising and social norms are all forces that shape our diet. Sporting organisations are ideally placed to lead by example in promoting healthier lifestyles and supporting the connection between sport and healthy food and drink options for players, volunteers, spectators and patrons.”

VicHealth, Healthy Eating Strategy 2019-2023



Healthy sports rewards

In a Victorian first, Frankston City Council has been doing its part to provide kids with healthier alternatives to fast-food and takeaway vouchers by rolling out the Healthy Sports Rewards initiative from VicHealth.

The initiative has seen two Frankston City junior sports clubs replace current fast food offerings with vouchers for healthy activities at PARC – Peninsula Aquatic Recreation Centre.



Water in sport

Between 2018 and 2020, Council partnered with VicHealth to improve access to water and reduce the number of unhealthy sugary drinks sold in our local sports and recreation facilities, as part of the Water in Sport initiative.

During the trial, which involved nine local sporting facilities and eight other Local Government Areas, overall availability of healthy drinks in Frankston City increased from 31% to 61% and unhealthy drinks decreased from 51% to 17%.



All ages play

The Frankston Play Strategy 2021 views play as a critically important activity for the whole community. Through play children develop the qualities necessary in adulthood, such as problem solving, independence, creativity and resilience.

The Strategy recognises the multi-faceted nature of play and the complexities of genuinely making spaces engaging, accessible and inclusive while managing a fragile natural environment, keeping an eye on public safety, and keeping open space attractive and economically viable.

There is strong and growing demand for active leisure options that cater for all age groups. The provision of quality play spaces is important to support informal physical activity participation opportunities for children (0-10 years) while a key challenge in future play space provision is to expand the variety and appeal of existing play spaces, including greater consideration of the needs of older age groups (10-17 years). This includes thinking about elements and environments that are appealing for cohorts such as teen girls who are seeking spaces to express creativity, to socialise and connect in a safe space and to participate in physical activity outside of the boundaries of organised and traditional sport.

Careful planning is needed to ensure these facilities meet the needs of the community over future years. In addition the high (and growing) proportion of adults aged over 60 years in our community will influence demand for play spaces to cater for grandchildren and intergenerational family gatherings. It will also drive demand for developing multi-use open spaces that enable elderly people to exercise, socialise and to connect with nature ensuring an avenue to foster positive physical and mental wellbeing on a regular basis.

Contributing factors to change in play provisions

The Frankston Play Strategy 2021 identifies several driving factors contributing to change in Frankston City's communities and future needs for play provision:

- Provision for an increasing population
- Planning in a genuine, equitable way across communities
- Planning for environments that are great for children, but also accessible, attractive and comfortable for parents and grandparent carers
- Provision for an ageing population
- Provision for greater diversity, range and access to play
- Provision for more flexible and multi-purpose use of open space
- Provision for a more sustainable and environmentally sensitive response to open space development
- Creation of better connections between community places and play
- Encouragement of more active transport to access play

Active Choices

Priorities, Outcomes & Initiatives

Priorities

- Create active neighbourhoods
- Cater for all ages play
- Encourage social connection in neighbourhoods
- Provide neighbourhood opportunities to connect to nature
- Build a sense of community and social inclusion for those participating in flexible, casual, individual active leisure pursuits

Outcomes

- Neighbourhoods are active and safe places for all ages and abilities
- Opportunities to play are diverse and cater for all age groups and abilities
- Neighbourhoods provide opportunities to connect with other people informally whilst be active
- Neighbourhoods provide ready access for the community to connect to nature and spend leisure time outdoors
- Develop and promote online and face to face social inclusion infrastructure to support those participating in physical activity outside of organised sport

Initiatives

- Support the Frankston Lighting Strategy in the delivery of a network of lit walking paths and trails as well as park and open space lighting, including car parks
- Support the Open Space Strategy to deliver connected local walking and cycling networks including a connected municipal shared trail network for journeys within and beyond our municipal boundaries
- Update the Frankston City Council Bike and Trail Plan
- Upgrade infrastructure from Frankston Train Station to Frankston Hospital to create safe walking paths. Formalise partnership with Peninsula Health to pilot behaviour change program and impact reporting
- Adopt an updated play space strategy that determines priorities for play based infrastructure, and increases the diversity of play experiences and connection to nature and inter-generational play
- Develop an action plan that looks specifically at opportunities for ageing actively
- Develop a strategy for open space infrastructure that supports informal sport, exercise and play for all ages, e.g. Fitness equipment, basketball half court, outdoor ping pong, skate sessions and disc golf
- Provide seed support for new community led walking groups
- Collaborate with Council's Youth Services department to invite our youth groups to collaborate on the creation and implementation of a series of fun and engaging pop-up activities to increase physical activity levels
- Promote family activities as well as 'come try days' offered by sport and recreation organisations
- Influence urban design outcomes in street upgrades to enhance the recreation and public open space potential of our neighbourhoods. For example support the Community Vision to convert urban areas to green spaces, with the locations to include Wells Street, closed carpark Oliver's Hill and housing estates
- Support active transport programmes such as walk to school, ride to school
- Support the Coastal Management plan direction to provide ongoing development and promotion of the foreshore as a recreation and leisure option for the community
- Implement a Frankston Park Run in a suitable location
- Conduct a feasibility study into the development of a Wild play site for children
- Develop partnerships with community providers to connect health care services to public open space and consider initiatives such as Health Rangers, Dementia Park, Calming Labyrinth



Active Places



Active Places is about ensuring we have great facilities in the right location to support people to be active and healthy. It encourages equitable access to a diverse range of high quality and accessible facilities that are well connected to our neighbourhoods. Active Places drives us to make the best use of our existing network of recreation facilities to meet community needs and encourage active lifestyles. It considers how we can provide for more integrated active leisure or active transport opportunities.

What we know

- Design trends are emerging for the design of our community sports facilities to ensure they are fit for purpose and that we are able to maximise the economic, health and social value of these assets
- Clubs have capacity to promote positive social change particularly in areas related to all abilities access, gender equity, social engagement, mental health, healthy dietary choices and drugs or alcohol harm minimisation

Priorities

- Ensure great facilities in the right location
- Make the best use of our existing network of recreation facilities to meet community needs and encourage active lifestyles

Outcomes

- There is equitable access to a diverse range of accessible and high quality recreation and leisure infrastructure that meets community participation needs, contemporary standards, are appropriate for their intended use and are capable of responding to changing community use and sporting trends
- Facilities support maximum participation and broader community use



Fit for purpose infrastructure

Local Government has a role to play in creating safe, appealing, connected and fit for purpose environments as well as in providing the social infrastructure, support and knowledge needed to encourage and support broad community participation in formal and informal leisure activities.

In 2018, KMPG in partnership with the Australian Sports Commission and La Trobe University conducted a study and produced a report titled 'The Value of Community Sport Infrastructure Report'. This study found that "community sport infrastructure is estimated to generate an annual value of more than \$16.2 billion to Australia" providing significant economic, health and social benefits. In Victoria the benefits were found to be \$7.04 billion annually.

Design trends are emerging for the design of our community sports facilities to ensure we are able to maximise the economic, health and social value of these assets. These trends include:

- configuring facilities to meet a variety of different needs and uses
- ensuring facilities are designed to support a high level of social interaction and engagement and that they are able to accommodate informal leisure opportunities
- increasing environmental awareness and climate change impacts, including water and energy conservation initiatives
- emergence of new playing surface technologies such as synthetic playing surfaces and sports field lighting to help spread usage load on sports fields
- increased investment in facility and infrastructure improvements in order to accommodate female use as well as supporting access to playing fields and support amenities.



Frankston Park Sports Lighting

New lighting will allow VFL and AFLW matches to be broadcast from Frankston Park, securing the ground's place as a premium sporting facility.

"Without the appropriate infrastructure and facilities to support sport and physical activities many of the associated benefits would be left unrealized.....The availability and use of community sport infrastructure enables physical activity and by extension, supports health and wellness in our communities."

The Value of Community Sport Infrastructure Report, 2018, KMPG

Inclusive facilities

The Frankston City community, can leverage the value of sporting clubs to strengthen itself by increasing the inclusivity of clubs.

A focus is needed on welcoming and including marginalised and diverse groups of people. This will include those who may not have been included in traditional sport such as women and girls, people with a disability, groups more vulnerable to social isolation such as those of different races, religion or gender identity and those of lower socio economic status.

Furthermore, sporting clubs can provide a vehicle to promote social change. Often sporting clubs have more influence than schools or other institutions due to members coming together voluntarily and sharing a common interest. Clubs have capacity to promote positive social change particularly in areas related to all abilities access, gender equity, social engagement, mental health, healthy dietary choices and drugs or alcohol harm minimisation.

“The availability of accessible and sustainable sporting and physical activity infrastructure is critical when it comes to getting Australians moving more. Part of this is working to ensure that all funded facilities are designed in a way that they are accessible to all.”

Sport 2030



“Before the renovation our club building was in such a terrible state that my wife would never come to any of the games because she wouldn’t walk through the men’s changing area to use the toilets. Playing sport was taking time away from my family rather than being part of it. Since the renovation, we have more women coming to the club and even three players returning to the club after we invited them to visit the upgraded building.”

Rowan Charles, Delacombe Cricket Club

There are a number of economic, health and social benefits that result from investment in sport, recreation and leisure.



Reduced costs for public health system



Expenditure on services, goods, maintenance and employment by clubs, venues and associated entities



Events and tourism visitation throughout the region



Training, coaching and education activities



Job creation and employment opportunities

Priorities, Outcomes & Initiatives

Priorities

- Ensure great facilities in the right location
- Make the best use of our existing network of recreation facilities to meet community needs and encourage active lifestyles

Outcomes

- There is equitable access to a diverse range of accessible and high quality recreation and leisure infrastructure that meets community participation needs, contemporary standards, are appropriate for their intended use and are capable of responding to changing community use and sporting trends
- Facilities support maximum participation and broader community use

Initiatives

- Update Council's Sports Development Plan as well as associated Sport Action Plans to consider the quantity and quality of sport facilities across the municipality as well as the forecast demand for these facilities. The Sports Development Plan will consider a raft of initiatives including the identification of future sporting opportunities for regional sport hubs within the municipality as well as how Council can further integrate school and community sport and recreation infrastructure
- Develop and use a fit for purpose audit tool to establish a consistent set of standards for facility design which meet Australian building standards and is guided by national and state sporting requirements. The audit tool will be used to assess compliance and potential future improvement priorities for pavilions and associated sports infrastructure within Frankston City
- Provide advice and support to clubs on digitising information, programming and bookings where applicable
- Implement the Tennis Action Plan to guide future use and development of tennis facilities as well as future participation in tennis
- Progress site masterplans for Jubilee Park precinct, Overport Park precinct and the Monterey Reserve precinct including the Pines Forest pool to ensure facilities are well connected, integrated and appeal to a broad section of the community
- Develop a series of case studies to share with clubs through ClubSpot that demonstrate success at diversifying program offerings to increase participation and access to new cohorts
- Set the priorities for expanding sports lighting across the municipality to extend opportunities and flexibility for play. Sports lighting to meet relevant sporting code requirements and standards
- Develop a mechanism to allow sporting pavilions to be booked and used by the broader community





Active Governance recognises the need to ensure the systems and processes delivering physical activity are robust while the people behind the organisations are equipped with the leadership skills and training they require to meet the changing demands of the industry. This area of focus also strives to promote partnerships between all levels of government as well as with the community, advocating for funding and investment for programs that lead to greater community participation and social connection.

What we know

- Volunteering in sport promotes a sense of belonging and general wellbeing to individuals
- Targeted capacity building programs for community sports clubs around governance, participation and sporting code requirements will be required
- Greater gender balance in leadership roles is desirable
- Limited funding resources requires a collective approach between all levels of Government and sports organisations

Priorities

- Make decisions based on evidence
- Improve club viability and governance
- Collaborate to extend the reach of Council
- Advocate for investment in Frankston

Outcomes

- We measure what we do and apply learning to increase physical activity /health outcomes.
- Sports clubs are viable, sustainable and well governed
- Sport and leisure opportunities are extended due to collaborations and partnerships with other community and commercial partnerships
- Major initiatives and Frankston City priorities are funded by all tiers of government

Active Governance > What We Know



“Strong community organisations are the fabric of our society and contribute to resilient and cohesive communities. To operate effectively and actively participate, community organisations require good governance.”

Centre for Participation

Governance structures, training and volunteer support

Frankston City has over 100 community sports clubs connecting people not only with opportunities for physical activity but with each other. Most clubs are run by volunteers who give hundreds of hours every week of the year towards providing opportunities that could not otherwise be afforded.

The impacts of volunteering in sport are felt beyond the mere delivery of programs that extend clubs capacity, rather promotes a sense of belonging and general wellbeing to individuals. They provide “long-term and multilayered outcomes that reverberate in the wider community,” by connecting people to sporting clubs, encouraging participation, and responding to the changing needs of the community.

Given the link between connected communities and community involvement in sport, targeted capacity building programs for community sports clubs around governance, participation and sporting code requirements will be required to ensure our volunteers are well supported and that sporting clubs remain viable, sustainable and thriving in order to continue to provide participation and engagement benefits to residents.

Equipping our volunteers to meet the trends in good governance and facility safety and operational standards:



Leadership, teamwork and self-governance skills



Training and support in addressing all forms of discrimination and harassment



Established codes of conducts and appropriate policies are in place



Financial stability and sustainability



Risk management and integrity processes

Priorities, Outcomes & Initiatives

Priorities

- Make decisions based on evidence
- Improve club viability and governance
- Collaborate to extend the reach of Council
- Advocate for investment in Frankston

Outcomes

- We measure what we do and apply learning to increase physical activity and health outcomes.
- Sports clubs are viable, sustainable and well governed
- Sport and leisure opportunities are extended due to collaborations and partnerships with other community and commercial partnerships
- Major initiatives and Frankston City priorities are funded by all tiers of government

Initiatives

- Explore digital opportunities to better understand how our community sport and leisure facilities are currently being used (e.g. heat mapping)
- Collaborate with industry and research institutions to create a tool/framework to evaluate if sports facilities are meeting Council's physical activity and health objectives
- Develop comprehensive Service Level agreements for our facility user groups that seek a commitment to meet service delivery outcomes including participation, inclusion and health targets. Ensure appropriate resourcing to monitor and manage
- Review Council fees and charges for sport and leisure facilities in order to maximise sustainability, equity, affordability and accessibility for local clubs and groups
- Recognise, reward and support the role of community volunteers and club committees in providing sport and recreation opportunities to all
- Conduct annual club strength assessments to ensure clubs meet compliance and sustainability criteria
- Re-purposing of Linen House for broader community outcomes around health, well-being and sport
- Partner with large employer groups such as South East Water to promote the benefits of physical activity as well as the opportunities within the region
- Proactively consider and explore opportunities for collaboration with community and commercial partners
- Proactively apply for annualised grant programs through state and federal governing bodies to improve sporting infrastructure to meet community needs
- Continue to develop the plans to leverage funding opportunities during election periods for the expansion and upgrade of facilities for basketball and gymnastics, the Pines Forest Pool Master Plan, Frankston Park and Centenary Park Golf Course
- Advocate for bike paths as part of all transport infrastructure projects



Our Role



Local Government Authorities have a key role to play in the planning, design and development of urban environments which has a direct impact on physical activity participation opportunities for local communities (e.g. safe, connected, appealing public spaces that support community use). In addition, Council has a role in supporting local capacity building in order to facilitate organised physical activity participation opportunities for the broader community, for example through sporting clubs and volunteer groups.

Plan

Strategically plan for new or renewed leisure facilities, services and opportunities to address identified community needs.

Provide

Provide and develop the best possible environment to get more people more active and connected meeting the needs of the current and future populations.

Partner

- Work in partnership with all levels of Government (including neighbouring LGA's), the health sector, schools, clubs and community groups to ensure that leisure facilities, programs and services meet the diverse needs of the community
- Support sporting clubs, groups and communities by assisting capacity building and community driven initiatives
- Support appropriate commercial operators to provide leisure facilities and services in response to market driven demands
- Engage and collaborate with peak sporting bodies or groups (as appropriate) in order to support participation opportunities for Frankston City residents

Advocate

Advocate to other levels of Government and relevant stakeholders regarding issues and opportunities that are likely to impact on physical activity and leisure opportunities in the City and for resourcing of responding facilities and services.

Inform

Provide information to the community regarding the range of leisure opportunities available to residents, including promotion of the health and wellbeing benefits of participation in physical activity.

How will we know if we've been successful?

More people to be physically active more often

- More Frankston City residents are engaged in physical active more often across all age groups and life stages
- An increase in both organised leisure participation as well as informal active leisure (flexible/informal) opportunities

Measure: The active living census shows a percentage increase in adult participation in sufficient levels of physical activity from 51.2% to 70% and growth in all age categories. Reporting time frame every 5 years.

Safe, appealing, connected and fit for purpose environments created

- Improve existing parks and reserves to support active leisure including providing more walking and cycling paths
- Our facilities are able to meet and respond to the changing demands and trends in physical activity
- Delivery of new or renewed leisure facilities

Measure: Our facilities fit for purpose rating improves by 25%. Reporting time frame every 5 years.

Equitable and inclusive participation

- Addressing the barriers to participation
- Providing affordable leisure opportunities
- Ensuring equitable access to leisure facilities including promoting shared use
- Encouraging inclusive and diverse programming of leisure activities
- Providing female friendly facilities and programs

Measure: Club strength data shows annual growth in club sport participation in traditionally low representative cohorts including CALD, women and girls, LGBTIQ, people with disability and socio- economically disadvantaged. Reporting time frame annually.

A connected and informed community

- Supporting initiatives aimed at social inclusion and interaction particularly through sporting clubs and community groups
- Creating welcome environments for all of our community
- Providing social infrastructure, support and knowledge needed to encourage and support broad community participation

Measure: Community awareness of the opportunities available to participate in physical activity is increased to 75% of the population as measured through the active living census. Reporting time frame every 5 years.

Active governance

- Develop and strengthen the governance structures of our clubs, organisations and community groups
- Support organisations to grow and train their volunteer base
- Advocate for future investment into our clubs, facilities and programs

Measure: 85% of clubs have current occupancy agreements with defined service levels. Reporting time frame every 5 years.

Implementation

Priority	Outcome	Initiatives	Funding Source	Short Term	Medium Term	Long Term
Active & Healthy People						
Increase participation in club sport	Participation in club sports based physical activity is increasing	Create a series of sports development and club education initiatives that look at growing club sport participation through attracting new cohorts (social sport, altered formats), improving governance and sustainability, child safety, gender equity and sporting code requirements	Existing budget			
		Help clubs to collect data around different participation eg. LGBTQI, CALD and people with a disability	Existing resource			
Increase participation by targeting the least active	Participation of low representative cohorts in sport and active leisure is increasing	Utilise club strength data around participation to develop initiatives targeted at low representative groups that address barriers to participation	Existing resource			
		Conduct an active living census every 5 years to understand how people are participating in active leisure opportunities which will inform our sports development plan, park design, pathway and cycling connectivity. The census will also provide information on the perceived barriers to participation	New funding source required			
		Utilise active leisure census data to develop initiatives targeted at low representative groups that address the barriers to participation	New funding source required			
Strengthen promotion and understanding of physical activity opportunities	There are high levels of community awareness of physical activity opportunities and benefits of being active	Conduct an audit and review of our communication and promotional literature for sport and physical activity opportunities	Existing resource			
		Develop a local area map based online recreation directory (parks, cycle paths, walking tracks, skate parks) (gis layers)	New funding source required			

Priority	Outcome	Initiatives	Funding Source	Short Term	Medium Term	Long Term
Strengthen promotion and understanding of physical activity opportunities	There are high levels of community awareness of physical activity opportunities and benefits of being active	Develop a recreation communication and promotional plan with an aim to improve the physical literacy around the benefits of being active, targeted at communities who need more support, especially to Frankston's culturally and linguistically diverse community. This plan would include establishing partnerships with ambassadors, key advocates and community leaders for promotion of physical activity opportunities within different cultural and language groups	New funding source required			
Leverage sport and physical activity opportunities to achieve broad community health outcomes	More people are participating in sport and physical activity opportunities while also self reporting an improved health status and general life satisfaction	Explore opportunities for possible external funding to support specific initiatives of social change to be delivered through sporting clubs such as fostering mental wellbeing and healthy eating	Existing resource			
Improve social inclusion and diversity within sports clubs	Sporting clubs are welcoming and capable of supporting diverse and inclusive participation	Co-design and deliver a culture change program for sporting clubs to achieve greater gender equity in participation and board structure	Existing budget			
		Initiate and support club training and development opportunities to increase diverse, inclusive participation practices for all abilities and those of different races, religion or gender identity in club participation	New funding source required			
		Build greater equality and inclusion into sports clubs through service level agreements and facility user obligations	Existing resource			

Priority	Outcome	Initiatives	Funding Source	Short Term	Medium Term	Long Term
Active Choices						
Create active neighbourhoods	Neighbourhoods are active and safe places for all ages and abilities	Support the Frankston Lighting Strategy in the delivery of a network of lit walking paths and trails as well as park and open space lighting, including car parks	Frankston Lighting Strategy			
		Support the Open Space Strategy to deliver connected local walking and cycling networks including a connected municipal shared trail network for journeys within and beyond our municipal boundaries	Open Space Strategy			
		Update the Frankston City Council Bike and Trail Plan	New funding source required			
		Upgrade infrastructure from Frankston Train Station to Frankston Hospital to create safe walking paths. Formalise partnership with Peninsula Health to pilot behaviour change program and impact reporting	New funding source required			
Cater for all ages play	Opportunities to play are diverse and cater for all age groups and abilities	Adopt an updated play space strategy that determines priorities for play based infrastructure, and increases the diversity of play experiences and connection to nature and inter-generational play	Playspace Strategy			
		Develop an action plan that looks specifically at opportunities for ageing actively	Existing resource			
		Develop a strategy for open space infrastructure that supports informal sport, exercise and play for all ages, e.g. fitness equipment, basketball half court, outdoor ping pong, skate sessions and disc golf	New funding source required			
Encourage social connection in neighbourhoods	Neighbourhoods provide opportunities to connect with other people informally whilst being active	Provide seed support for new community led walking groups	New funding source required			
		Collaborate with Council's Youth Services department to invite our youth groups to collaborate on the creation and implementation of a series of fun and engaging pop-up activities to increase physical activity levels	New funding source required			
		Promote family activities as well as 'come try days' offered by sport and recreation organisations	Existing resource			

Priority	Outcome	Initiatives	Funding Source	Short Term	Medium Term	Long Term
Encourage social connection in neighbourhoods	Neighbourhoods provide opportunities to connect with other people informally whilst being active	Influence urban design outcomes in street upgrades to enhance the recreation and public open space potential of our neighbourhoods. For example support the Community Vision to convert urban areas to green spaces, with the locations to include Wells Street, closed carpark Oliver's Hill and housing estates	Existing resource			
		Support active transport programmes such as walk to school, ride to school	Existing resource			
Provide neighbourhood opportunities to connect to nature	Neighbourhoods provide ready access for the community to connect to nature and spend leisure time outdoors	Support the Coastal Management Plan direction to provide ongoing development and promotion of the foreshore as a recreation and leisure option for the community	Coastal M. Plan			
		Support the Open Space Strategy to connect and improve green corridor links and trails along our waterways, drainage corridors and coastline	Open Space Strategy			
		Develop a range of initiatives to activate public open space including commercial operators, community programs	New funding source required			
		Implement a Frankston Park Run in a suitable location	New funding source required			
		Conduct a feasibility study into the development of a Wild Play site for children	New funding source required			
		Develop partnerships with community providers to connect health care services to public open space and consider initiatives such as Health Rangers, Dementia Park, Calming Labyrinth	Existing resource			
Build a sense of community and social inclusion for those participating in flexible, casual, individual active recreation pursuits	Develop and promote online and face to face social inclusion infrastructure to support those participating in physical activity outside of organised sport	Support social inclusion and participation in physical activity in a flexible, casual or individual way through the use of technology and online communities including the promotion of existing community and commercial resources	Existing resource			

Priority	Outcome	Initiatives	Funding Source	Short Term	Medium Term	Long Term
Active Places						
Ensure great facilities in the right location	There is equitable access to a diverse range of accessible and high quality recreation and leisure infrastructure that meets community participation needs, contemporary standards, are appropriate for their intended use and are capable of responding to changing community use and sporting trends	Update Council's Sports Development Plan as well as associated Sport Action Plans to consider the quantity and quality of sport facilities across the municipality as well as the forecast demand for these facilities. The Sports Development Plan will consider a raft of initiatives including the identification of future sporting opportunities for regional sport hubs within the municipality as well as how Council can further integrate school and community sport and recreation infrastructure.	New funding source required			
		Develop and use a fit for purpose audit tool to establish a consistent set of standards for facility design which meet Australian building standards and is guided by national and state sporting requirements. The audit tool will be used to assess compliance and potential future improvement priorities for pavilions and associated sports infrastructure within Frankston City.	Existing resource plus specialist support			
		Implement the Tennis Action Plan to guide future use and development of tennis facilities as well as future participation in tennis	Existing resource			
		Complete the site masterplan for the Monterey Reserve precinct including the Pines Forest pool to ensure facilities are well connected, integrated and appeal to a broad section of the community	Existing budget			
		Undertake site masterplans for the Ballam Park precinct to ensure facilities are well connected, integrated and appeal to a broad section of the community	Open Space Strategy			
		Complete the Frankston Basketball and Gymnastics Centre Redevelopment feasibility study	Existing budget			

Priority	Outcome	Initiatives	Funding Source	Short Term	Medium Term	Long Term
Make the best use of our existing network of recreation facilities to meet community needs and encourage active lifestyles	Facilities support maximum participation and broader community use	Undertake a ground utilisation study of our clubs and sporting grounds to support the development of the Sport Development Plan	Existing resource plus specialist support			
		Provide advice and support to clubs on digitising information, programing and bookings where applicable	Existing resource			
		Develop a series of case studies to share with clubs through ClubSpot that demonstrate success at diversifying program offerings to increase participation and access to new cohorts	New funding source required			
		Set the priorities for expanding sports lighting across the municipality to extend opportunities and flexibility for play. Sports lighting to meet relevant sporting code requirements and standards.	New funding source required			
		Develop a mechanism to allow sporting pavilions to be booked and used by the broader community	New funding source required			

Active Governance

Make decisions based on evidence	We measure what we do and apply learning to increase physical activity/health outcomes	Explore digital opportunities to better understand how our community sport and leisure facilities are currently being used (e.g. heat mapping)	Existing resource			
		Collaborate with industry and research institutions to create a tool/ framework to evaluate if sports facilites are meeting Council's physical activity and health objectives	Existing resource plus specialist support			
Improve club viability and governance	Sports clubs are viable, sustainable and well governed	Develop comprehensive Service Level agreements for our facility user groupsthat seek a commitment to meet service delivery outcomes including participation, inclusion and health targets. Ensure appropriate resourcing to monitor and manage.	Existing resource			
		Conduct annual club strength assessments to ensure clubs meet compliance and sustainability criteria	Existing resource			

Priority	Outcome	Initiatives	Funding Source	Short Term	Medium Term	Long Term
Improve club viability and governance	Sports clubs are viable, sustainable and well governed	Review Council fees and charges for sport and leisure facilities in order to maximise sustainability, equity, affordability and accessibility for local clubs and groups	Existing resource			
		Recognise, reward and support the role of community volunteers and club committees in providing sport and recreation opportunities to all	Existing budget			
Collaborate to extend the reach of Council	Sport and leisure opportunities are extended due to collaborations and partnerships with other community and commercial partners	Repurposing of Linen House for broader community outcomes around health, wellbeing and sport	Existing budget			
		Partner with large employer groups such as South East Water to promote the benefits of physical activity as well as the opportunities within the region	New funding source required			
		Proactively consider and explore opportunities for collaboration with community and commercial partners	Existing resource			
Advocate for investment in Frankston	Major initiatives and Frankston City priorities are funded by all tiers of government	Proactively apply for annualised grant programs through state and federal governing bodies to improve sporting infrastructure to meet community needs	Existing resource			
		Collaborate with peak sporting bodies to apply for infrastructure and social programing grant funding opportunities as they arise	Existing resource			
		Continue to develop the plans to leverage funding opportunities during election periods for the expansion and upgrade of facilities for basketball and gymnastics, the Pines Forest Pool Master Plan, Frankston Park and Centenary Park Golf Course	Existing resource			
		Advocate for bike paths as part of all transport infrastructure projects	Existing resource			

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