

# FEMALE FRIENDLY SPORT AND RECREATION

## PARTICIPATION AND INFRASTRUCTURE STRATEGY 2021-2031



MOORABOOL  
SHIRE COUNCIL



Bacchus Marsh Soccer Club player



DRAFT  
STRATEGY

# PREFACE



Moorabool Shire is in the enviable position of offering its residents the best of rural, regional and semi-cosmopolitan lifestyles less than 60 minutes from Melbourne's CBD. Moorabool Shire is quickly becoming a popular place for those seeking the benefits of this hybrid lifestyle and, as a result, the Shire is expected to see significant population increases between now and 2031.

Statistics show that there are fewer girls and women participating in sport and recreation within the Shire, and the development of this Strategy will assist in confirming Moorabool's commitment to its growing community, in particular its female population. The Strategy will drive opportunities to become and stay active, and enhance the municipality's overall health and wellbeing profile. Increased physical activity along with improved programs and safe, welcoming facilities will contribute to the Shire's livability, its sense of community and inclusivity.

Driving, guiding and underpinning the development of this Strategy is the Victorian Government's Active Victoria 2017-2021: A strategic framework for Sport & Recreation in Victoria, and the Moorabool Shire Council Plan 2021-2025. The directions within these two documents include clear aspirations for an increased number of women and girls in sport and active recreation, as well as healthy and inclusive neighbourhoods and thriving environments. The Female Friendly Sport & Recreation Participation & Infrastructure Strategy will support the aspirations of these documents and contribute to future strategic planning documentation including the Moorabool Shire Recreation & Leisure Strategy and Municipal Health and Wellbeing Plan.

The Female Friendly Sport & Recreation Participation & Infrastructure Strategy aims to create, facilitate and recognise the importance of women and girls' involvement in physical activity, and to celebrate and promote local female achievements. Sport and active recreation is known to be a powerful vehicle for change, and that its influence can foster societal transformation. By supporting, empowering and encouraging more women and girls to be involved in all aspects of physical activity, the Moorabool community will be positively influencing equality for all.

Whilst this Strategy is focused on outcomes for women and girls, successful implementation of its actions and recommendations will see benefit to residents regardless of their gender identification. Improving the wellbeing of women and girls, as well as the broader community, through physical activity will contribute to a more successful, connected and productive Moorabool. Many recommendations within this Strategy will see whole of community benefits.

Through consultation with stakeholders, recommendations within this Strategy have been prepared with collaborative investment and delivery in mind. It is recognised that Moorabool Shire cannot deliver all recommendations alone and will rely on its project partners for support. Where recommendations identify the need for additional resources or partnerships, this will require collaborative effort to ensure best chances of success.

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# STRATEGY DEVELOPMENT



Moorabool Shire has commissioned the development of a female participation and infrastructure strategy to understand ways in which girls and women can be encouraged to undertake physical activity through sport and active recreation.

The Strategy aims to assist Moorabool Shire in leading the way and responding to the needs of women and girls over the next 10 years.

The Strategy has been developed by undertaking the following activities:

- Literature review of national, state and local policies.
- Review of relevant physical activity and health indicators state wide and locally.
- Review of state wide and local participation trends for women and girls.
- Review of strategic priorities for sport and recreation providers.
- Review of Moorabool's demographic and community profile.
- Audit of all Moorabool Shire sport and recreation facilities to measure their ability to accommodate, welcome and facilitate participation by women and girls.
- Robust and meaningful community and stakeholder engagement including surveys, focus groups and Project Control Group and Project Reference Group workshops.

This report has been developed by industry consultants *insideEDGE* Sport & Leisure Planning and Victoria University. The project team would also like to thank input provided from the following organisations:

- Moorabool Shire
- Sport & Recreation Victoria
- Western Health
- Women's Health Grampians
- AFL Victoria
- Cricket Victoria

The development of this report is also supported by the insights gained through the following supporting documentation, including:

- Victoria University 'A desktop and document review on girls' and women as participants in sport and active recreation'
- Victoria University 'Moorabool Shire Council Female Friendly Sport & Recreation Participation & Infrastructure Strategy: Survey Report'
- Victoria University 'Moorabool Shire Council Female Friendly Sport & Recreation Participation & Infrastructure Strategy: Focus Group Findings'
- Moorabool Shire Female Friendly Sport & Recreation Participation & Infrastructure Strategy: State of Play Report
- *insideEDGE*'s Sports Facility Auditor program

The Female Friendly Sport & Recreation Participation & Infrastructure Strategy is supported by the Victorian Government in partnership with Moorabool Shire.



# ABOUT THE STRATEGY



The Female Friendly Sport and Recreation Participation and Infrastructure Strategy has been developed via a four stage project methodology. These stages outline the structured approach undertaken which has included broad community engagement and the identification of opportunities for collaborative delivery.

## OBJECTIVES AND SCOPE

The overall objective of the Strategy is to **identify opportunities to attract and retain the number of women and girls who are active in Moorabool**. This includes the identification of the barriers and drivers that can help facilitate participation, including existing infrastructure. The Strategy will assist Council in making informed outcomes focussed decisions for the future provision of facilities, programs and initiatives to encourage women and girls participation.

Desired outcomes and deliverables of the Strategy include:

- A framework of principles to guide Council's future decision making to maximise female participation in sport and recreation.
- Identify a pipeline of contemporary infrastructure projects that enables inclusive opportunities.
- Create greater diversity in participation and programming opportunities.
- Identify social and gender barriers and drivers not related to infrastructure.
- Create more welcoming and inclusive activity environments.
- Identify opportunities for promotion and exposure of sport and recreation within Moorabool.

## STAGE 1: Background & literature review

Conduct an industry wide literature review of government and other organisational research to identify key barriers and drivers of participation for women and girls.

**Key deliverable:** A desktop and document review on girls and women as participants in sport and active recreation.

## STAGE 2: Demographic, participation & facility audit analysis

Review relevant participation and demographic information. Undertake and analyse facility audit information collected to understand how sport and recreation venues in Moorabool are performing in their capacity to facilitate female participation.

**Key deliverable:** State of Play Report.

## STAGE 3: Stakeholder & community engagement

Undertake extensive community and stakeholder engagement to assist in identifying barriers and challenges currently faced, as well as the needs that drive participation change in sport and active recreation in future.

**Key deliverable:** State of Play Report.

## STAGE 4: Final strategy and action plan

Draft and Final Female Friendly Sport & Recreation Participation & Infrastructure Strategy.

**Key deliverable:** Draft and Final Strategy (this document)

# DEFINITIONS



For the purpose of the Strategy, female participation in 'sport' as well as 'recreation' is considered throughout. The following information provides definitions of each.

## RECREATION

Recreation, also known as 'active recreation' is defined by Sport & Recreation Victoria as physical activity undertaken outside of structured, competitive sport. It is a set of activities within the wider range of physical activity options that also includes active living and active transport.

Victorians are identified as participating in close to 775 million hours of exercise, recreation and sporting activities each year, with 80% of this time classified or attributed to active recreation.

Active recreation is often favoured due to the flexibility it offers, particularly for those that require alternatives in activity timing, programming and costs associated with participation.

The most popular recreation activities for women and girls are predominately those which can be undertaken alone, such as:

- Walking;
- Gym workouts;
- Cycling;
- Running/jogging;
- Aerobic activities; and
- Swimming

## SPORT

Sport takes on many forms and its definition can change based on societal norms, trends and new directions. However, for the purposes of this report, sport is defined as an organised activity which involves physical exertion and some kind of performance measure, generally through competition, within a team or individually.

Sport & Recreation Victoria recognises over 70 sporting organisations which govern sport across the State. Of these, approximately 12 are represented across Moorabool Shire.

The sports below are those which are represented through organised activities in which Moorabool are invested. These sports have been identified in the Shire's Recreation and Leisure Strategy 2015-2021, and include:

- AFL
- Athletics
- Baseball
- Basketball
- Cricket
- Equestrian
- Golf
- Lawn Bowls
- Netball
- Soccer
- Softball
- Tennis

In addition, sports considered within this report that are operated from facilities not in Moorabool Shire's control include:

- Gymnastics
- Swimming
- Calisthenics
- Dancing

# LIFE STAGES AND PHYSICAL ACTIVITY



It is recognised that the sport and recreation needs of people, including women and girls, change across the course of their lifetime. As a result, this Strategy has taken a 'whole of life' approach in its delivery to ensure that all life stages are considered, engaged and included within its recommendations and actions.

VicHealth identifies that there are five distinct "life stages" which have common themes as well as unique attributes that influence physical activity behaviour. These stages include - youth, young adults, parents, adults without children and retirees.

A summary of each life stage, and in particular for females, according to VicHealth are provided below.

## Youth Girls (12-17)

- 63% of girls wish they had more time to exercise.
- 74% of girls believe it is easier to exercise with someone else.
- 44% of girls claim they would be more active if there were more participation opportunities in their area.
- 52% of girls are classified as "inactive" or "somewhat active".
- Highlighting the benefits of physical activity including socialising, skill development and feeling better are key contributors to increasing participation.

## Young Female Adults (18-24)

- A life stage where both males and females are particularly body conscious, and young women in particular use physical activity for weight loss and maintenance.

- Almost half of young women feel embarrassed exercising in public, whilst 63% of young women say that it's easier to exercise with someone else.
- 59% of young women feel like sports clubs are intimidating, particularly if they are not currently active.
- 56% of young women are considered "inactive" or "somewhat active".
- Highlighting the benefits of physical activity including socialising, weight management and stress relief should be encouraged.
- Depicting spontaneous physical activity as options to participate is also an enabler.

## Parents

- 64% of parents believe it's too expensive to join a gym or play organised sport.
- 83% of parents understand their influence on children's activity levels and the importance of being role models.
- Mums are more likely than dads to be active, however once children can't or won't stay in a pram for longer periods, their activity involvement is limited without child care.
- Feeling intimidated, sacrificing spare time and a lack of good, safe walking paths are all barriers for mums to participate.
- Reinforcing parents influence as role models, introducing and reinforcing planning and routine and raising the benefits and social aspects of physical activity are all enablers to participation.

## Adults without children

- A lack of interest in and enjoyment of sport is a considerable barrier for people in this life stage, particularly for women.
- 3 out of 5 consider costs to participation a barrier, particularly inactive women.
- 49% of women in this life stage consider sports clubs intimidating and 2 out of 5 women feel embarrassed exercising in public, particularly inactive women.
- Raising awareness of different types of activities available locally and the benefits of physical activity can enable greater amounts of participation.

## Retirees

- Retired women see strong social benefit to physical activity, however find sports clubs and gyms intimidating.
- 68% of retired women are considered "inactive" or "somewhat active".
- Raising awareness of ways to be active within more limited abilities, as well as what's available locally, are enablers to participation.
- Being motivating, encouraging and highlighting the physical and social benefits of physical activity are considered to be participation enablers.



## EXECUTIVE SUMMARY

## Moorabool Shire's Female Friendly Sport & Recreation Participation & Infrastructure Strategy provides a road map to encourage facilities, programs and actions that improve opportunities for women and girls to be active.

As a result of thorough and meaningful community engagement, focus group sessions, stakeholder workshops, literature reviews and facility audits, the Moorabool Shire Female Friendly Sport & Recreation Participation & Infrastructure Strategy has been created. The Strategy's development has uncovered the sport and recreation needs of women and girls from a range of diverse and intersectional backgrounds, residing in all corners of the Shire.

In summary, the sport and recreation needs of women and girls in Moorabool Shire include:

- Improved access to quality facilities, particularly those that can offer a diverse range of programs that appeal to women and girls at convenient times;
- Availability of information at a central hub relating to sport and recreation programs, activities and opportunities; and
- Enhanced feelings of safety and more welcoming female and family friendly environments.

Presently, women and girls in Moorabool are:

- Preferring to walk, go to the gym, play AFL, netball, soccer, tennis, calisthenics and jog/run;
- Travelling significant distances to participate in activities; and
- Utilising facilities outside of Moorabool due to gaps in facility provision as well as geographical location.

## 4 key outcomes that will have the most positive impact on female participation in Moorabool

- 1 Development of the Moorabool Aquatic and Recreation Centre (MARC)
- 2 Development of a central Physical Activity Information Hub
- 3 Creation of a 'Move Moorabool' organisational marketing and branding campaign
- 4 Delivery of more welcoming, safe, inclusive and activated public facilities and spaces

# STRATEGIC OVERVIEW



## VICTORIAN GOVERNMENT

Active Victoria: A Strategic Framework for Sport and Recreation in Victoria 2017-2021

## MOORABOOL SHIRE

Council Plan 2021-2025

## VICTORIAN GOVERNMENT

Safe and Strong: Victorian Gender Equality Strategy

## MOORABOOL SHIRE

Moorabool Health and Wellbeing Plan 2021-2025

## CENTRAL HIGHLANDS LOCAL GOVERNMENT AUTHORITIES

Activate 2020-2030 Plan

## MOORABOOL SHIRE

Recreation and Leisure Strategy 2015-2021  
Volume 1 & 2

## MOORABOOL SHIRE

Female Friendly Sport & Recreation  
Participation & Infrastructure Strategy 2021-2031

Sport Strategic Plans

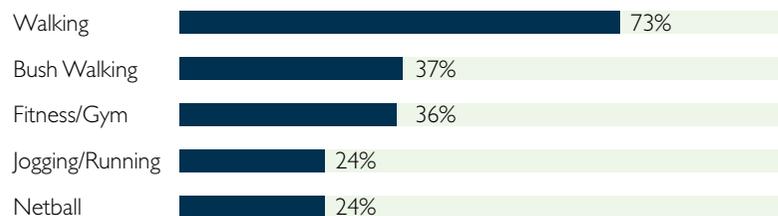
Sport Facility Guidelines

Moorabool Shire  
Facility Master Plans

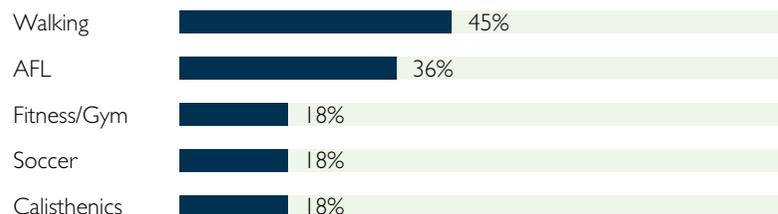
# MOORABOOL WOMEN & GIRLS ACTIVITY SNAPSHOT



## Top 5 activities for WOMEN in Moorabool



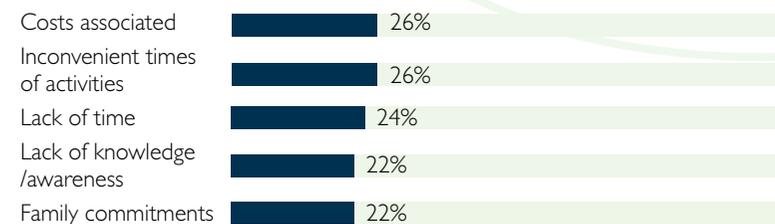
## Top 5 activities for GIRLS in Moorabool



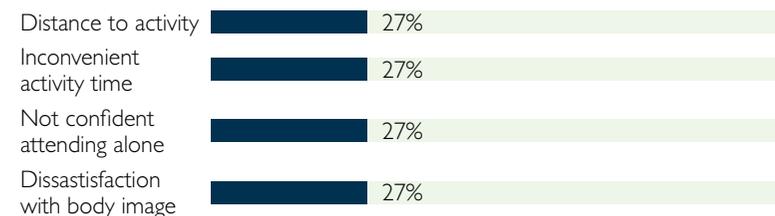
## Number of days active per week



## Barriers to participation for WOMEN in Moorabool



## Barriers to participation for GIRLS in Moorabool



## Most used facilities for physical activity WITHIN Moorabool by women and girls



Walking/Running/  
Hiking Trails



Gym/Fitness Centres



Sporting Reserves



Park/Playground

## Most used facilities for physical activity OUTSIDE Moorabool by women and girls



Pool/Leisure/  
Aquatic Centres



Sporting Reserves



Walking/Running/  
Hiking Trails

# COMMUNITY ENGAGEMENT SUMMARY



The Strategy's development is supported by meaningful engagement with women and girls of Moorabool Shire and key stakeholders to ensure it accurately reflects a wide range of needs, wants and aspirations.

Community and stakeholder consultation was undertaken through a range of engagement opportunities. These included:

- **Moorabool women's survey:** 131 responses received
- **Moorabool girls' survey:** 11 responses received
- **Moorabool sport and active recreation provider survey:** 15 responses received
- **Moorabool schools survey:** 11 responses received
- **Focus Groups:** 17 girls and women including from culturally diverse backgrounds, disability, LGBTIQI, women and their teenage daughters, and women in general

Further findings from the community engagement can be found on page 23 of this report and in the State of Play summary which is a precursor to this document.

## What are the most popular activities for women and girls in Moorabool to participate in?

Walking, bush walking, running/jogging, gym/fitness, netball, soccer, AFL, tennis and calisthenics.

## What factors prevent women and girls from participating?

Quality of facilities and convenience of location, costs to participate, limited opportunities to socially connect, timing of activities and cleanliness of facilities.

## How far do women and girls in Moorabool travel to participate?

Moorabool women and girls are prepared to travel up to 26kms, to participate in their chosen activity.

## What activities would women and girls in Moorabool like to participate more in?

Swimming, pilates, yoga, fitness/gym, tennis and basketball.

## What types of facilities and programs are missing in Moorabool?

An indoor aquatic/leisure centre that caters for a range of affordable activities as well as safer and connected walking paths and more welcoming public buildings and facilities.

## How can more women and girls in Moorabool be encouraged to participate?

Providing and increasing the availability of information about how to become involved in activities and programs, as well as facilities and environments, e.g. walking tracks and trails, in Moorabool.

## What do providers see as the biggest barrier to female participation?

'Timing of activities', 'don't like the facilities' and 'don't feel comfortable' were all identified as barriers to participation.

## What do schools see as the biggest barrier to girls' participation?

Lack of role models, lack of confidence and social pressures/perceptions were identified as barriers to girls participation in Moorabool schools.

# THE FRAMEWORK



Based on the background research, literature review, facility audits and consultation, a framework for the Strategy's delivery has been created which underpins the associated recommendations and actions. This framework can be found in detail on page 29.



## **PRIORITY 1: ACCESS + OPPORTUNITY**

### **OBJECTIVE:**

Better access to facilities, path networks and public transport will encourage and enhance physical activity pursuits. Offering and supporting the delivery of more programs for women and girls across the municipality that are affordable, at convenient times and locations and appeal to women and girls regardless of age or ability.



## **PRIORITY 2: CELEBRATION + PROMOTION**

### **OBJECTIVE:**

Improve the use of communication platforms to build the profile and promotion of available activities, programs and providers to women and girls in Moorabool. Create greater recognition and celebrate women and girls' achievements in sport and recreation.



## **PRIORITY 3: WELCOMING FACILITIES**

### **OBJECTIVE:**

Plan and deliver physical environments that are better positioned and safer to welcome, encourage, retain and facilitate women and girls participation. Upgrade facilities where demand and need is most identified by women and girls.



## **PRIORITY 4: SAFE + SOCIABLE**

### **OBJECTIVE:**

Incorporate safer design principles in the planning of new, and redevelopment of public spaces, including the installation of lighting and public toilets. Encourage and support events in parks and trails which activate spaces and opportunities for social connection.



## **PRIORITY 5: LEADERSHIP + CAPACITY**

**OBJECTIVE:** Encourage greater representation and leadership of women in all aspects of physical activity, particularly through sporting club environments via leadership development, community education and Council policy.

# WHAT WILL SUCCESS LOOK LIKE?

The successful implementation of the Strategy will see a diverse range of positive outcomes directly benefiting women and girls of Moorabool, as well as helping to meet the objectives of the Shire, its project partners and stakeholders.

Holistic success and outcomes expected as a result of the implementation of the Strategy are:

- Increased representation of women and girls across all aspects of sport and active recreation in Moorabool;
- Greater feelings of physical and mental health and social connectedness for women and girls in the Shire, and a higher percentage meeting the recommended daily guidelines for activity;
- Positive change through policies, physical environments, education, communication and celebration; and
- Increased collaboration between Moorabool Shire, its community, strategic partners and facilitators of sport and active recreation.

Further specific actions and recommendations, including timing and delivery can be found in the Action Plan section of this Report from page 35 onwards.





## STRATEGIC CONTEXT

# FEDERAL, STATE AND LOCAL POLICIES & STRATEGIES



The following provides a high level overview of strategic documents which guide and support the development of the Strategy. It should be noted that a number of these strategies are coming close to ending, or have ended, and may not reflect the recent impacts of COVID-19. It should be acknowledged that these documents still provide context from a policy perspective, however there is currently vast amounts of change occurring which may influence the future directions in revised editions.

## STATE & FEDERAL GOVERNMENT

- National Sport Plan 2030
- National Policy Framework for Girls and Women in Sport 2030
- Active Victoria: A Strategic Framework for Sport and Recreation in Victoria 2017-2021
- Safe and Strong: A Victorian Gender Equity Policy
- Change Our Game: 2018-2020
- VicHealth's Action Agenda 2019-2023
- Economic Impacts of Active Recreation in Victoria
- Value of Community Sport and Active Recreation Infrastructure
- Victorian Public Health Surveys 2015 & 2017
- Ausplay 2019-2020

## MOORABOOL SHIRE

- Moorabool Shire Council Plan 2021-2025
- Moorabool Health and Wellbeing Action Plan 2017-2021
- Recreation and Leisure Strategy 2015-2021 Volume 1: Facilities Strategy Plan
- Recreation and Leisure Strategy 2015-2021 Volume 2: Play Strategy
- Activate 2020-2030

## SPORT

- AFL Victoria 'Growing the Heartland' Football Facilities Development Strategy 2014-2020
- Cricket Victoria 2017-2022: The journey ahead for Victorian cricket
- Netball Victoria Strategic Plan 2019-2022
- Tennis Australia – Tennis 2020: Facility Development and Management Framework
- AFL Goldfields Regional Strategy 2017-2027
- Football Victoria Strategy Plan 2019-2022
- Bowls Victoria Strategic Plan 2018-2022
- Basketball Victoria Strategy Plan 2017-2020
- Gymnastics Victoria Strategic Plan 2017-2020

### National, state and local policy objectives for women and girls in sport and recreation

-  Increase inclusive and social participation
-  Provide suitable infrastructure and safe spaces
-  Inspire women to lead
-  Drive cross-sector collaboration
-  Enhance the quality and availability of participation data

### Known participation barriers and drivers for women and girls

-  Lack of confidence, enjoyment and cost
-  Poor health/injury
-  Lack of time and/or competing commitments
-  Skill development
-  Enjoyment with friends
-  Improved physical health, fitness and positive body image

### Sport and recreation provider objectives for women and girls

-  Improved facilities, cultures and environments that are welcoming and inclusive for all genders
-  Provide flexible formats of the game to provide more options and opportunities to participate
-  Increase female representation from players to coaches and officials
-  Partnerships and collaborative investment in facilities and infrastructure where greatest need is demonstrated
-  Equitable scheduling and access to facilities to play and train for both males and females



# WOMEN AND GIRLS IN MOORABOOL

# FEMALE POPULATION IN MOORABOOL



Moorabool Shire's current population for both males and females in 2021 is 36,344. Female population changes over the next 10 years are expected to see an overall increase of 33%. The change in five year old female age cohorts (as demonstrated in the adjacent chart), shows that the greatest increase in female population will be between the ages of 0-9 and 30-44. These trends would suggest that the majority of population growth to 2031 will be young families, which is likely due to the earmarked greenfield development sites. Forecast.id's 2018 study into the demographics of greenfield development areas indicates that these estates primarily service the family housing market, with occupants willing to trade accessibility to employment and social amenity in exchange for affordable family style housing.

Identified trends can also assist in understanding potential future increases in demand for sport and recreation. Whilst informal recreation will likely remain the most popular activity choice for women, the key market for organised sport is for people aged between 5 to 39. The increases at both ends of this age cohort in Moorabool will present opportunities for sport to capitalise on improving female participation. Conversely a drop-off in female participation in sport and recreation occurs significantly between the ages of 15 to 19, which for Moorabool, is also combined with lower population numbers and forecasts, particularly between the ages of 15 to 19 and 20 to 24. Possible reasons as to why population numbers within this age cohort is apparent, may include leaving the Shire for work and/or education purposes.



**48,038**  
Total Moorabool population in 2031



**46%**  
Overall increase in females aged 0-9 by 2031



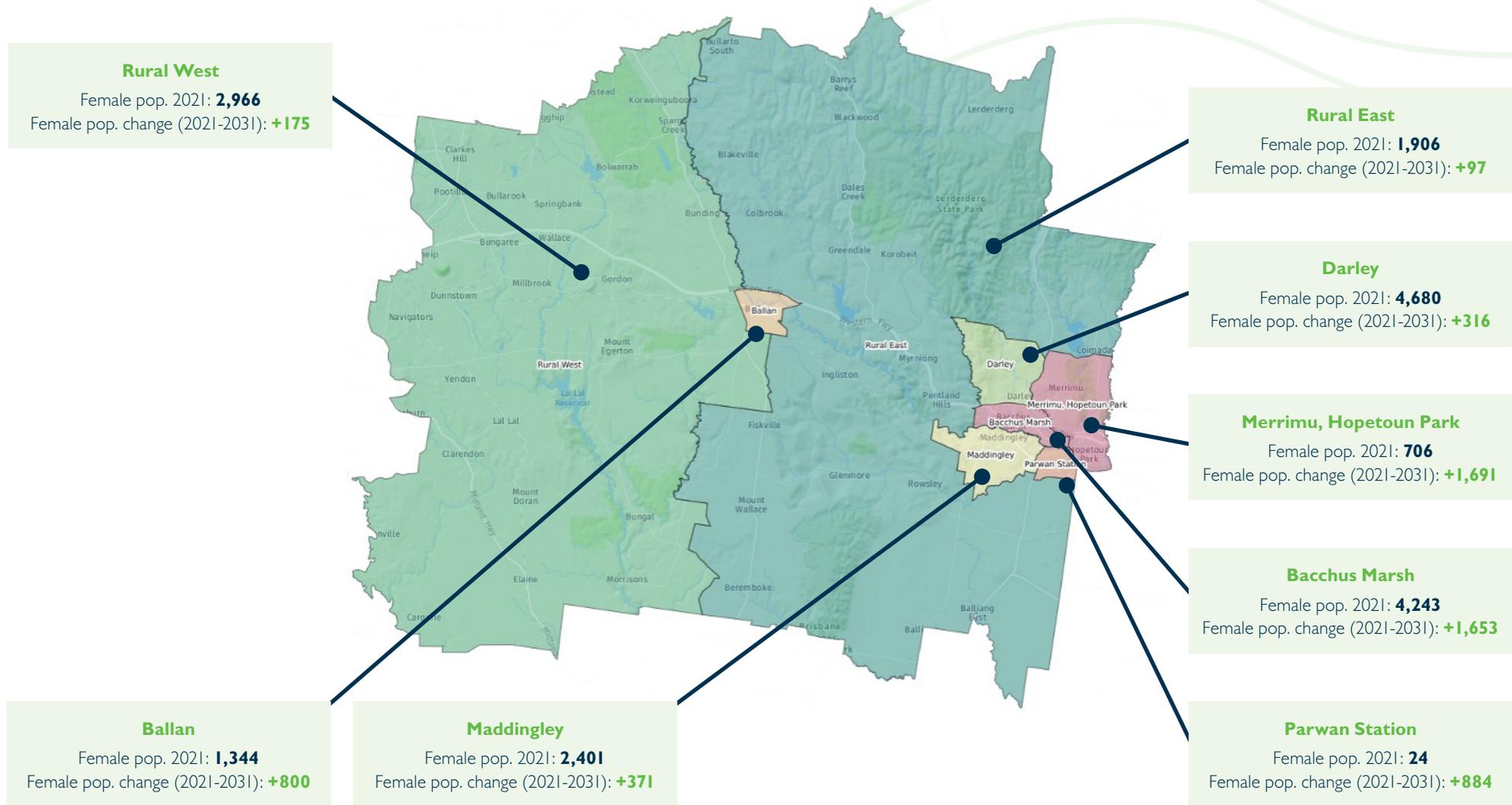
**+5,986**  
Additional female population 2021-2031



**38%**  
Increase females aged 30-44 by 2031



# MOORABOOL SHIRE FEMALE POPULATION FORECAST 2021-2031



# HEALTH INDICATORS IN MOORABOOL



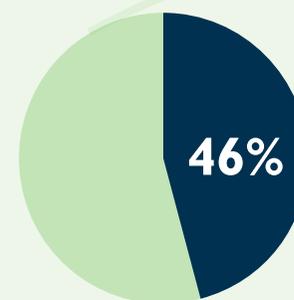
The 2015 VicHealth Indicators Survey found that Moorabool Shire residents reported similar wellbeing to all Victorians. Residents scored their wellbeing at an average of 78.7 out of 100 compared to the Victorian average of 77.3.

Moorabool residents reported an average resilience score, in terms of mental wellbeing, of 6.7 out of 8. This is significantly higher than Victorian residents who reported an average resilience score of 4.

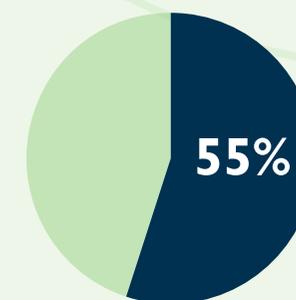
Compared to all Victorians, a similar proportion of Moorabool residents engaged in no physical activity during the week (17.7% Victoria, 18.9% Moorabool). A similar proportion of Moorabool residents engaged in physical activity four or more days per week compared with the Victorian estimate (41.3% Moorabool, 40.8% Victoria). The three most popular non-organised physical activities in Moorabool were walking (59.6%), jogging or running (11.3%), and cycling (10.6%).

The 2017 Victorian Population Health Survey identified that Moorabool Shire residents have a higher percentage of people classified as Obese, 30.7%, in comparison to the Victorian average of 19.3%. This is seen as a very unfavourable outcome. In addition, the consumption of sugar sweetened beverages is significantly higher for Moorabool (17.7% Moorabool, 13.1% Central Highlands, 10.1% Victoria), as is the consumption of take away meals more than once per week (23.7% Moorabool, 17% Central Highlands, 15.3% Victoria). In addition, the likelihood of Moorabool residents suffering monthly alcohol related injury were also higher than comparable averages (19.3% Moorabool, 13.5% Central Highlands, 11.5% Victoria).

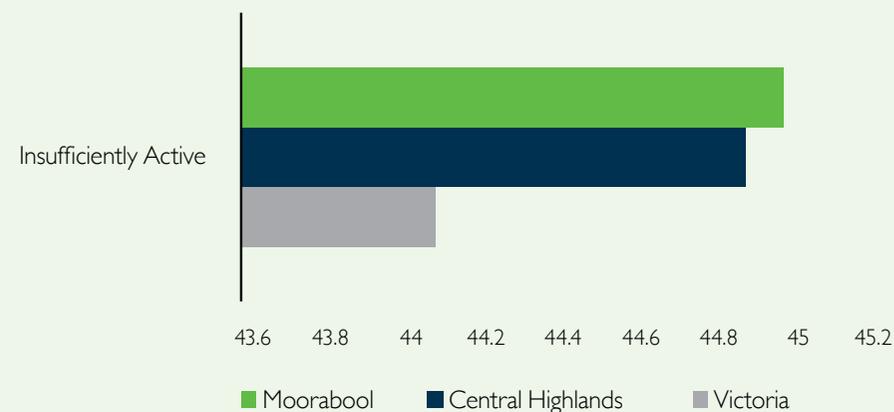
In terms of physical activity, within the same 2017 survey, comparisons between Moorabool, Central Highlands area and Victoria have been made in the adjacent diagram. As demonstrated, the percentage of persons considered 'insufficiently active' (i.e. not meeting the recommended 150 minutes of moderate intensity physical activity or 75 minutes of vigorous intensity physical activity per week) is slightly higher in Moorabool than the Central Highlands area and Victoria.



of women in Moorabool are not sufficiently active



of women in Moorabool are considered overweight or obese



# BARRIERS AND FACILITATORS TO FEMALE PARTICIPATION IN MOORABOOL



A number of barriers and facilitators for women and girls' participation in sport and active recreation in Moorabool were identified through the Strategy's consultation phase.

## FACILITIES

## ACTIVITIES

## KNOWLEDGE/AWARENESS

### BARRIERS

- Accessible, well signposted and connected pathway networks
- Public transport availability and connections in Moorabool
- Varied activity opportunities within one venue, including child care
- Reliance on private, commercial providers to deliver facilities

- General cost of activities
- Varied timing of programs and activities to suit women and girls
- Availability of activities, particularly for residents in rural areas
- Reliance on private, commercial providers to deliver programs and activities
- Availability and suitability of programs and representation in sporting clubs

- Reliance on sifting through varied sources to identify the suitability of programs, activities and facilities
- Reliance on individual provider communication platforms to find out about physical activities, events and programs

### FACILITATORS

- Willingness to travel up to 26kms to activities
- Well lit, clean and welcoming facilities

- Programs that offer a free trial, casual visits or introductory period
- Programs targeted to specific age groups, genders and life stages

- Utilising social media to find out about programs and activities
- Greater representation of women and girls in sport and active recreation including instructors, coaches and players.



# COMMUNITY ENGAGEMENT

# COMMUNITY ENGAGEMENT SUMMARY



As previously outlined, extensive consultation has been conducted throughout the community to provide insight into the preferences for sport and recreation for women and girls across the Shire.

This includes engagement via surveys and focus groups which received a significant uptake and response rate. A summary of engagement activities and statistics is provided adjacent.

In addition to the consultation activities, the Strategy also engaged the help of four local Female Ambassadors who are currently participating in a range of physical activities including walking, AFL, camp drafting and weightlifting. These four women assisted in the promotion of the engagement period and provided stories of their journey to being active.

An overview of key findings from the engagement can be found on subsequent pages. A more detailed analysis is available in the State of Play summary which is the precursor to this Report.

## ENGAGEMENT STATISTICS



**142**

Community Survey responses from women and girls



**15**

Sport & Recreation Provider Survey responses



**17**

Focus Group participants



**11**

School Survey responses



**5**

Social Media posts



**1,315**

Have Your Say page views



**4**

Project Ambassadors (local females)



**42**

Days of engagement

# WHAT WE HEARD FROM OUR COMMUNITY



## MOORABOOL WOMEN (AGED 18+)

 131 survey responses from Moorabool women

 Women who responded to the survey lived across 21 different suburbs in Moorabool

 5% of women identified as LGBTIQ+, 2% identified as having a physical disability and 1% as Aboriginal or Torres Strait Islander

 47% of women identified that they have dependents living at home

 Most popular activities for women in Moorabool are:

1. Walking
2. Bush Walking
3. Fitness/Gym
4. Jogging/Running
5. Netball

 Most popular location to undertake activities in Moorabool are:

1. Walking/Running/Hiking Trails
2. Sporting Reserves
3. Gyms/Fitness Centres
4. Parks/Playgrounds

 On average, women travelled 26km to participate in their chosen activity

 49% of women use sport and recreation facilities outside of Moorabool to undertake their chosen activity

 The most commonly used sport and recreation facilities outside of Moorabool are:

1. Pool/Aquatic/Leisure Centres
2. Sporting Reserves
3. Walking/Running/Hiking Trails
4. Gym/Fitness Centre
5. Bike Paths/Cycling Networks

 Barriers to women's participation in Moorabool are:

1. Costs associated with participation
2. Inconvenient times of activities
3. Lack of time
4. Lack of knowledge/awareness
5. Family commitments

 Factors affecting women's participation in Moorabool are:

1. Quality of facilities
2. Convenience of location
3. Costs to participate
4. Timing of activities
5. Cleanliness of facilities

 Enabling or motivating factors to women's participation in Moorabool are:

1. Health and wellbeing
2. Socialising during activities
3. Fitness

 Desired sport and recreation activities (not currently participating in) for women in Moorabool are:

1. Swimming
2. Pilates
3. Yoga

 81% of women prefer to hear about activities, programs and facilities via social media

# WHAT WE HEARD FROM OUR COMMUNITY



## MOORABOOL GIRLS (AGED 12 -17)



11 survey responses from Moorabool girls



Adolescent girls who responded to the survey lived across 5 different suburbs in Moorabool



Most popular activities for adolescent girls in Moorabool are:

1. Walking
2. AFL
3. Fitness/Gym
4. Soccer
5. Calisthenics



Most popular location for adolescent girls to undertake activities in Moorabool are:

1. Sporting Reserves
2. Pool/Aquatic/Leisure Centres
3. Indoor Recreation Centre
4. Gym/fitness centre



Sport and recreation facilities utilised outside of Moorabool Shire are located in:

1. City of Ballarat
2. City of Melbourne
3. City of Wyndham



Barriers to adolescent girls' participation in Moorabool are:

1. Distance to activity
2. Inconvenient activity time
3. Not confident attending alone
4. Dissatisfaction with body image



Factors affecting girls' participation in Moorabool are:

1. Convenience of location
2. Quality of facilities
3. Cleanliness of facilities
4. Timing of activities
5. Outdoor lighting



Enabling or motivating factors to girls' participation in Moorabool are:

1. Health and Wellbeing
2. To be with friends
3. Fitness
4. Female role models
5. Female trainers/coaches/instructors



Desired physical activities (not currently participating in) for girls in Moorabool are:

1. Swimming
2. Fitness/Gym
3. Yoga
4. Basketball
5. AFL



100% of girls' prefer to hear about activities, programs and facilities via social media

# WHAT WE HEARD FROM OUR COMMUNITY



## MOORABOOL SPORT & RECREATION PROVIDERS

 15 survey responses from Moorabool sport and active recreation providers

 Types of activities provided:

1. Netball
2. Fitness/Gym
3. Walking
4. Bush walking
5. Football/soccer

 Level of participation offered:

1. Competitive
2. Recreation
3. Social

 Location of activities:

1. Sporting Reserve
2. Community Hall
3. Indoor Recreation Centre
4. Gymnasium/Fitness Centre
5. Walking/running/hiking trails

 Barriers identified by sport and recreation providers that prevent female participation:

1. Timing of activities
2. Don't like the facilities
3. Don't feel comfortable
4. Cost
5. Travel duration/distance

## MOORABOOL SCHOOLS

 11 survey responses from Moorabool schools

 9 schools provided primary school education and 3 secondary education

 Top 5 most common activities offered in Moorabool schools (for all genders include):

1. AFL
2. Netball
3. Cricket
4. Athletics
5. Swimming

 80% of schools indicated that they do not have any formal partnership or linkage with sporting clubs outside of school.

 Most popular school sport activities for girls are:

1. Netball
2. AFL
3. Basketball
4. Gymnastics

 36% of schools indicated that they do not have adequate facilities and resources available to support existing or future activities for female students.

 Barriers as to why female students are not, or will not, participate in sport or recreation in school include:

1. Lack of role models
2. Lack of confidence
3. Social pressures/perceptions



# STRATEGIC FRAMEWORK

# OUR PLAN



## STRATEGIC FRAMEWORK SUMMARY

OUR PRIORITIES	 <b>PRIORITY 1: Access &amp; Opportunity</b>	 <b>PRIORITY 2: Celebration &amp; Promotion</b>	 <b>PRIORITY 3: Welcoming Facilities</b>	 <b>PRIORITY 4: Safe &amp; Sociable</b>	 <b>PRIORITY 5: Leadership &amp; Capacity</b>
<b>OUR AIMS</b>	Better access to facilities, path networks and public transport to encourage and enhance physical activity pursuits. Offer and support the delivery of more programs for women and girls across the municipality that are affordable, at convenient times and locations and appeal to women and girls regardless of age or ability.	Improve the use of communication platforms to build the profile and promotion of available activities, programs and providers to women and girls in Moorabool. Create greater recognition and celebrate women and girls' achievements in sport and recreation.	Plan and deliver physical environments that are better positioned and safer to welcome, encourage, retain and facilitate women and girls participation. Upgrade facilities where demand and need is most identified by women and girls.	Incorporate safer design principles in the planning of new, and redevelopment of public spaces, including the installation of lighting and public toilets. Encourage and support events in parks and trails which activate spaces and opportunities for social connection.	Encourage greater representation and leadership of women in all aspects of physical activity, particularly through sporting club environments via leadership development, community education and Council policy.
<b>OUR OBJECTIVES</b>	<p>Create and deliver more diverse, affordable and suitable facilities and programs for women and girls.</p> <p>Improve and create walking/ jogging/cycling pathway networks and connections throughout the municipality.</p> <p>Support and partner with neighbouring LGAs to facilitate access for Moorabool residents in proximity.</p>	<p>Drive and embrace information platforms to promote and raise awareness of activities, programs and infrastructure.</p> <p>Create a brand and awareness campaign that supports physical activity outcomes in Moorabool.</p> <p>Enhance the quality and availability of participation information.</p>	<p>Utilise modern guidelines and standards to drive improvements in facility quality.</p> <p>Address gaps in facility provision according to where need and demand is most demonstrated.</p> <p>Work with sport and recreation providers to educate and encourage practices that create more welcoming and inclusive environments.</p>	<p>Utilise safer design principles in the planning of new and the redevelopment of public spaces.</p> <p>Enhance core amenities, including lighting and public toilets, where demand is demonstrated.</p> <p>Encourage and support usage of parks and trails that activate spaces and increase utilisation.</p>	<p>Embed and link the goals of this Strategy into other Council planning including sport and recreation, health and gender equity policies and strategies.</p> <p>Encourage, facilitate and empower more female leadership and involvement in sporting clubs.</p> <p>Improve education and training opportunities that promote inclusive practices and monitor female representation in sporting clubs.</p>
<b>RESOURCES REQUIRED FOR DELIVERY</b>	<p>Increased resources to deliver physical activity programs.</p> <p>Capital works programs that reflect shared paths and road network upgrades as a priority.</p> <p>Partnerships and collaboration with neighbouring LGAs.</p>	<p>Resources to enhance, maintain and monitor information systems.</p> <p>Resources to deliver a marketing and branding campaign and associated activities.</p> <p>Support from providers and sporting bodies to deliver up to date participation information.</p>	<p>Advocacy, promotion and investment partnerships with key stakeholders.</p> <p>Continued opportunities to access grant funding for infrastructure and education initiatives.</p> <p>Regular facility audits and inspections to identify improvements.</p>	<p>Partnerships with local organisations, internal Council departments and recreation providers to encourage activation of spaces.</p> <p>Collaborative infrastructure design and implementation across Council.</p> <p>Compilation of information and promotion of social and flexible activity opportunities.</p>	<p>Across Council support to implement principles and recommendations into other relevant strategic documentation.</p> <p>Resources and partnerships to deliver education and training.</p> <p>Resources to enhance and streamline data collection processes.</p>



# STRATEGIC PRIORITY I: ACCESS & OPPORTUNITY



**OUR AIM:** Better access to facilities, path networks and public transport will encourage and enhance physical activity pursuits. Offer and support the delivery of more programs for women and girls across the municipality that are affordable, at convenient times and locations and appeal to women and girls regardless of age or ability.

## WHAT THE RESEARCH TELLS US

- Girls claim they would be more active if there were more participation opportunities in their area (source: VicHealth Victorians' physical activity across life stages).
- Lack of confidence, cost of activities/transport and not enough time/too many other commitments are barriers to girls participation (source: Clearinghouse for Sport: Factors influencing participation).
- Feeling intimidated, sacrificing spare time and a lack of good, safe walking paths are all barriers for women with children to participate (source: VicHealth Victorians' physical activity across life stages).

## WHAT OUR COMMUNITY TOLD US

- Costs of activities were identified as a barrier to participation for women and girls in Moorabool (input: survey).
- Inconvenient times and locations of activities are also a barrier to participation for women and girls in Moorabool (input: survey/focus groups).
- There is a desire for programs that are suitable for women of all ages and abilities to be delivered in a supportive environment (input: focus groups).
- Lack of public transport in the region makes it difficult for women and girls who are reliant on others for transport to activities (input: focus groups).
- Moorabool women and girls travel significant distances to participate, with most travelling an average of 26kms from home to reach activity locations (input: survey/focus groups).
- Due to the geographical spread of Moorabool and its residents, combined with gaps in facility provision, many women and girls are using sport and active recreation facilities in other municipalities (input: survey/focus groups).
- There is a lack of pathway networks throughout Moorabool in good condition that offer loops or connections for walking, running and cycling (input: focus groups).

**“It would be great to have more affordable options in the Shire to reduce costs to participate”**

– focus group participant

## WHAT CHANGE AND ACTION IS NEEDED IN MOORABOOL

1

More affordable programs available at flexible times, that provide opportunities for women and girls to participate, regardless of their age or ability, wherever they live in Moorabool.

2

Create connected, walkable spaces in population centres to encourage activities such as walking, cycling and jogging as well as active modes of transport. Improve trail networks, footpaths and road shoulders (particularly in rural areas).

3

Ongoing and enhanced partnerships with neighbouring LGAs to provide access to sport and active recreation facilities for Moorabool women and girls living in proximity.



# STRATEGIC PRIORITY 2: CELEBRATION & PROMOTION



**OUR AIM:** Improve the use of communication platforms to build the profile and promotion of available activities, programs and providers to women and girls in Moorabool. Create greater recognition and celebrate women and girls' achievements in sport and recreation.

## WHAT THE RESEARCH TELLS US

- Marketing materials should celebrate a range of on and off field roles that women and girls can be involved in including playing, officiating, coaching and administration (source: Change Our Game Marketing and Communication Guidelines).
- Actively promote equality and embrace the diversity and ability of girls and women throughout media (source: National Policy Framework for Girls and Women in Sport 2030).
- Promote female sports, role models, sport and recreation opportunities and pathways – whether they focus on participation or leadership – to inspire and engage more women and girls (source: Change Our Game: 2018-2020).

## WHAT OUR COMMUNITY TOLD US

- There is a distinct lack of knowledge about where to find information about sport and recreation environments, facilities, programs, and opportunities in the local area (input: focus groups).
- There is limited celebration of the achievements of women and girls in sport and recreation throughout Moorabool (input: focus groups).
- 80% of women prefer to find out about activities and opportunities via social media, followed by flyers/posters and word of mouth (input: survey).
- 100% of girls prefer to find out about activities and opportunities via social media (input: survey).

**“Promote images of women participating and as program instructors”**

– focus group participant

**“I think there’s a walking group in my area however I don’t know how to find out about it”**

– focus group participant

## WHAT CHANGE AND ACTION IS NEEDED IN MOORABOOL

1

Develop a central Physical Activity Information Hub that provides information on sport and recreation opportunities in Moorabool including environments, facilities, trail and walking maps and programs.

2

Develop a ‘Move Moorabool’ brand and marketing campaign to create a ‘physical activity movement’ across the municipality. Include a mechanism to formally celebrate the achievements of local women and girls.

3

Work with recreation providers and peak sporting bodies to enhance the availability and quality of female participation data. Monitor and report on its progress periodically.



# STRATEGIC PRIORITY 3: WELCOMING FACILITIES



**OUR AIM:** Plan and deliver physical environments that are better positioned and safer to welcome, encourage, retain and facilitate women and girls participation. Upgrade facilities where demand and need is most identified by women and girls.

## WHAT THE RESEARCH TELLS US

- Attributes and convenience of sport facility amenities and safety are associated with female participation in sport (source: Australian Bureau of Statistics. National Health Survey: First Results).
- Sport facilities in schools are associated with girls in sport (source: Australian Bureau of Statistics. National Health Survey: First Results).
- Findings in Victoria show that sporting clubs, and gym/fitness/sports/leisure centres are the most used facilities for female sport related activities (source: AusPlay results. Vic data tables – July 2019 to June 2020).
- 48% of participant change rooms in sport and recreation facilities in Moorabool do not adequately cater for all gender use (source: Moorabool Shire Council, Female Friendly Infrastructure Audits 2021).

## WHAT OUR COMMUNITY TOLD US

- Swimming is the most desired activity for both women and girls to undertake in Moorabool (who are currently not participating) (input: survey).
- Participants unanimously believe that sport and active recreation facilities in the municipality that provide child care options were rare (input: focus groups).
- The most prevalent facility gap in Moorabool Shire is an aquatic/leisure centre that provides an indoor swimming pool for adults and children along with child care, gymnasium, group fitness areas and other associated activities (input: focus groups).
- Improve public facilities to create more family friendly and welcoming environments that include clear access pathways, quality and clean public toilets (input: focus groups).
- 45% of sport and recreation providers in Moorabool said that a barrier to women and girls participating in their activity is that they do not like the facilities (input: survey).

**“The most prevalent need is for a multi-purpose, indoor sport and active recreation facility including pool and associated facilities”**

- focus group finding

## WHAT CHANGE AND ACTION IS NEEDED IN MOORABOOL

1

Support the development of the Moorabool Aquatic and Recreation Centre (MARC) to provide various physical activity options. Collaborate with key stakeholders and partners in its advocacy, investment, delivery and activation.

2

Improve the provision of welcoming and inclusive public facilities that provide family and female friendly environments including all gender change rooms, accessible paths and playgrounds.

3

Work with partners and sport and recreation providers to deliver educational sessions and tools that help foster more inclusive and welcoming environments.



# STRATEGIC PRIORITY 4: SAFE & SOCIABLE



**OUR AIM:** Incorporate safer design principles in the planning of new, and redevelopment of public spaces, including the installation of lighting and public toilets. Encourage and support events in parks and trails which activate spaces and opportunities for social connection.

## WHAT THE RESEARCH TELLS US

- Equal access to quality, safe, comfortable and culturally appropriate sport places and spaces are required to facilitate the participation of girls and women (source: National Policy Framework for Girls and Women in Sport 2030).
- Sport and recreation facilities in Moorabool are lacking external lighting and adequate passive surveillance (source: Moorabool Shire Council, Female Friendly Infrastructure Audits 2021).
- Encourage the use of local parks at different times of the day by a wide range of users. Ensure amenity and safety and emphasise a sense of place and character for users (source: Victorian Government Urban Design Guidelines).
- Retired women see strong *social* benefit to physical activity (source: VicHealth Victorians' physical activity across life stages).

## WHAT OUR COMMUNITY TOLD US

- The ability to socialise while undertaking activities in a welcoming environment was desired by 66% of women surveyed (input: survey).
- A safe environment was identified by 35% of women and 18% of girls as a factor that affects their ability or desire to participate (input: survey).
- Greater promotion and incentivising of events such as come and try days in parks and sporting reserves is required (input: focus groups).

**“More lighting around public toilets is needed so that you don’t have to take another person with you”**

- focus group finding

**“Exercise is more enjoyable with a group such as a walking or running club”**

– focus group finding

## WHAT CHANGE AND ACTION IS NEEDED IN MOORABOOL

1

Encourage, support and deliver placemaking activities, including activation through events and programs, as well as partnerships with township groups and service providers, to enhance the usage of public spaces.

2

Incorporate safer design principles when establishing and redeveloping public activity spaces that considers improvements to public lighting, landscaping, passive surveillance and connections between public and private realms.

3

Support, promote and collect more information on activities that are considered informal, flexible and more social and appealing for women and girls.



## STRATEGIC PRIORITY 5: LEADERSHIP & CAPACITY



**OUR AIM:** Encourage greater representation and leadership of women in all aspects of physical activity, particularly through sporting club environments via leadership development, community education and Council policy.

### WHAT THE RESEARCH TELLS US

- Participation and leadership opportunities for females, particularly in the sporting club environment, challenge traditional stereotypes and structures (source: Change Our Game: 2018-2020).
- Leaders on and off the field in sport are champions of change, yet fewer women are appointed leaders. Strong gender balanced leadership that brings breadth of perspective, better decision making and cultural change is key to achieving the national vision (source: National Policy Framework for Girls and Women in Sport 2030).
- Women continue to be under-represented in visible leadership roles across the sport and recreation sector. Grassroots sport and recreation clubs play an important role to drive positive change (source: Change Our Game: 2018-2022).

### WHAT OUR COMMUNITY TOLD US

- Seven (47%) sport and recreation providers surveyed reported  $\geq 50\%$  of females in board/committee/management positions (input: survey).
- 18% of women indicated that having women and girls trainers/coaches is considered an enabler to participation (input: survey).
- 80% of schools do not have any connection with a local sporting club to link children into and to collaborate in offering programs, leadership opportunities and pathways (input: survey).

**“Having a gender balance on club committees helps to understand the needs of all members, improves problem solving abilities and empowers the committee to be more creative and innovative”**

– Change Our Game: 2018-2020

**“Women often feel reluctant to take on leadership roles in male-dominated environments”**

– Change Our Game: 2018-2020

### WHAT CHANGE AND ACTION IS NEEDED IN MOORABOOL

1

Embed and link the goals of this Strategy into other Council planning including sport and recreation policies and health, wellbeing and gender equity strategies. Ensure all actions are measurable and have accountabilities assigned.

2

Work with partners to deliver education, training and access resources that encourage sporting clubs to attract and retain female leadership and participation both on and off the field.

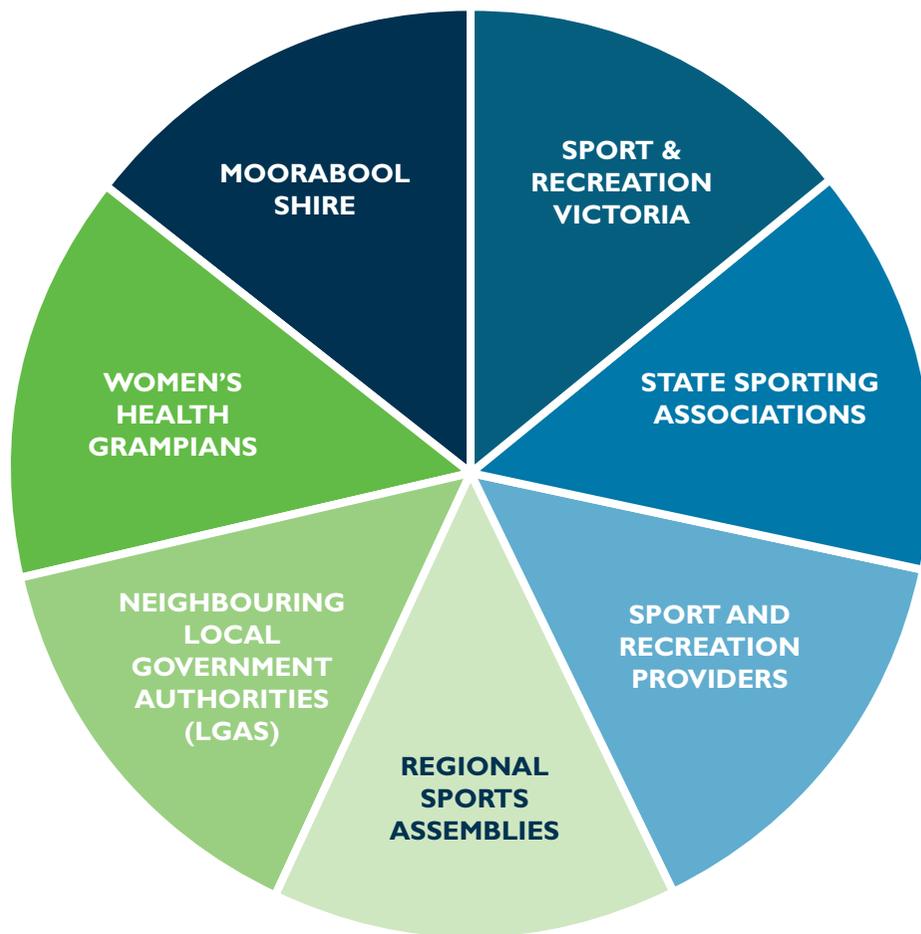
3

Improve data collection methods to monitor the involvement of women and girls in leadership roles (i.e. coaches, officials, board/committee members) in sport and active recreation clubs in Moorabool.



**ACTION PLAN AND  
IMPLEMENTATION**

# IMPLEMENTATION ROLES AND PARTNERS



The Strategy will rely on key partners and stakeholders in its implementation and delivery. Across the actions identified, the following organisations are considered critical to achieve improved physical activity outcomes for women and girls.

## MOORABOOL SHIRE

Moorabool Shire will play a lead role in the Strategy, including:

- Coordinating, delivering, supporting and evaluating actions.
- Convening and facilitating stakeholder groups to engage, interpret and prioritise actions.
- Aligning investment and resources with actions and leveraging external funding opportunities.
- Continuing to be responsible for the management and delivery of identified recreation reserves and public open spaces, including the coordination of new infrastructure within greenfield sites.
- Incorporating the directions and actions, where appropriate, into other relevant Council strategies and policies.

## SPORT & RECREATION VICTORIA

Sport & Recreation Victoria (SRV) will be relied upon to:

- Collaborative project development on strategic infrastructure projects, from conceptual idea and design phase onwards
- Provide investment opportunities to help deliver the Strategy and its actions.
- Guide Council in policy development through identifying trends for women and girls in sport and recreation.
- Promote the benefits of the Strategy and be involved in the Strategy's evaluation.

## STATE SPORTING ASSOCIATIONS

State Sporting Associations (SSAs), including AFL Victoria, AFL Goldfields, Cricket Victoria and Netball Victoria, will be called upon to:

- Assist in the delivery of actions that involve participation and education programs.
- Setting the standards and facility requirements that encourage greater levels of participation.
- Improve the overall sport and club experience for all.



Photo credit: Bacchus Marsh Football Netball Club

### NEIGHBOURING LOCAL GOVERNMENT AUTHORITIES (LGAS)

Neighbouring LGAs, primarily the City of Melton, City of Ballarat and the City of Wyndham are identified as key stakeholders within the Strategy's actions, due to:

- Moorabool residents living in proximity to their respective sport and recreation facilities.
- Given Moorabool's vast geographical area, many of its residents are closer to these Shire boundaries and their facilities.
- Engagement and collaboration with neighbouring LGAs will aim to expand participation opportunities to those Moorabool residents identified.

### WOMEN'S HEALTH GRAMPAINS

Women's Health Grampians is one of three state-wide women's health services which aims to improve women's equality and health and wellbeing within the region. Women's Health Grampians will be relied on to:

- Support the delivery of club and provider education and training identified within the Strategy's actions.
- Deliver initiatives that include improving sporting club cultures to enable more female friendly environments through the prevention of sexism, discrimination and violence against women.

### SPORT AND RECREATION PROVIDERS

Sport and recreation providers will continue to:

- Play an imperative role in the facilitation of organised sport including competition, primarily through sporting clubs.
- Play an equally imperative role in providing more casual or unstructured participation, primarily through non-competitive sport and recreation.
- Have a continual role in supporting identified actions, particularly around activities, events and programs.

### REGIONAL SPORTS ASSEMBLIES

The expertise of Regional Sports Assemblies can be leveraged to:

- Help create more welcoming and diverse sporting environments.
- Support the delivery of club capacity building initiatives including education to improve inclusivity, gender equality and governance.

# THE ACTION PLAN

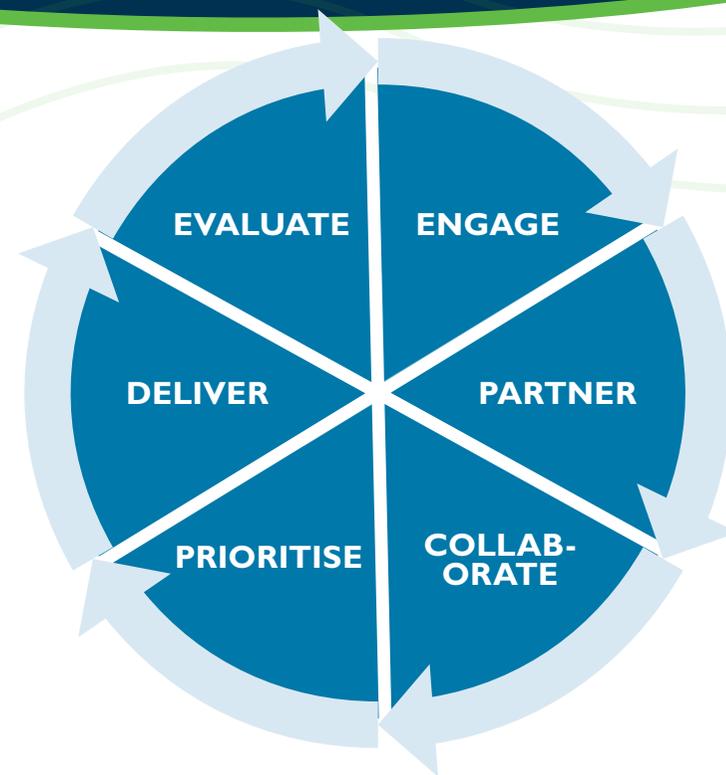


The Strategy has identified key actions under each of the five priorities for delivery. These actions have been selected based on their ability to have the greatest impact on women and girls' participation in sport and recreation within Moorabool Shire.

The actions identified on the subsequent pages have followed the process outlined in the adjacent graphic, including workshopping ideas and partnering with key stakeholders. It is expected that future actions will follow the same process as the Strategy evolves over time.

The prioritisation of actions and the evaluation of the Strategy's progress will need to be monitored annually as demonstrated below. Actions have initially been outlined over a three year period and considered within current resource availability. As the Strategy progresses, future actions will be identified and updated/nuanced where required following the yearly evaluation.

Actions under each priority have been considered based on their ability to have the greatest impact on women and girls' participation, as well as being realistic and achievable. It is recognised that the importance of deliverable and measurable actions will create increased success and accountability. It is therefore that the Strategy has focused on actions over the first three year implementation period only, with a maximum of five actions under each priority.



## MONITORING AND EVALUATION TIMELINE



# INVESTMENT OPPORTUNITIES



It has been recognised that throughout the development of the Strategy that a collaborative approach to investment is required. Whilst Moorabool Shire will lead the Strategy's implementation, support from key partners will ensure best chances of success. Relevant funding opportunities which align to actions are outlined below.

## **SPORT & RECREATION VICTORIA**

Sport & Recreation Victoria (SRV) provide a number of funding programs aimed at improving sport and recreation infrastructure and participation outcomes. Most SRV infrastructure programs require LGAs to apply directly. Relevant programs at the time of writing this report include:

- SRV Local Sports Infrastructure Fund
- SRV Community Cricket Program
- SRV Country Football & Netball Program
- SRV World Game Facilities Fund
- SRV Together More Active
- SRV Change Our Game Community Activation
- SRV Change Our Game Scholarship Program
- SRV Change Our Game Women in Governance Program

## **VICHEALTH**

VicHealth offers grants and funding for a range of initiatives that work towards the promotion of healthy eating, encouraging regular exercise, improved mental health and preventing harm from tobacco and alcohol use. Subject to funding program guidelines, applications to VicHealth can be accepted from a range of organisations including LGAs, sport and recreation providers and State Sporting Associations. Moorabool Shire is encouraged to work with these partners in developing funding applications for relevant programs where necessary.

## **SPORT AUSTRALIA**

Sport Australia offers grants for participation programs and infrastructure. Moorabool Shire is encouraged to work with partners in funding applications, particularly where State Sporting Associations are encouraged to apply. At the time of writing this report, the following relevant funding rounds were open for submission:

- Participation Grant Program
- Small NSO Infrastructure Grants Program
- Women Leaders in Sport

## **MOORABOOL SHIRE**

Moorabool Shire's Community Grants Program offers funding for initiatives such as community programs and activities, capital improvements and community events. A number of actions within the Strategy, particularly for eligible groups, can assist in achieving identified outcomes. In addition, Council's budget process and cyclical programs may also be potential funding streams to deliver the Strategy's actions.



# STRATEGIC PRIORITY 1: ACCESS & OPPORTUNITY



	ACTION	RESPONSIBILITY	PARTNERS	ACTIVITIES IN YEAR 1	ACTIVITIES IN YEAR 2	ACTIVITIES IN YEAR 3
<b>1.1</b>	Promote and support the range of sport and recreation programs and activities on offer for women and girls throughout Moorabool including those available via formal, informal and potentially commercial channels.	Moorabool Shire – Connected Communities department	Sport and recreation providers	<ul style="list-style-type: none"> <li>Build an index of programs and activities currently being offered to women and girls in Moorabool. Obtain specific activity information including skill level, location, costs, ability and age range to participate.</li> <li>Develop an activity map that highlights critical gaps in participation opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>In association with the Central Activity Information Hub (see Action 2.1) collate, promote and publish activity opportunities on a regular basis.</li> <li>Monitor interest in existing activities promoted by measuring uptake through providers.</li> <li>Monitor social media post interactions to assist in improving the quality and type of information published.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to promote programs available for women and girls in Moorabool. Utilise channels including the Central Activity Information Hub, social media, newspaper and flyers/ promotional material at activity sites.</li> </ul>
<b>1.2</b>	Where gaps are identified in programs and participation opportunities for women and girls, partner with organisations that can facilitate a series of activities such as come and try days and 6-week activity blocks. Incentivise these activities by offering low or no cost participation opportunities.	Moorabool Shire – Connected Communities department	Sport and recreation providers State Sporting Associations Regional Sports Assemblies Internal Council departments	N/A	<ul style="list-style-type: none"> <li>Where gaps in activity programs are identified following Action 1.1, collaborate with and support partners to deliver activities and initiatives that encourage participation, particularly activities focused on women and girls.</li> <li>Evaluate program outcomes including participant surveys.</li> </ul>	<ul style="list-style-type: none"> <li>In collaboration with the Move Moorabool campaign (see Action 2.2) support more partners to facilitate programs for women and girls where need and demand is identified.</li> <li>Leverage funding opportunities to expand program opportunities and locations.</li> <li>Increase number of program participants from Year 2.</li> </ul>



# STRATEGIC PRIORITY 1: ACCESS & OPPORTUNITY



	ACTION	RESPONSIBILITY	PARTNERS	ACTIVITIES IN YEAR 1	ACTIVITIES IN YEAR 2	ACTIVITIES IN YEAR 3
<b>1.3</b>	Identify a range of shared path networks, including footpaths, trails and roads, to be developed/redeveloped which offer more opportunities for physical activity (particularly walking, running and cycling).	Moorabool Shire – Connected Communities department	Internal Council departments  Sport and Recreation Victoria	<p>Deliver ongoing path, trail and road network improvements that enhance opportunities for physical activity throughout Moorabool. A forecast of projects should be included in future capital works programs and budgets where applicable. Consider opportunities for road network upgrades to include improvements to road shoulders, making it more suitable for walking/running/cycling/active transport, particularly in rural areas where footpath networks are limited.</p> <p>Over a 3 year period, projects to be achieved include, but are not limited to:</p> <ul style="list-style-type: none"> <li>- Darley Park shared path network.</li> <li>- Bacchus Marsh Racecourse Recreation Reserve shared path network.</li> <li>- Mason's Lane Recreation Reserve shared path network.</li> <li>- Maddingley Park shared path network.</li> <li>- Aqualink Cycling and Walking Corridor.</li> <li>- Further explore opportunities for improved path networks in rural areas where demand is demonstrated.</li> </ul>		
<b>1.4</b>	Connect and establish formal partnerships with neighbouring LGAs to create opportunities for Moorabool women and girls living in proximity to sport and recreation facilities and/or where gaps in provision exist.	Moorabool Shire – Connected Communities department	Neighbouring LGAs including City of Ballarat, City of Melton and City of Wyndham.	<ul style="list-style-type: none"> <li>• Establish a formal mechanism for connecting with neighbouring LGAs on a frequent basis to understand upcoming programs and initiatives for women and girls' physical activity.</li> <li>• Ascertain eligibility requirements for Moorabool residents to participate in neighbouring LGA programs.</li> <li>• Request data from neighbouring LGAs (where available) to understand participation migration/how many Moorabool residents are utilising their facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Support the ongoing inclusion of eligible Moorabool residents, particularly women and girls, in neighbouring LGA programs, activities and facilities.</li> <li>• Quantify and monitor participation outcomes amongst neighbouring LGAs with their assistance.</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing inclusion of eligible Moorabool residents, particularly women and girls, in neighbouring LGA programs, activities and facilities.</li> <li>• Increased and ongoing involvement in participation opportunities for eligible Moorabool resident in neighbouring LGAs.</li> <li>• Quantify and monitor participation outcomes amongst neighbouring LGAs with their assistance. Consider this in the context of Action 3.1 (development of MARC) if realised.</li> </ul>



# STRATEGIC PRIORITY 2: CELEBRATION & PROMOTION



	ACTION	RESPONSIBILITY	PARTNERS	ACTIVITIES IN YEAR 1	ACTIVITIES IN YEAR 2	ACTIVITIES IN YEAR 3
<b>2.1</b>	Develop a Physical Activity Information Hub that provides a central location for sport and recreation programs and facilities as well as trail/walking/cycling maps.	Moorabool Shire – Connected Communities department	Sport and recreation providers  Internal Council departments  Other government departments (including land managers)	<ul style="list-style-type: none"> <li>Undertake a scoping exercise and develop a project brief for the Physical Activity Information Hub. Understand costs and funding opportunities available to support delivery. Consider the role and opportunities for other (external and internal) communication platforms to link to the Hub.</li> </ul>	<ul style="list-style-type: none"> <li>Following successful funding acquisition, create a Project Working Group alongside key stakeholders to provide input around design, function and content of Hub. Continue development and delivery. Where applicable, utilise and integrate program information obtained via Action 1.1.</li> </ul>	<ul style="list-style-type: none"> <li>Launch and promote the Hub, its information and features to Moorabool residents, including women, girls and schools.</li> <li>Monitor user feedback and usage and provide ongoing staffing resources to ensure its currency and efficiency.</li> <li>Seek to grow the Hub and link to other relevant Council and external services</li> </ul>
<b>2.2</b>	Create a 'physical activity movement' including branding campaign to raise awareness of achievements, activities, programs and infrastructure in Moorabool.	Moorabool Shire – Connected Communities department	Sport and Recreation Victoria  Internal Council departments  State Sporting Associations	<ul style="list-style-type: none"> <li>Undertake a scoping exercise to better understand breadth of campaign, likely activities and deliverables as well as investment required. Consider opportunities to develop the Physical Activity Information Hub concurrently.</li> <li>Benchmark other similar LGA campaigns and their learnings and outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>Following successful funding acquisition, create a Project Working Group to understand how an activity campaign, entitled 'Move Moorabool' or similar, will be developed, delivered and measured. Consider a range of opportunities to disseminate information, including those outside of digital platforms, to ensure reach to women of all age cohorts. Also consider how it may support a number of other Council business units.</li> <li>Continue planned development and delivery of campaign.</li> </ul>	<ul style="list-style-type: none"> <li>Launch the 'Move Moorabool' campaign, and continue its progression along with associated activities and events as an ongoing priority. Incorporate the principles and goals of the campaign into all other relevant Council business and activities.</li> <li>Consider hosting an annual 'Move Moorabool' Women and Girls event that celebrates the achievements of females involved in all aspects of sport and recreation.</li> </ul>



# STRATEGIC PRIORITY 2: CELEBRATION & PROMOTION



	ACTION	RESPONSIBILITY	PARTNERS	ACTIVITIES IN YEAR 1	ACTIVITIES IN YEAR 2	ACTIVITIES IN YEAR 3
<b>2.3</b>	Enhance the quality and availability of participation information	Moorabool Shire – Connected Communities department	Sport and recreation providers  State Sporting Associations	<ul style="list-style-type: none"> <li>Request participation information from State Sporting Associations to provide a snapshot of junior; senior; male and female participants in Moorabool.</li> <li>Undertake high level analysis of information and identify women and girls' participation trends.</li> </ul>	<ul style="list-style-type: none"> <li>Request this information seasonally and monitor for change, particularly around women and girls.</li> <li>Where gaps in participation information are identified, request this data from local clubs and providers either via seasonal applications or similar mechanism.</li> </ul>	<ul style="list-style-type: none"> <li>Continue the participation data collection process including enhancements to the quality of information where identified. If possible, and in conjunction with Action 1.1, begin to collate participation data through non-structured or informal groups/providers.</li> <li>Publish an annual state of play report for women and girls' participation to aid the tracking and trending of annual figures.</li> </ul>



Photo credit: Bacchus Marsh Tennis Club



# STRATEGIC PRIORITY 3: WELCOMING FACILITIES



	ACTION	RESPONSIBILITY	PARTNERS	ACTIVITIES IN YEAR 1	ACTIVITIES IN YEAR 2	ACTIVITIES IN YEAR 3
<b>3.1</b>	Support the development of the Moorabool Aquatic and Recreation Centre (MARC).	Moorabool Shire – Community Planning & Economic Development	State and Federal Government  Sport and Recreation Victoria  Moorabool Shire – Connected Communities department	<ul style="list-style-type: none"> <li>Utilise findings within this Strategy to support and bolster the need for the development of MARC.</li> <li>Strongly consider opportunities to provide child care within the centre, which has emerged as a need for mothers and care givers via the consultation phase of this project.</li> </ul>	<ul style="list-style-type: none"> <li>Pending funding acquisition, work with MARC project leads on the design and functionality of the facility. Consider the issues and opportunities raised in this Strategy for women and girls in conjunction with female friendly facility, safer design, universal design, all gender and all ability guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>Pending funding acquisition, work with MARC project leads and/or leisure centre staff/contractors to identify an approach to activate the venue including a range of health, fitness and educational programs and activities for women and girls. Strongly consider the inclusion of activities that appeal to different age cohorts, life stages, abilities and cultures as well as the opportunity to offer subsidised and/or no cost activities.</li> <li>Delivery of program outcomes at MARC (once constructed) that align with the recommendations in this Strategy.</li> <li>Monitoring of women and girls' participation figures at MARC and obtaining participant feedback to ensure offerings are reflective of community need.</li> </ul>



# STRATEGIC PRIORITY 3: WELCOMING FACILITIES



	ACTION	RESPONSIBILITY	PARTNERS	ACTIVITIES IN YEAR 1	ACTIVITIES IN YEAR 2	ACTIVITIES IN YEAR 3
<b>3.2</b>	Increase the number of public facilities that are inclusive and welcoming of women and girls and provide family friendly environments.	Moorabool Shire – Connected Communities department	Sport and Recreation Victoria  State and Federal Government  State Sporting Associations	<p>Utilising facility audit information of Moorabool's sport and recreation venues, along with participation information compiled through Action 2.3, identify a list of projects and priorities based on need and demand. Priority projects should focus on improving public toilets, accessible paths, all gender change rooms and playgrounds (ideally situated in proximity to activity nodes).</p> <p>Over a 3 year period, infrastructure upgrades and priorities include, but are not limited to:</p> <ul style="list-style-type: none"> <li>- All identified change room facility upgrades/redevelopments to be constructed in line with 'all gender' standards.</li> <li>- Darley Park playground renewal.</li> <li>- Mill Park (Ballan) improvements.</li> <li>- Gordon Public Park improvements.</li> <li>- Bacchus Marsh Racecourse Recreation Reserve playground renewal.</li> <li>- Mason's Lane Recreation Reserve public toilet renewal.</li> </ul>		
<b>3.3</b>	Deliver educational sessions and develop tools that help foster more welcoming, inclusive and safer environments.	Moorabool Shire – Connected Communities department	Regional Sports Assemblies  State Sporting Associations  Women's Health Grampians	<ul style="list-style-type: none"> <li>• Working with identified partners, conceptualise a series of educational forums that focus on creating more welcoming and safe environments within sport and recreation. Consider facilitating as standalone sessions or coincide with Action 5.1.</li> <li>• Delivery of 3 x educational forums.</li> <li>• Attendance by 50% of sport and recreation providers in Moorabool in Year 1.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue the delivery of 3 x education forums annually for sport and recreation providers.</li> <li>• Work with partners to develop tools that can assist in delivering more welcoming environments. Provide to attendees as part of the educational sessions and upload to the Physical Activity Information Hub.</li> <li>• Increased number of sport and recreation providers attending educational sessions in Year 2.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue the delivery of 3 x education sessions annually for sport and recreation providers.</li> <li>• Consider incentivising attendance, potentially offering discounts on facility hire or tenancy fees in conjunction with Action 5.2.</li> </ul>



# STRATEGIC PRIORITY 4: SAFE & SOCIABLE



	ACTION	RESPONSIBILITY	PARTNERS	ACTIVITIES IN YEAR 1	ACTIVITIES IN YEAR 2	ACTIVITIES IN YEAR 3
<b>4.1</b>	Encourage, support and deliver placemaking activities that activate public spaces.	Moorabool Shire – Connected Communities and Economic Development & Activation departments	Internal Council departments Sport and recreation providers State Sporting Associations	<ul style="list-style-type: none"> <li>Work with Council's Economic Development &amp; Activation department to identify and support events that can be held within public open spaces including parks and trails.</li> <li>Consider strengthening Council's Community Development Grant guidelines to offer additional weighting to applications that support public open space activation through events.</li> </ul>	<ul style="list-style-type: none"> <li>In conjunction with Action 1.2, identify opportunities to deliver physical activity programs in public open space areas that will assist in activation.</li> <li>Deliver and support events and activities identified in Year 1, and work with local township groups to encourage involvement and create a sense of community ownership.</li> </ul>	<ul style="list-style-type: none"> <li>Continue Year 2 activities and seek to incorporate, promote and support more events and programs that facilitate activation of public spaces.</li> <li>Implement open space/ recreation reserve/trail monitoring to understand usage patterns to inform future activity and program development opportunities.</li> <li>Council to consider offering QR codes at specific sites to provide site information as well as check-ins to assist in understanding who and when people are using spaces. This will provide usage data and can increase security or surveillance.</li> </ul>
<b>4.2</b>	Incorporate safer design principles and undertake infrastructure improvements that enhance safety outcomes for users.	Moorabool Shire – Connected Communities	Internal Council departments Sport and Recreation Victoria	<ul style="list-style-type: none"> <li>Address safety improvements as identified within the infrastructure audit, including car park, building and pathway lighting and passive surveillance (where possible). Sporting reserves identified as having the greatest need for safety improvements, include:               <ul style="list-style-type: none"> <li>- Ballan Recreation Reserve</li> <li>- Mason's Lane Recreation Reserve</li> </ul> </li> <li>In the development of new public open spaces, particularly in greenfield sites, work with internal Council departments to ensure that Safer Design Principles and the activation parks, trails and recreation reserves are considered. For sporting reserves, consider the timing of infrastructure delivery with the creation of new grassroots clubs, coinciding as closely as possible to drive participation and activation outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>- Greendale Recreation Reserve</li> <li>- Mount Egerton Recreation Reserve</li> </ul>	<ul style="list-style-type: none"> <li>- Gordon Recreation Reserve</li> <li>- Yendon Recreation Reserve</li> </ul>



# STRATEGIC PRIORITY 4: SAFE & SOCIABLE



	ACTION	RESPONSIBILITY	PARTNERS	ACTIVITIES IN YEAR 1	ACTIVITIES IN YEAR 2	ACTIVITIES IN YEAR 3
4.3	Support, promote and collect information on more social recreation opportunities throughout Moorabool.	Moorabool Shire – Connected Communities department	Internal Council departments  Sport and recreation providers	<ul style="list-style-type: none"> <li>In addition to Action 1.1, collate information that is specific to social participation across Moorabool. These activities should primarily focus on connection, fun and enjoyment. This could include activities such as dog walking groups, social cycling and park games such as bocce.</li> </ul>	<ul style="list-style-type: none"> <li>In association with the Central Activity Information Hub (see Action 2.1) collate, promote and publish social activity opportunities on a regular basis.</li> <li>Council to consider obtaining Strava data for walking and cycling to understand usage patterns. The collection of this information will also support targeted safety measures.</li> </ul>	<ul style="list-style-type: none"> <li>Promote these activities in conjunction with, and as part of, the 'Move Moorabool' campaign action identified in 2.2.</li> </ul>





# STRATEGIC PRIORITY 5: LEADERSHIP & CAPACITY



	ACTION	RESPONSIBILITY	PARTNERS	ACTIVITIES IN YEAR 1	ACTIVITIES IN YEAR 2	ACTIVITIES IN YEAR 3
<b>5.1</b>	Deliver educational sessions and tools that support clubs and women and girls' leadership opportunities within sport and recreation.	Moorabool Shire – Connected Communities department	Regional Sports Assemblies State Sporting Associations Sport and Recreation Victoria Women's Health Grampians	<ul style="list-style-type: none"> <li>Working with identified partners, develop a series of educational and training sessions focusing on leadership, administration and volunteerism for women and girls in sport and recreation within Moorabool. Facilitate these sessions standalone or in conjunction with Action 3.3.</li> <li>Seek attendance from a diverse range of stakeholders including providers, participants, officials and coaches.</li> </ul>	<ul style="list-style-type: none"> <li>Continue the delivery of educational/training sessions – adapt content based on participant feedback and emerging trends.</li> <li>Work with partners to access tools that can assist in enhancing women and girls leadership opportunities. This includes utilising existing leadership opportunities through State Sporting Associations. Consider uploading to the Physical Activity Information Hub.</li> </ul>	<ul style="list-style-type: none"> <li>Continue the delivery of educational/training sessions – adapt content based on participant feedback and emerging trends.</li> <li>Consider incorporating content and sessions into Physical Activity Hub for online/remote learning opportunities for those in more rural areas.</li> </ul>
<b>5.2</b>	Review occupancy agreements and policies of sport and recreation facilities to include female participation incentives	Moorabool Shire – Connected Communities department	State Sporting Associations	<ul style="list-style-type: none"> <li>Benchmark other LGA inclusive facility policies. Understand learnings and outcomes.</li> <li>Review, at a high level, the terms of existing sporting club user/tenancy agreements to understand where incentives may be applicable.</li> <li>Begin data capture of information pertaining to existing female participation in leadership roles in sporting clubs, including committee members, officials and coaches.</li> </ul>	<ul style="list-style-type: none"> <li>Develop Council policy and/or Guideline which outlines the incentive scheme, its purpose and intended outcomes. Engage and educate stakeholders around opportunities and expectations.</li> <li>Develop ways in which incentives can be attained, these may include, but are not limited to:               <ul style="list-style-type: none"> <li>- Attendance at educational sessions</li> <li>- Demonstrated female participation and leadership in organised sport</li> <li>- Delivery of specific programs and activities for women and girls</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Begin roll out of incentive opportunities in years 3 to 5, ensuring any data collection processes support and aids Council in delivering Actions 3.3 and 5.4.</li> </ul>



# STRATEGIC PRIORITY 5: LEADERSHIP & CAPACITY



	ACTION	RESPONSIBILITY	PARTNERS	ACTIVITIES IN YEAR 1	ACTIVITIES IN YEAR 2	ACTIVITIES IN YEAR 3
<b>5.3</b>	Identify linkages between the priorities in this Strategy and to others that are soon to be developed and/or reviewed.	Moorabool Shire – Connected Communities department	Internal Council departments	<ul style="list-style-type: none"> <li>Align objectives, where relevant, within this Strategy with the new Moorabool Health &amp; Wellbeing Plan and refreshed Moorabool Leisure &amp; Recreation Strategy.</li> </ul>	<ul style="list-style-type: none"> <li>Identify other synergies between this Strategy and Council policy/strategic planning. Identify opportunities to combine or consolidate resources to improve agility, deliverability and outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>Annually review new Council policies and strategies and ensure actions from this Strategy are incorporated.</li> </ul>
<b>5.4</b>	Support sporting clubs and schools to create linkages to drive participation outcomes.	Moorabool Shire – Connected Communities department	Sport and recreation providers  Schools  State Sporting Associations	<ul style="list-style-type: none"> <li>Identify sporting clubs who may have adequate resources available to help facilitate connections with schools.</li> <li>Identify opportunities with relevant State Sporting Associations to support clubs in offering school based programs.</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate relationship with clubs, State Sporting Associations and schools to create programs and club linkages.</li> <li>Support a school-club pilot program between partners.</li> </ul>	<ul style="list-style-type: none"> <li>Monitor participation outcomes and success of program and extend initiative to other interested clubs and schools.</li> <li>Promote the partnerships through the 'Move Moorabool' campaign, Action 2.1.</li> </ul>

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