


Casey,
more active,
more often

City of Casey Sport and Physical Activity Strategy 2021-2025





The City of Casey acknowledges that we are on the traditional land of the Bunurong and Wurundjeri People and pays respect to all Elders past and present and future.

Wilson Botanic Park, Berwick

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Introduction

The City of Casey is one of the largest and fastest growing municipalities in Victoria. Our life expectancy is lower than the state average and rates of diabetes, obesity, hypertension, and heart disease are higher. According to Census data, only 51% of residents meet the recommended activity levels.

There are significant groups in Casey whose participation in physical activity is well below the State average. These residents experience a range of barriers to being active, including financial constraints, cultural and gender expectations, anxiety around physical appearance, parenting and other priorities, lack of access to transport and inaccessible physical environments.

Casey is home to several state-of-the-art sporting and recreation facilities and is on track to meet the needs of Casey's rapidly growing community for sports stadiums, recreation reserves, cycling paths, and other important infrastructure.

However, research shows that making facilities available to the community does not automatically translate into higher levels of physical activity. People need to know they are there and be motivated and able to use them.

This Sport and Physical Activity Strategy will help Council and its partners work towards enabling all residents to participate in the physical activity of their choice. It will be reviewed annually to ensure that it remains relevant and responsive to emerging issues and trends.

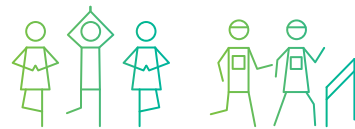


1,001 Steps, Bayview Park, Narre Warren North

What is sport and physical activity?

Physical activity involves moving the body in a way that uses energy.

This includes:



Organised group activities such as **gym classes**, **parkrun**, and **marathons**



Everyday activities like **housework**, **gardening** and **climbing stairs**



Participation in **sport**



Active (non-motorised) forms of transport such as **walking**, **cycling** and **skating**



Unstructured leisure activities such as **jogging**, **cycling** and **swimming**

Sport is individual or group physical activity that involves physical exertion or skill and is governed by rules. Sporting activities range from informal games of tennis and cricket with friends, to competitive sport that requires dedication, commitment, training and practice.

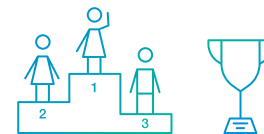
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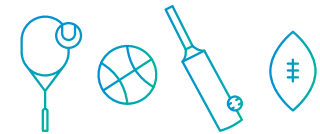
Seasonal social sport competitions



Come and Try programs that introduce new audiences to different sporting codes



Structured competitions run by clubs, associations and leagues



Modified sports and competitions, where equipment and rules are changed to suit people of different abilities

Why is physical activity important?

Regular participation in sport and physical activity is good for your **physical and mental** health.



It **decreases the risk of stroke, cardiovascular disease, diabetes** and **obesity**, and reduces the likelihood of falls and injury.



It builds stronger and more cohesive **neighbourhoods** and **communities** and **reduce social isolation** and loneliness.



It creates **social connections**, **improves mental health** and **wellbeing**, improves quality of life, and can ultimately lead to living independently longer.

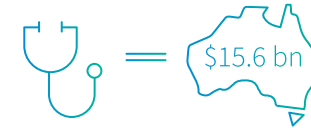


Physical inactivity is recognised as a **major contributor to** high rates of **preventable chronic disease**. As Australia's population becomes more inactive, there is a parallel rise in the rates of obesity, preventable chronic diseases, and mental health concerns.

Physical inactivity has an economic impact.



The Australian Department of Health recommends that adults undertake **2.5 to 5 hours** of moderate, or **1.25 to 2.5 hours** of vigorous, physical activity **per week**².



In 2019, the annual **economic impact of physical inactivity in Australia** was estimated at **\$15.6 billion**⁸.



Increasing physical activity in Australia **by 10 per cent** could reduce health sector costs by as much as **\$96 million per year**¹.

Physical activity levels

In Australia and Victoria:



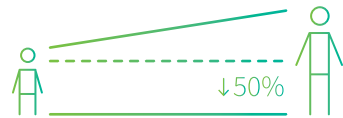
Just **19 per cent** of Australians **aged 5-17** are meeting the physical activity level recommended for their age group and nearly **70 per cent** of Australian **adults** have a sedentary or low activity lifestyle³.



Overall **3.2 million Victorians** do not currently meet the recommended level of weekly physical activity⁴.



Four out of five children do not meet the recommended 60 minutes of physical activity every day, and by 2025, **one in three Australian children** will be **overweight or obese**⁵.

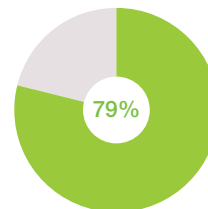


Participation in physical activity **halves during adolescence**, and participation in sport drops suddenly at around age 15⁵.

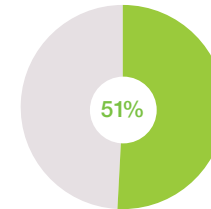


Three out of five Victorian women are **not sufficiently active**, and women continue to be under-represented in leadership and decision-making roles within sporting organisations⁵.

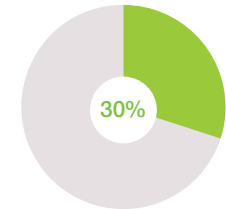
People with a disability, women and girls, Aboriginal communities, people experiencing high levels of social disadvantage, and people who do not speak English do less physical activity than the Victorian average.



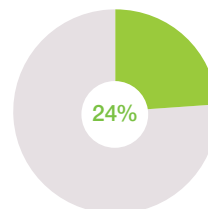
Victorian average



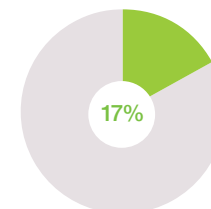
High socio-economic disadvantage



Aboriginal communities



People with disability



People who do not speak English

Key

● Participation

● Non participation

Vision, mission and priorities

Vision

For everybody in the City of Casey to be more active more often

Mission

To inform, motivate, and create a wider variety of opportunities for physical activity, and remove barriers to participation

Purpose of this strategy

To guide the work of Council and its partners over the next four years, and make Casey a healthier, more active, and more connected community through sport and physical activity.

Priorities

01.

Increase the participation of Casey's least active residents

02.

Increase the use of sporting and leisure facilities, parks and open spaces

03.

Increase community awareness of the benefits of being active

04.

Increase participation in structured club sport

05.

Collaborate with our community and measure our impact

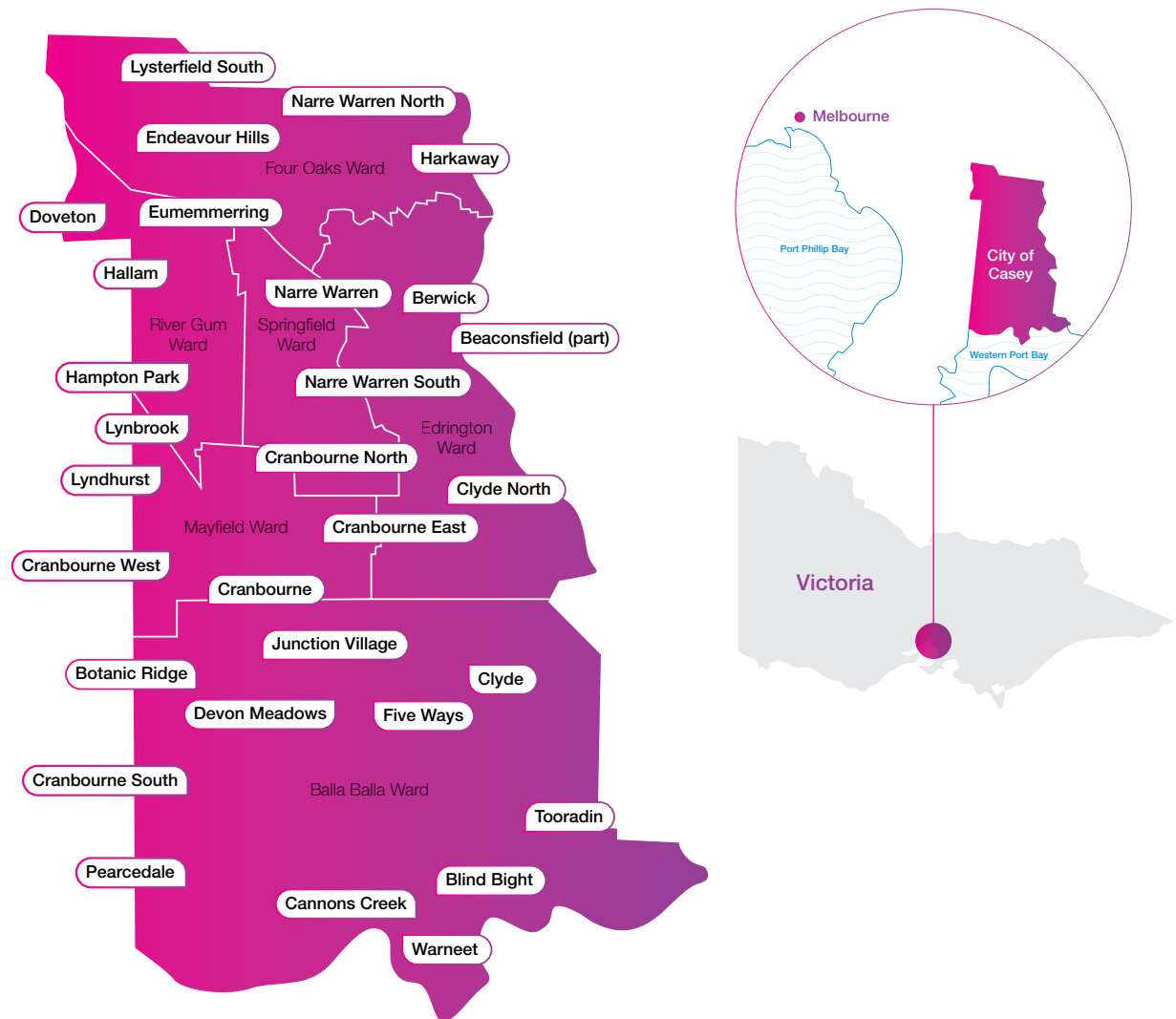
Who is our Community?

The City of Casey is located 35 kilometres south east of Melbourne's CBD, covering over 410 square kilometres. The municipality features bustling urban centres, an extensive growth front, rich agricultural farmland, relaxed coastal villages and a proud history.

Casey is one of the fastest growing cities in Australia and has more residents than any other municipality in Victoria.

The population has grown from 261,300 (2011) to 355,900 (2019) and is projected to grow to 549,190 by 2041. Casey has a higher proportion of people in the younger age groups (under 15 years) than Greater Melbourne and a lower proportion of people in the older age group (65+).

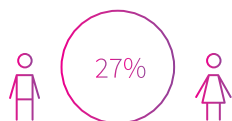
Cultural diversity is higher than greater Melbourne with 38.2% of our residents being born overseas.



The challenge

In many ways, Casey's experience mirrors what is happening across Australia and Victoria; however, Casey faces some unique challenges.

The size, diversity and rate of population growth means that Council must plan well for the needs of its community.



Almost **27% of Casey's population is aged under 18 years**. Population forecasts predict the largest age group in 2031 will be 5 to 9-year olds.



9.8% of young people aged 15-24 are **not enrolled** in education or work



Only **51%** of Casey residents **achieve** the level of **physical activity** recommended by the Department of Health and 20% do less than 30 minutes of physical activity a week⁶.



Life expectancy is lower than the state average, and there is a higher prevalence of diabetes, obesity, hypertension and heart disease compared to all Victorians⁶.



35.9% of residents speak a **language other than English** at home.



Approximately **14,000 residents** have a severe or profound **disability**. By 2031, the level of disability is predicted to rise by 99%. People with a disability are almost 3 times more likely to be unemployed than people without a disability.



Casey is a car-dependent municipality, with many new neighbourhoods offering minimal or no public transport options. Around **72% of residents travel by car**.



In 2016, **60% of residents** were **unlikely to walk or cycle** for longer than 10 minutes at a time⁶.



Casey has the **largest Aboriginal and Torres Strait Islander population** in the South East Metropolitan Region and 35.5% are aged less than 15 years. Indigenous residents earn 9% less on average than the rest of the Casey population.

How are people physically active in Casey?

In the 2016 ABS Census, of the 51% of residents who met the Department of Health guidelines, 70% said that they preferred participating in unstructured leisure activities compared with 30% who preferred playing regular, organised and competitive sport.

Casual and unstructured exercise continues to grow in popularity as our lives become increasingly busy. It is important that Council is responsive to this trend by providing high quality, safe and accessible environments for incidental and unstructured exercise.

People who prefer organised and competitive sport need a club near where they live that is welcoming of all abilities, practises gender equity and provides opportunities for them to develop their skills and achieve their goals. Supporting local clubs to provide a welcoming and inclusive environment is key to the success of this Strategy.



Wilson Botanic Park Parkrun

What Council has been doing to encourage and enable physical activity?

Council plays a vital role in increasing participation in sport and physical activity, by providing high quality public amenities and facilities, and by working closely with a range of stakeholders and partners to enable and motivate people in Casey to be active.

Stakeholders and Partners	What Council has been doing			
State and Federal Government funding bodies The Y Skate Parks Australia Melbourne Football Club Sports clubs, local leagues and associations Reclink	<ul style="list-style-type: none"> » Planning, designing, developing and managing Casey's network of open spaces. » Funding and developing community and sporting infrastructure such as active recreation reserves, indoor stadiums, aquatic centres, BMX/cycling facilities, reserves and community facilities. » Delivering free tailored training and development programs for sports clubs and community organisations. 	<ul style="list-style-type: none"> » Offering a range of grant programs that build the capacity of sports clubs and community organisations to provide inclusive and innovative activities to grow their membership. » Providing clinics and events through professional sports organisations to promote sports participation and physical activity. 	<ul style="list-style-type: none"> » Managing stadiums, aquatic and skate facility management contracts. » Improving the connectivity of paths and trails and of walkable networks of activity centres across Casey to ensure residents walk and ride more. 	<ul style="list-style-type: none"> » Providing active spaces and encouraging active play at council managed children centres, playgroups and youth centres. » Delivering programs for marginalised youth that include sport and physical activity opportunities. » Managing the equitable allocation of Council recreation reserves for structured sport.
Monash Health, Vic Health, Department of Health. VicSport, Sport Australia, Sport and Recreation Victoria	<ul style="list-style-type: none"> » Seeking out funding and partnership opportunities for community organisations that provide alternative physical activity programs for disadvantaged residents. 	<ul style="list-style-type: none"> » Advocating to state and federal government for funding to build new and update existing infrastructure to meet the needs of a rapidly growing City. 	<ul style="list-style-type: none"> » Working with government sporting bodies to ensure maximum reach of appropriate campaigns and initiatives to increase physical activity. 	<ul style="list-style-type: none"> » Partnering with health organisations on initiatives and programs that promote physical activity for better health.
State and National Sports Associations. Professional sport event organisations. Personal trainers and other local health and fitness businesses Community Service Organisations	<ul style="list-style-type: none"> » Coordinating innovative and evidence-based physical activity programs and initiatives. » Inviting delivery of modified, less structured sport activities and programs. » Forming partnerships and collaborating with small, local health and fitness businesses to increase the range of opportunities available to residents. 	<ul style="list-style-type: none"> » Initiating campaigns that promote the benefits of physical activity and opportunities to Casey residents. » Attracting major sporting events to Casey through the Major Event Sponsorship Program. » Seeking new partnerships with elite level sports teams and organisations. » Working with State Sporting Associations to enable sport development in Casey through improved infrastructure and programming. 	<ul style="list-style-type: none"> » Reducing the financial burden on clubs as a result of COVID-19 by waiving sportsgrounds and building maintenance charges during the 2020 Winter season and crediting charges to clubs incurring operational costs due to COVID-19 restrictions (e.g. cost of electricity for security lights, alarms and security cameras). » Promoting online physical activity opportunities for Casey residents. 	<ul style="list-style-type: none"> » Providing strategic planning advice to clubs and access to online sports development resources and toolkits that will help them prepare for a return to play. » Working with community partners on an employment initiative that will enable more women in Casey to lead physical activity programs post COVID-19 restrictions.

Policy direction in sport and physical activity

The World Health Organisation and all levels of government in Australia are striving to reverse the downward trend of physical activity participation, by addressing barriers and offering new and appropriate physical activity opportunities to those who are least active. They advocate doing things differently in the provision of physical activity and to cater for all people into the future.

International context

Global Action Plan on Physical Activity 2018-2030

The World Health Organisation (WHO) developed this new global action plan in 2018 to assist countries with developing policy actions to promote physical activity.

The Plan's call to action is to increase participation in physical activity and reduce sedentary behaviour for people of all ages and abilities, focusing on grassroots community engagement, co-development and ownership.

The WHO strongly recommends more physical activity programs and promotion in parks and other natural environments, workplaces, community centres, recreation and sports facilities and faith-based centres, to support participation in physical activity by all people of diverse abilities.

National context

Sport 2030 National Sports Plan (Sport 2030)

Sport Australia's *Sport 2030* challenges the myth that Australia is a fit, active nation and refers to 'Australia's physical health problem'. It commits to encouraging and supporting all Australians to become more active, particularly people who aren't active enough, by:

- » Introducing new programs specifically designed to address the complex barriers to participation (access, time, cost)
- » Supporting national sport organisations and clubs to drive participation in their sport
- » Collaborating and partnering with State Government, **Local Government**, non-Government and corporate organisations which share their vision for a more active Australia.

State context

Active Victoria 2017-2021

Active Victoria 2017-2021 is Sport & Recreation Victoria's (SRV) plan to strengthen the sport and recreation sector, boost participation and ensure every Victorian has the chance to be involved.

SRV encourages Local Government to focus on facilitating broader and more inclusive participation, particularly for females, Aboriginal Victorians, people with a disability, LGBTI people, and disengaged youth. It also advocates that councils invest in infrastructure to support non-organised and unstructured physical activity.

Physical Activity Strategy 2018-2023.

VicHealth's *Physical Activity Strategy* aims to increase the number of Victorians who are physically active. It advocates, "*moving more and sitting less doesn't just benefit our physical fitness and reduce the risk of heart disease, type 2 diabetes and cancer; moving more also protects and improves our mental wellbeing.*" VicHealth's focus areas include children 5 – 12 years, young people 12 – 17 years and women and girls.

Council plans and policies

Council's commitment to increasing and enabling physical activity is set out in the following key policies and plans.

The Council Plan 2017-2021

The Council Plan speaks to increasing sport and leisure participation across several of its strategies. Council commits to enhancing and building sport and leisure facilities and opportunities, as well as facilitating and supporting events and programs that bring communities together. Council recognises that facilities and programs should deliver further opportunities for community participation in sport and leisure activities.

Casey's Municipal Public Health and Wellbeing Plan 2017-2021 (MPHWP)

Increasing physical activity is one of five key priorities in the Plan for enhancing the health and wellbeing of all residents. The Plan's strategic objectives include designing and

activating neighbourhoods to increase physical activity in daily life and increasing participation in active recreation, active transport and sport.

The Leisure Facilities Development Plan (2014-2018) and Policy 2017

The LFDP guides the future planning, provision and development of sporting facilities throughout Casey to respond to the increasing demand for new sporting facilities and gaps in the need for local facilities.

Walk and Ride in Casey Strategy 2019-2041

This Strategy outlines a framework to address infrastructure and usability issues and improve the usage and enjoyment of Casey's trails, path networks and links.

Open Space Strategy 2015

The Open Space Strategy provides a framework to guide the planning, design, development and management of open space

Diversity, Access and Inclusion Policy 2016-2020 and Gender Equity Action Plan 2018-2021

This Plan sets out Council's commitment to valuing diversity and its role in ensuring that all Casey residents can participate equally. It includes an emphasis on promotion of women and girl's participation in sport and physical activity and support for clubs acknowledging and addressing gender inequities.

Activity Centres Strategy 2019 and Integrated Transport Strategy

These strategies support the adoption of the '20-minute neighbourhood' concept for Casey as an essential element in Casey becoming a connected city and developing activity centres that Casey people can access within a 20-minute walk or cycle trip of their homes.

Casey Aquatic Facilities Strategy 2019-2041

Aquatic and leisure facilities play an important role in contributing to the wellbeing of our community, supporting improvements in physical and mental health, providing an environment to build social networks and connections and develop core life skills. This Strategy guides the future planning, provision and development of aquatic facilities throughout Casey.

Our priorities

Council proposes the following five priorities for the Sport and Physical Activity Strategy.

01

Increase the participation of those who are least active

02

Increase the use of sporting, leisure, park and open space facilities in Casey

03

Build stronger community awareness of physical activity opportunities and benefits to being active

04

Increase participation in organised, structured club sport

05

Measure what we do and apply the learnings to increase physical activity

The COVID-19 pandemic has significantly impacted people's ability to participate in sport and physical activity of their choice. The impact of social distancing restrictions on the financial ability of sporting clubs and codes to provide sporting programs and competitions, is likely to be felt well into the future.

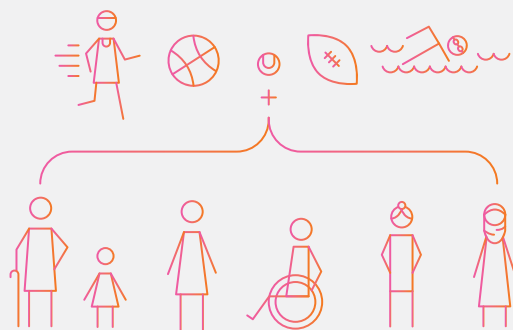
The immediate priority for Council, in a recovery context, will be to work closely with sports clubs, associations and other peak bodies to facilitate the successful return of sporting activities in Casey and to encourage residents back into non-sporting physical activity. In a broader context, Council proposes to pursue the following priorities for change:



Endeavour Hills Skate Park

Priority 01

Increase the participation of those who are least active



Council's Sport and Physical Activity Strategy will focus on Aboriginal communities, women and girls, young people, people with a disability and multicultural communities, as well as social, financial and transport disadvantaged residents. These residents will be at the centre of decision-making when it comes to designing programs to meet their needs.

Council will ask how they would like to be physically active and partner with organisations that can deliver activities collaboratively with them. This targeted approach will be key to ensuring that sport and physical activity initiatives fit people's lifestyles and capabilities and overcome barriers to participation. Council will also support programs that are held in venues that people can access by walking, cycling or taking public transport.

What we intend to do

01.1

Build on the digital content and demand created during the COVID-19 pandemic to support people to participate in physical activity at home.

01.4

Raise the profile of Council's #CaseyGirlsCan campaign and enable women from culturally diverse backgrounds to lead sport and physical activity in Casey.

01.7

Generate community support for all-abilities sport at Casey Sports Hub and elsewhere in Casey.

01.2

Assess the impact that COVID-19 restrictions have had on vulnerable and under-represented groups in Casey and develop program responses.

01.5

Magnify the reach of other physical activity campaigns by offering access to activities that inspire and motivate people to be more active.

01.8

Partner with local community organisations to provide venues and programs for people who feel uncomfortable in traditional settings and require more flexible programming.

01.3

Drive the provision of affordable and flexible social sports and physical activity opportunities in low social economic areas of Casey.

01.6

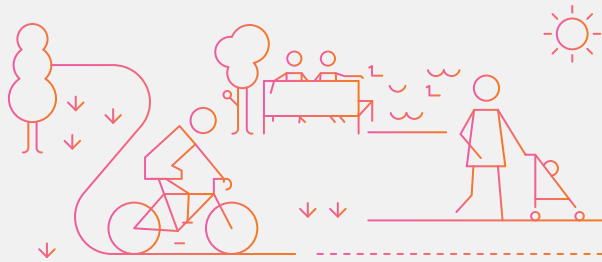
Work collaboratively with local neighbourhoods to co-design inventive projects that overcome barriers to participation and build stronger communities and seek external funding for their implementation.

01.9

Seek out opportunities to use sport and physical activity as a way of positively engaging with young people and connecting them to local services and programs.

Priority 02

Increase the use of sporting, leisure, park and open space facilities in Casey



Council and its partners will introduce innovative programs that influence people's outdoor physical activity participation. There will be a focus on introducing residents to new facilities as they become available and on increasing the use of walking and cycling trails. This will positively impact both health and wellbeing and car-dependency rates in Casey.

Participation in sport and physical activity can help people feel more connected to their community. Council will therefore provide opportunities through its programs for participants to connect with each other and lead change in their local communities. With 70 per cent of physically active Casey residents preferring less organised, structured and competitive environments, opportunities for more casual and time flexible sport will be explored.

What we intend to do

02.1

Introduce new promotional strategies, programs and incentives to encourage people to return to Council sport, leisure and recreation facilities as they re-open post COVID-19 restrictions.

02.2

Introduce new feedback mechanisms, data collection and tracking systems to learn how people are using facilities and open spaces and how council can improve their experience.

02.3

Partner with local businesses, community groups and physical activity providers to offer new, flexible, and casual physical activity opportunities in parks and other outdoor spaces.

02.4

Provide walking, running, cycling, wheel and skate activities and social media promotions that motivate people to use Casey's paths, trails and skate parks.

02.5

Use family-friendly, group 'pop up' activities and other strategies to introduce residents to new opportunities at activity centres, parks and recreation reserves close to home.

02.6

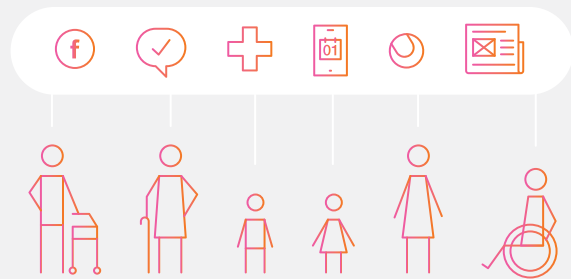
Promote and design programs that provide confidence for people to choose walking and riding short distances over car use, including Casey's walk and ride to school programs.

02.7

Continue to deliver and advocate for a variety of outdoor fitness elements for all abilities in existing and new parks where practicable.

Priority 03

Build stronger community awareness of physical activity opportunities and benefits to being active



Everybody has a right to be able to participate in physical activity and to know what is available to them. Council will be effective communicators, using a range of methods to inform Casey's diverse populations.

Council will influence physical activity participation by designing its own campaigns and supporting the social marketing campaigns of other levels of government that have the greatest impact and reach. Messages about the social, health and wellbeing benefits of physical activity will be embedded into a broad range of council activities and events.

What we intend to do

03.1

Encourage people to stay active post COVID-19 and reconnect to their neighbourhoods and communities through physical activity campaigns and messaging.

03.4

Embed messages about the social, health and wellbeing benefits of physical activity into a broad range of council activities and events.

03.2

Make effective use of social media platforms to inform residents about the range of sport and physical activity opportunities and facilities available to them.

03.5

Encourage Casey's sporting partners to co-promote Council's physical activity campaigns and messaging.

03.3

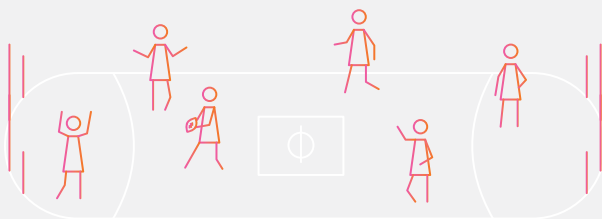
Get behind social marketing campaigns of government and peak bodies that provide the biggest impact, visibility and reach to people of all ages.

03.6

Seek out and partner with culturally diverse community leaders who can champion sport and physical activity and inform groups about clubs, programs and facilities in Casey.

Priority 04

Increase participation in organised, structured club sport



Volunteer-based clubs and organisations are pivotal in providing local sport and physical activity opportunities. There are more than 200 sports clubs in the City of Casey and this number is expected to increase significantly in line with population growth.

These clubs share many of the same challenges. They find it increasingly difficult to recruit and retain volunteers, keep up with legislation and regulatory changes, adjust to changing generational preferences, grow their membership and remain financially sustainable. Council will partner with sport peak bodies to support their efforts to provide inclusive, welcoming and accessible environments for Casey's diverse and multicultural communities.

What we intend to do

04.1

Encourage and assist sporting organisations to bring modified versions of their sport to Casey for residents of all abilities and stages of life.

04.2

Develop initiatives with local clubs and State Sporting Associations that assist in retaining and recruiting members and help overcome the financial and other impacts of COVID-19.

04.3

Work with State Sport Associations to help clubs create safe, welcoming and gender friendly cultures that appeal to a diverse population.

04.4

Use major sporting partnerships and events to grow participation in local sports clubs.

04.5

Partner with schools and other organisations to provide joint use facilities to help meet growing club demand for facilities.

04.6

Facilitate relationships between State Sporting Associations and other peak bodies, schools and clubs to increase the diversity of sport available.

04.7

Collaborate with other councils across the region to identify ways in which clubs can be supported to adapt to the changing nature of volunteering.

04.8

Motivate individuals and connect communities by sponsoring a range of sporting events that bring high performance teams to Casey.

04.9

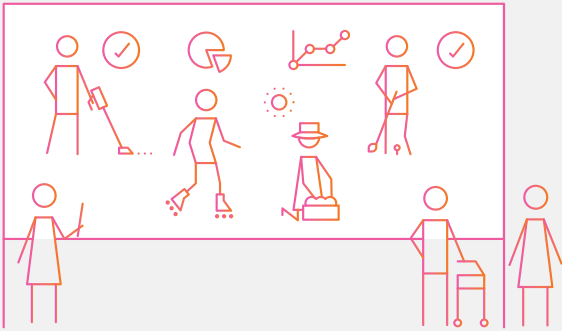
Create opportunities for sports clubs to be involved in major sporting events to increase local membership and participation.

04.10

Assist sports peak bodies to promote their sport in Casey and introduce residents of all abilities and stages of life to new and varied sporting opportunities.

Priority 05

Collaborate with our community and measure our impact



There are a range of personal and environmental reasons why people do not engage in enough physical activity. Through consultation and evaluation, Council will improve its understanding of these barriers and how to overcome them, using an evidence-based approach to continuously improve the experiences it offers.

Council will seek out and adopt proven and successful methods of active programming and evaluate them. This will ensure Council continually responds well to the changing physical activity preferences of Casey residents.

What we intend to do

05.1

Capture insights on the extent to which Casey residents are re-engaging with sport and physical activity to identify priorities for Council support.

05.2

Facilitate research into the participation of under-represented groups in Casey, including people with a disability, women and girls, Aboriginal communities, LGBTIQ+ and non-English speaking residents.

05.3

Develop a consistent methodology for collecting and sharing Casey's physical activity and sports participation data to measure success and inform future initiatives and decisions.

05.4

Partner with organisations to develop best practice measuring tools that measure the social, health, economic and environmental value of physical activity and the outcomes of this strategy.

05.5

Form an informal and diverse Casey Community Physical Activity Taskforce to inform, support and promote the implementation of new initiatives.

All Priorities

Who we would like to partner with

VicHealth

Department of Jobs, Precincts and Regions (Sport and Recreation Victoria)

Department of Health and Human Services

Sport Australia

Vicsport

Local health and fitness businesses

Neighbourhood Houses and Community Learning Centres

Community Service Organisations

Aboriginal Gathering Place

Casey Sporting clubs, Associations and Regional Leagues

Physical activity providers

Organisations that manage Council facilities

State and National sporting organisations and associations

Disability Sport Victoria

Providers of all-abilities and non-competitive sport

Melbourne Football Club and other elite level sporting clubs

Casey schools

Neighbouring councils

Organisations holding events that are sponsored by Council

Universities and research organisations

Community members and families

Casey Radio and other local media

Data management organisations

The following departments will be actively involved in the implementation of this Strategy:

Communications and Marketing

Active Communities

City Presentation

Child Youth and Family Services

Community Safety

Connected Communities

Sustainability and Waste

Strategy and Business Intelligence

City and Asset Planning

Customer and Digital

Improvement and Innovation

Growth and Investment

How will we know if we have been successful?



More Casey people are engaged in physical activity as:

- » More organisations are funded to provide inclusive, affordable and diverse sport and physical activities in the City of Casey.
- » Council's physical activity programs are fully subscribed.
- » Modified sport programs provided by SSAs are run at capacity.
- » Council facilities, reserves, parks and trails are reporting increased visits.
- » Sports clubs report increased membership and sufficient volunteers.
- » Census data shows that more women and girls are physically active.
- » Programs co-designed with participant groups at local venues are successfully implemented and evaluated.
- » Participants in council funded programs report feeling better about themselves after physical activity



More Casey people are aware of the importance of physical activity in their lives as:

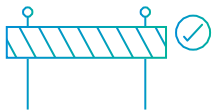
- » 50% more women and girls are viewing and sharing #CaseyGirlsCan posts.
- » State & federal government social media campaigns supported by Council reach at least 30% of Casey population.
- » Casey residents report that Council's social media campaigns have motivated them to walk, run, cycle, wheel and skate.
- » All major sporting partners contribute to Council's physical activity campaigns.



People feel more connected to their communities through physical activity as a result of participating in council programs.



We have clear evidence of participation in Council and community sport and physical activity programs.



We know the barriers and motivators that affect physical activity participation in Casey.



We have selected the best tool to measure the social, economic, health and environmental value of physical activity to Casey.



Sporting events sponsored by Council deliver maximum community benefit.

References

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Customer Service Centres

Cranbourne

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Park Shopping Centre, Shop 156,
South Gippsland Highway, Cranbourne

Narre Warren

Bunjil Place,
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Narre Warren



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