

Community Engagement Report

Yarra Moves Action Plan, Stage 1 external engagement

Engagement purpose

- To understand why certain people in Yarra are reluctant to exercise or participate in physical activity.
- Learn what specific settings (preferably outside) would encourage them to be more physically active.
- To hear from groups in our community who are most at risk of being inactive.
- To help inform the Action Plan that will go with our Physical Activity Strategy.
- To share Yarra's Physical Activity Strategy with the community.

Engagement stages and influence

Internal, January-April 2020	External stage 1, (input to inform draft Action Plan), November-December 2021	External Stage 2, (feedback on draft Action Plan), 24 March 2022-14 April 2022
Involve	Involve	Consult

Engagement objectives – External stage 1

- To hear from a range of diverse voices in Yarra, specifically those who are at greater risk of inactivity, about how they are active and how we can support them to be more active.
- To collect data to inform the Yarra Moves 2-year action plan.
- Inform the community about our recently adopted Physical Activity Strategy
- Provide some education to the community about the importance of being active, including health benefits.

What did we ask?

Participants were asked:

- 'How often are you active?'
- 'What motivates you to be active?'
- 'What stops you from being active?'
- 'How are you active at the moment? Is it different to how you were active pre-covid?'
- 'What experiences do you want to have in Yarra in the next 12 months?'
- 'What do you think Yarra could do to support you to be more active?'

Methods included:

- Surveys, including Your Say Yarra survey, targeted survey for families with children, plain English version of survey, translated surveys and hard copy
- Ideas board at Yarra Youth Centre – Fitzroy and Richmond Youth Hub
- Small Group Discussion (verbal and drawings) at North Carlton Children's Centre (Kindergarten), Yarraberg Children's Centre (Kindergarten) and Richmond West PS (Out of School Hours Care program).
- Discussion at Advisory Committee meetings

How did we engage and who did we hear from?

Community stakeholders	Promotion and engagement methods
Whole Yarra community	<ul style="list-style-type: none"> • Surveying achieved a good spread of ages from 20 to 80+ years (majority 25-75 years) • Survey shared through Yarra social media channels, Yarra Life and Yarra News. These go out to: <ul style="list-style-type: none"> – Yarra Life 12,000+ subscribers – Facebook 14,000 followers – Yarra News every household in Yarra – Instagram over 7,000 followers • Survey also shared through Yarra Leisure newsletter, Economic Development newsletter, Volunteering mailing lists
Children 0-12	<ul style="list-style-type: none"> • 31 people responded to the family's survey • Shared consultation information with schools • Targeted Facebook Advertising • Through the Children Services team a small group discussion (verbal and drawings) was completed at <ul style="list-style-type: none"> – North Carlton Children's Centre (Kindergarten): 4 children aged 5 years – Yarraberg Children's Centre (Kindergarten): 8 children between 4-5 years of age – Richmond West PS (Out of School Hours Care program): 10 children aged between 5-10 years of age
Young people 12-25-years	<ul style="list-style-type: none"> • Through the Youth Services team information was gathered through an ideas board* from young people aged 8-18 years old at Yarra Youth Centre – Fitzroy and Richmond Youth Hub. <p>*See photos of ideas board at end of this document on pages 10 and 11.</p>
Older adults (65 years +)	<ul style="list-style-type: none"> • 23% of Your Say Yarra main survey participants (of a total 326 participants) were aged 65 years and older. • Shared through Yarra's Aged and Disability Services channels • Shared with neighbourhood houses who run activities for older adults
Women	<ul style="list-style-type: none"> • 53.25% of Your Say Yarra main survey participants (of a total 326 participants) identified as female • Post cards created and shared through Yarra's Maternal and Child Health service
People from culturally and linguistically diverse background/communities	<ul style="list-style-type: none"> • 36 responses in the main survey from people who speak a language other than English at home. • Shared with Whats App group of community contacts including CALD community and public housing residents • Presented at Multicultural Advisory Group • Shared with Neighbourhood Houses • Bi Cultural Liaison Officers shared through their networks • Two videos were used in targeted Facebook Advertising aimed directly at specific language groups.

Community stakeholders	Promotion and engagement methods
Aboriginal and Torres Strait Islander people	<ul style="list-style-type: none"> Presented at Yana Ngargna Advisory Group meeting Aboriginal Partnerships team shared with networks Shared through 3KND radio station from 7th Dec till 31 Dec.
People with disability	<ul style="list-style-type: none"> 20 people responded in the main survey that they identified as a person with disability Presented at Disability Advisory Committee Shared in the Brotherhood of St Laurence – The Loop (NDIS) newsletter Hard copy survey available and shared at Disability Advisory Committee meeting Shared through Access and Inclusion mailing lists
LGBTIQA+ community	<ul style="list-style-type: none"> 43 people responded in the main survey that they identified as LGBTIQA+ Presented at Rainbow Advisory Committee meeting

What did we hear?

What we heard	Connection to Physical Activity Strategy	Our response Physical Activity Action Plan
<p>Theme 1 <u>Impact and Promotion</u> Recognising the varying ways people like to be active as well as the mental and social benefits</p>		
<ul style="list-style-type: none"> Due to Covid people have been physical active for a range of reasons. In terms of what motivates people to be active 'For my physical health' was the top response but closely second and third were 'For my mental health' and 'I enjoy it'. When asked how people are active at the moment and whether it is different to how they were active pre covid, a decrease in being active at the moment was the greatest response compared to no change or an increase in being active. 'Being active with others (people you know like friends or family)' was the equal second response to the question what experiences do you want to have in Yarra in the next 12 months. 	<ul style="list-style-type: none"> Connects to the priority of Impact and the priority of Proactivity Continuous Improvement – responding to current issues e.g. Covid/ mental health Connects to the Principle outlined in the Physical Activity Strategy: Convenience – Make being physically active simple and enjoyable 	<ul style="list-style-type: none"> A key focus for the next two years is the response from Covid and the action plan will need to be adaptable. A focus when advertising physical activity options is promoting mental health benefits and social benefits and enjoyment. Having activities that a range of ages and abilities can participate in means people can be active with their family and friends Raise awareness of the physical activity opportunities available in Yarra including activities that people might not see as traditionally ways of

<ul style="list-style-type: none"> • ‘Gardening’ was the fifth highest response to what experience do you want to have in Yarra in the next 12 months • People mentioned they wanted to try different movements than community sport e.g. gardening)’ 		<p>being active e.g. gardening</p>
<p>What we heard</p>	<p>Connection to Physical Activity Strategy</p>	<p>Our response Physical Activity Action Plan</p>

Theme 2
Inclusion and Culture
Ensuring everyone is able to be active in a way that suits them. Having different options for everyone and making activities inclusive

<ul style="list-style-type: none"> • Different approaches for different areas of the community • ‘Limitations because of injury, illness or rehabilitation’ was the fourth top response for what stops people from being active. • For those who speak a language other than English at home they had higher responses to ‘fear of judgement’, ‘safety – not feeling welcomed’, ‘lack of inclusive options’, and ‘not knowing what’s available’ when answering the question about what stops them from being active. 	<ul style="list-style-type: none"> • Connects to the Principle outlined in the Physical Activity Strategy: Inclusion <ul style="list-style-type: none"> – Equity of access, ensuring all people can be physically active • Connects to the Focus Area: Services <ul style="list-style-type: none"> – Providing opportunities that are most flexible and have the least structures to increase opportunities for physical activity as part of everyday life e.g. social sport, active recreation and active living. • Connects to the Priority: Culture <ul style="list-style-type: none"> – Share resources and collaborate with all stakeholders to deliver meaningful outcomes that are reflective of community needs. 	<ul style="list-style-type: none"> • Collaborate with sport and recreation providers supporting them to provide innovative ways our community can participate in activities <ul style="list-style-type: none"> – E.g. Disability Sport and Recreation, Proud to Play, Reclink. – As well as physical activity providers that may not be focused on sport and recreation e.g. neighbourhood houses, community health organisations
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<p>What we heard</p>	<p>Connection to Physical Activity Strategy</p>	<p>Our response Physical Activity Action Plan</p>
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Theme 3
Active Neighbourhoods
Physical activity being part of people’s everyday lives

- ‘Time’ mentioned as the second highest answer that stops people from being active. There is a need to make being active convenient.
- ‘Weather’ was the top answer.
- Making movement part of daily routines
- ‘Walking’ and ‘Riding’ were high answers
- Large amount of people selected “using active transport like walking or riding to get somewhere” in response to what motivates them to be active.
- Large amount of comments related to issues with active travel (conflict between cars and bikes, issues with narrow footpaths, bins being left out on footpaths, footpaths narrow and uneven

- Connects to the Principle outlined in the Physical Activity Strategy: Convenience
 - Make being physically active simple and enjoyable
- Connects to the Priority outlined in the Physical Activity Strategy: Active Neighbourhoods
 - Implement active design and increase walkability and cycling

- Providing activities that fit into people’s lifestyles (walking, riding as a mode of transport) or are flexible in terms of the time commitment as the busyness of life ebbs and flows.
- Yarra Transport Strategy
- Making the environment (streetscapes and open spaces) enticing for being active e.g. walking to the shops, playing at the park.
- Having options available in Physical Activity Directory that aren’t affected by the weather (e.g. indoors, gyms etc.).

Yarra Moves Action Plan, Stage 2 external engagement

Engagement stage and influence

Internal, January-April 2020	External stage 1, (input to inform draft Action Plan), November-December 2021	External Stage 2, (feedback on draft Action Plan), 24 March 2022-14 April 2022
Involve	Involve	Consult

Engagement objectives – External stage 2

- To seek feedback from the community on the draft Yarra Moves Action Plan.
- To update previous participants from the first-round consultation about how we have used their feedback.
- Provide some education to the community about the importance of being active, including health benefits.

What did we ask?

We asked the community and previous participants to tell us how supportive they are of the three overarching themes in the Action Plan as well as their associated objectives and actions:

- Impact and promotion
- Inclusion
- Active neighbourhoods

The community also had an opportunity to expand on their responses to each theme and provide any extra comments.

Communications and engagement activities

- Email to previous submitters who provided an email address
- Shared with internal stakeholders to pass on to their networks and Advisory groups who were involved in the first round of engagement
- Email to all Your Say Yarra subscribers
- Post on Facebook and Instagram
- Story in Yarra Life email newsletter

What did we hear?

- 59.46% of respondents are supportive or very supportive of Theme 1: Impact and Promotion and its associated objectives and actions
- 64.86% of respondents are supportive or very supportive of Theme 2: Inclusion and its associated objectives and actions
- 64.87% of respondents are supportive or very supportive of Theme 3: Active Neighbourhoods and its associated objectives and actions

Written responses

In the Your Say Yarra survey the community was asked to provide a comment if they had any feedback on each of the themes as well as general feedback on the Draft Action Plan. The community was also provided the opportunity to send through written feedback via email.

39 responses were received from the community as well as one community group (Streets Alive Yarra), and the summarised key themes from the responses have been provided in the table below.

Number of written responses related to this theme	Key themes from the written feedback provided related to the draft Action Plan.	Officer comments
9 (23%)	Road safety - safer bike lanes and more shared paths. Children engaged in active transport from a young age.	The need for a focus on road safety and active transport has been highlighted in Theme 3: Active Neighbourhoods as well as the Yarra Transport Strategy which is an action in Theme 3.
8 (21%)	Accessibility for pedestrians and footpath safety including for older people, people with prams and people with a disability. Better protection for people walking and running. Stating that some types of activities i.e. walking and biking, are fundamentally better.	As part of Theme 3: Active Neighbourhoods, one of the actions is the Yarra Transport Strategy which has a policy focused on walking. It also aims to maximise space to allow more people of all ages and abilities to walk around Yarra.
3 (8%)	Comments related to more actions.	The mention of more actions shows the community sees the benefits in physical activity and active living. The actions in the Action Plan are from seventeen business units which demonstrates the large amount of work that is happening across council related to physical activity. This action plan is the first two years of the 10-year Physical Activity Strategy and will continue to develop targeted actions over the life of the strategy. As the initial action plan for Council focused

Number of written responses related to this theme	Key themes from the written feedback provided related to the draft Action Plan.	Officer comments
		on physical activity, the plan provides the foundations for the next 10 years.
2 (5%)	Remove internal staff actions.	For Yarra Moves to be successful it needs to be a whole of Council approach and it need support and input from many different areas across Council. By focusing on the way Council can encourage its own staff to be physically active and less sedentary will help for physical activity and active living being part of the culture at Yarra City Council.
2 (5%)	Maintain green spaces and facilities such as toilets, seats, local parks and gardens.	Relates to Action 3.2.1 - Continue to implement the Open Space Strategy.
1 (3%)	More cross-cultural activities.	As part of the Action 2.3.1 and Action 2.3.2 Officers aim to build partnerships to provide sustainable and inclusive local options to be physically active. Through working with organisations such as Cohealth, North Richmond Community Health and CMSport (Centre for Multicultural Sport) Officers aim for there to be more cross-cultural activities.
1 (3%)	Neighbourhood Houses can be a key group of organisations to help implement.	Relates to Action 1.2.2 - Support Neighbourhood Houses and Learning Centres to continue to provide activities to the community focused on physical activity and wellbeing.
1 (3%)	Focus on local and aims to connect neighbourhoods is very important.	Support for Action Plan.
1 (3%)	Plantar boxes and community gardens do not enhance the required level of activity to maintain cardiovascular fitness.	An important part of the Physical Activity Strategy is encouraging people to be active and move each day. For those who are inactive, gardening can be a great way to make sure people are moving each day. As part of the comms campaign, Officers hope

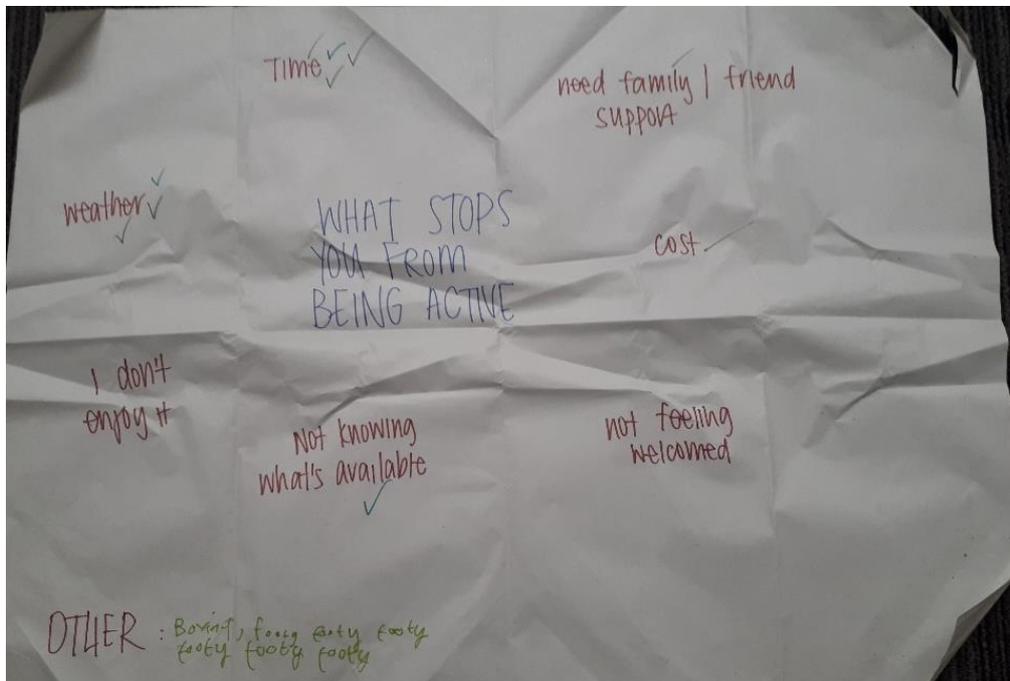
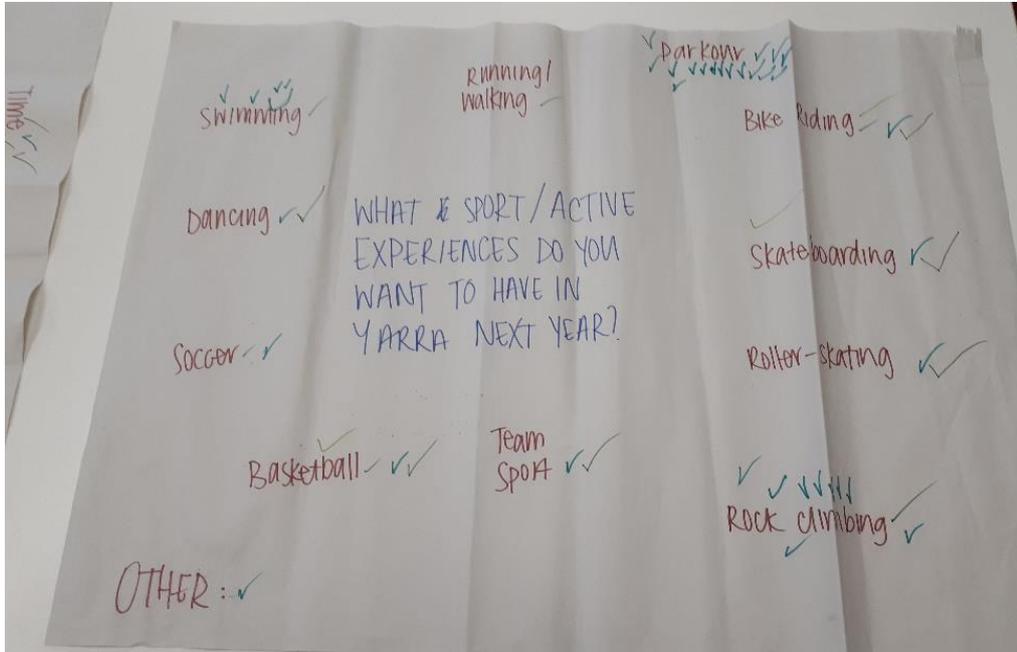
Number of written responses related to this theme	Key themes from the written feedback provided related to the draft Action Plan.	Officer comments
		to continue to challenge these stereotypes/myths.
1 (3%)	Improvements to linear path/city circle path.	Your Say Yarra consultation related to this (Linear Parklands Masterplan).
1 (3%)	Sending price signals to alter behaviour e.g., increasing car parking permits while reducing the cost of pool/gym sessions.	This requires a lot of work from across multiple business units. The momentum and collaboration of multiple business units being part of the one Yarra Moves Physical Activity Action Plan will provide opportunities to explore ideas such as those mentioned in this comment.

Other written comments to note that were received that aren't directly related to the Draft Yarra Moves Physical Activity Action Plan:

- Collingwood Children's Farm community gardens shouldn't have been demolished.
- Improve existing exercise timetable and instructors for Group Fitness at Yarra Leisure

Youth Services Consultation - ideas board from Stage 1 external engagement

Richmond Youth Hub. 14 young people aged 8-15



Fitzroy. 10 young people aged 10-18 years old.

