



Active Living in Warrnambool

A Healthy Ageing Program 2015-2016



Active Living Project Warrnambool

1. **Healthy Exercise Network**
2. **Age-friendly Physical Activity options;**
 - **Structured exercise, unstructured and 'a bit of both'**
3. **Asset Based Community Development (ABCD) Approach**
4. **Active Autumn, Active Hub**
5. **Connect with the internet; Connect Warrnambool**
6. **Ask @ Archie**
7. **Active Living Project – Goal & objectives**



Healthy Exercise Network

Healthy Exercise Network: agencies working together to enable people to keep themselves well.

- Warrnambool City Council (WCC) - Archie Graham Community Centre and AquaZone
- South West Healthcare Allied Health Department
- St John of God Rehabilitation Services
- Lyndoch Living Rehabilitation Service.

To improve opportunities for people who complete time-limited exercise programs at Health Services (typically 8-12 weeks) to transition to community-based exercise opportunities



Archie Graham
Community Centre
Wool City Council



AquaZone Aquatic
Leisure Centre
Wool City Council



South West
Healthcare Community
Health Centre



St John of God
Hospital Rehabilitation
Centre



Lyndoch Living
Rehabilitation Service



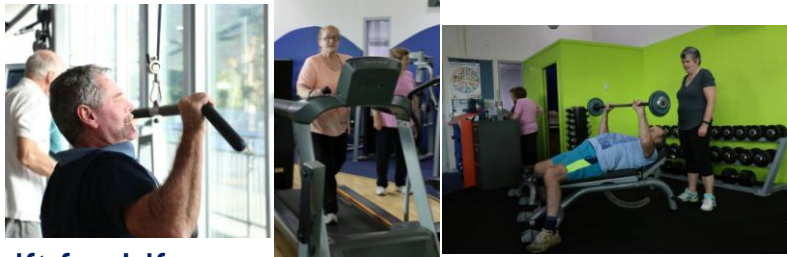
WCC Community Exercise

aim for low cost; no cost & include opportunity to socialise

- 2x Centre-based options
 - Water-based: swimming lessons or laps, aqua aerobics, hydrotherapy
 - Gym: Lift for Life, Gen Ex Class: group warm-up & individual gym
 - Group fitness: litemoves (was Heartmoves), strength training
 - Every effort to keep sessions affordable
 - Social opportunities at every session
 - Casual sessions range from \$5.60 - \$8.70
 - Memberships start at \$12 per week for monthly direct debit
- Outdoor
 - Heart Foundation walking, free
 - Social cycling, free if BYO bike, \$3 bike hire



Litemoves (Previously called Heartmoves)



Lift for Life



Swimming; Aquazone Individual lessons, laps, group training



Aqua aerobics – Aquazone; fun, social



Hydrotherapy pool - Archie Community Centre

Individual bookings for single sessions and multi passes available



Exercise Transition from Healthy Service to Community Options

KEY CHALLENGES:

Keeping community-programs affordable. Health Service programs have highly trained staff and low staff/client ratio are often cheaper than community centres can deliver

Casual fees, multi-passes and memberships; there are pros and cons for each option

Experience and qualifications of instructors in community setting

Participant attendance is not monitored in community setting; relies on self motivation... we now know that most people start an activity to improve health and they keep participating for social reasons



Age-friendly community PA

Age-friendly communities have opportunities for

- **structured exercise,**
- **unstructured physical activity**
- **and flexible options that provide 'a bit of both'...**

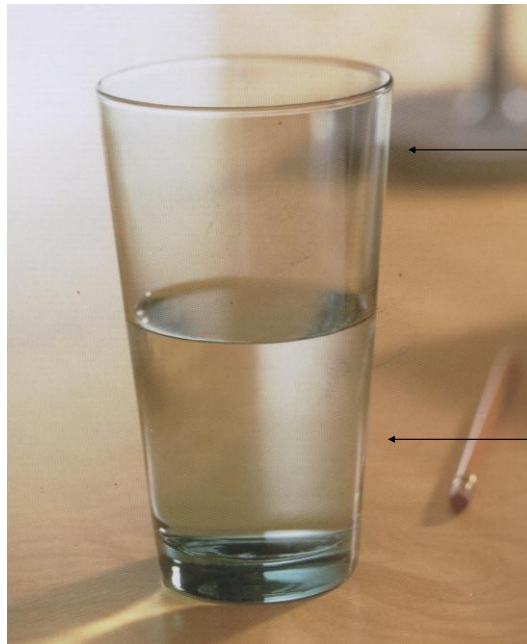
**Community engagement and consultation is needed so that people are involved in clubs and community groups to keep themselves well...
Council leads planning and infrastructure development and provides support for those that need it**



ABCD Active Living Forum

ABCD Active Living Forum held on 17 Feb, facilitated by Peter Kenyon. 107 participants from WCC community programs and community-based clubs and groups





**Communities
have
deficiencies
and needs**

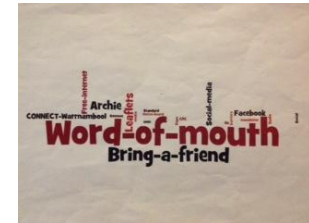
**Communities
and their
citizens have
capacities and
assets**



ABCD Active Living Forum Outcomes

ABCD Active Living Forum Outcomes

- Word-of-mouth is the best way to promote participation in community activities
- It's a challenge to target promotion to attract those who are more isolated and inactive... all citizens have a role here
- Internet use is becoming increasingly important – emails, websites, social media all help with distribution of flyers
- Digital exclusion increases isolation for some people – particularly for adults who live alone and without internet access





Connect with the internet trial



Support to build online skills



Demonstrations of CONNECT Warrnambool website, calendar & Facebook

www.connectwarrnambool.com.au

Demos of self help tools, with tips & traps

GO DIGI
www.godigi.org.au

BROADBAND FOR SENIORS
STAYING CONNECTED 
www.bfseniors.com.au



Social Cycling; free if BYO bike; \$3 bike hire

<http://www.eatwellbeactive.org.au/cycling> video



Heart Foundation Walking Free, meet @ Surf Club Mon 10am

(9am daylight savings) <http://www.eatwellbeactive.org.au/walking> video



Active Autumn

Get Active this Autumn with

CONNECT

There's heaps of free fun for everyone - from toddlers to grandparents, and everyone in between this April.

ACTIVE HUB
Free fun for everyone!

CONNECT Warrnambool
get more from where you live!

An initiative of Warrnambool City Council

Get Active this Autumn with

CONNECT

There's heaps of free fun for everyone - from toddlers to grandparents, and everyone in between this April.

AQUAZONE

Call for info 3559 4500*

- Intro to the Gym Monday/Wednesday/Friday 4-5pm & 7-8pm & 7:30-8:30pm
- Body Balance Monday 6-8am
- AquaFit Wednesday 8-10am
- Pulse Lite Friday 1-3pm
- Body Combat Friday 5-6pm

FREE IN APRIL!

ARCHIE GRAHAM CENTRE

bookings essential - 3559 4820*

- Litmoves - Monday 12-1:45pm
- Bare Attack Tuesday 9am & 5-6:45pm
- Strength Thursday 10-11am

GYMNASIUMS

bookings essential - 3552 3114*

- Ed. Gym (15 months to 5 years) - Wednesday, Thursday & Friday 10am
- Res. class for beginners (aged 5-8 years) - Saturday 10am

ACTIVE HUB ON THE CAMO GREEN
(18 - 23 April) - giant games, come & try sport sessions, cycling and walking groups, art walks, gardening and craft activities.

Go to www.connectwarrnambool.com.au, and click **what's on** to search the dozens of 'free/come & try' events on offer.

For more information you can Ask@Archie (the Archie Graham Community Centre 118 Timor Street), or at the Civic Centre (25 Liebig Street), or phone 3559 4800.

CONNECT Warrnambool
get more from where you live!

An initiative of Warrnambool City Council



Active Hub

Free UNSTRUCTURED fun for everyone with Giant Jenga, Connect 4, Chess & more





Active Hub

Clubs and Community Groups held activities at the Civic Green



Heart Foundation Walking Group



Social Cyclists



Active Hub

Clubs and Community Groups held activities at the Civic Green



Petanque



Zumba



Community Garden
Fun with plants



U3A



Active Hub

Clubs and Community Groups held activities at the Civic Green



Get into Cardio tennis



Bridge club



Rock and Roll Club



Rowing Club



Clubs & Community Groups

Council hosted CONNECT WARRNAMBOOL online platform can help promote these activities, they're already social, affordable etc



South C Dragons Survivors of Breast Cancer & friends



W'bool Symphony Orchestra



Tin shed singers



Table tennis Club



Ask @ Archie

Promote Archie Graham Community Centre as a starting point for self-help info about Active Living. Pop-in and have a look around or phone with questions

- Customer Service – reception staff provide info and enable self-help
- Digital Kiosk – self help info via CONNECT Warrnambool and service guide
- Screen of scrolling images of active living in Warrnambool in action
- Noticeboards – displays of info about services and opportunities for active living
- Flyers and pamphlets – take home info about services and opportunities for active living.



Where to from here...

Host another Active Hub during Seniors Festival and refine processes;

Continue to promote clubs and community group activities and events

SAVE THE DATE: Sunday 16 Oct the weekend of the 101st Melbourne to Warrnambool Cycling Classic - all welcome:)

Continue to promote use of CONNECT Warrnambool online platform

Enable more people to develop online skills and find structured and unstructured active living opportunities

Continue to promote Ask @ Archie as a starting point for self-help

Continue to work towards having age-friendly / concession membership for structured exercise sessions

Our challenge is to match community needs, at a price participants are willing to pay and at a cost that WCC can resource for the long term.



Final tips

- Align partnership work and undertake activities in teams. **NONE OF US CAN DO THIS WORK ON OUR OWN**
- Build on existing assets / strengths – **INVITE COMMUNITY INVOLVEMENT**
- Consider sustainability of outcomes in planning stage
- Trial ideas and test approaches
- Collect evaluation data to answer the question: Is anyone better off?
- Collect evaluation data to be well placed to attract further funds ?
- THANKS to the team at WCC; Richard Stone, Mary McLeod, Jon Sedgley, Lisa McLeod who helped get the project off the ground and then Fran Fogarty, Jason Moloney, Ray Smith, Robyn Sawkins, Jen Katsaros.
- Also to our Health Service Colleagues at SW Healthcare, St John of God Hospital and Lyndoch Living
- DHHS team including Karen Cameron and Sue Morgan



Prior to the active living project...

Community consultation & systems mapping conducted in Warrnambool from Feb-July 2015 made 5 recommendations for future 'active ageing' program and active living opportunities:

1. Capacity building of clubs, networks and associations
2. Better promotion of available programs, activities and events
3. Improved access to fitness opportunities
4. Intergenerational activities
5. Lifelong learning opportunities

HAP funding enabled project work to be undertaken to test strategies and where appropriate, incorporate actions into WCC operations for the long term



HAP in Warrnambool

Evidence-based guiding principles

1. CO-OPS Best Practice Principles for Community-based Obesity Prevention
2. Asset-based Community (Development) Driven Initiatives – Peter Kenyon, www.bankofideas.com.au
 - Shift development mindset from needs and deficiencies to assets and capacities
 - Finding and connecting community assets and taking collective action to strengthen the community
 - Encourage community members to switch from being a consumer, customer or client of a service or program to a co-producer and citizen
3. Healthy Ageing Literature Review, 2012, Victorian Department of Health.
 - Effective programs target multiple domains i.e: social participation, shared interests, physical activity, healthy eating and making a community contribution
 - Empowerment of individuals and communities allows people to realise their needs, present their concerns, devise strategies for involvement in decision-making and take action to meet their needs
 - Low cost/no cost and physically accessible initiatives



HAP in Camperdown



HAP in Warrnambool

Vision: To build the skills of TWO local communities to optimise participation in community activities that enhance health and wellbeing as people age

Objectives:

1. Broaden the demographic of participants in community activities in the selected communities and increase participation
2. Develop a communication plan using existing and new medium to boost awareness and knowledge of community activities
3. Develop the toolkit of resources to distribute the learnings of the project to other LGA's, particularly those in the Great South Coast



HAP in Camperdown