

We acknowledge the Tasmanian Aboriginal People as the traditional custodians of the land and pay respect to Elders past and present and recognise their continuing spiritual connection to the land.

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Our purpose

To provide for the health, safety and welfare of the community

To represent the interests of the community

To provide for the peace, order and good governance of the municipal area

Our mission

RELATIONSHIP TO OUR

STRATEGIC PLAN

To respond to the needs of the community through a commitment to excellence in leadership, advocacy, best practice governance and service delivery

Our vision

Clarence... a vibrant, prosperous, sustainable city

OUR GOALS



A people friendly city

Clarence values diversity and encourages equity, inclusiveness and accessibility. We aspire to create high quality public places for all people to live actively, engage socially and enhance our health and wellbeing.



A prosperous and creative city

Clarence encourages creativity, innovation and enterprise and will develop the local economy by enabling opportunities for all people.



A well-planned liveable city

Clarence will be a well-planned liveable city with services and infrastructure to meet current and future needs of our growing and vibrant community.



y An environmentally responsible city

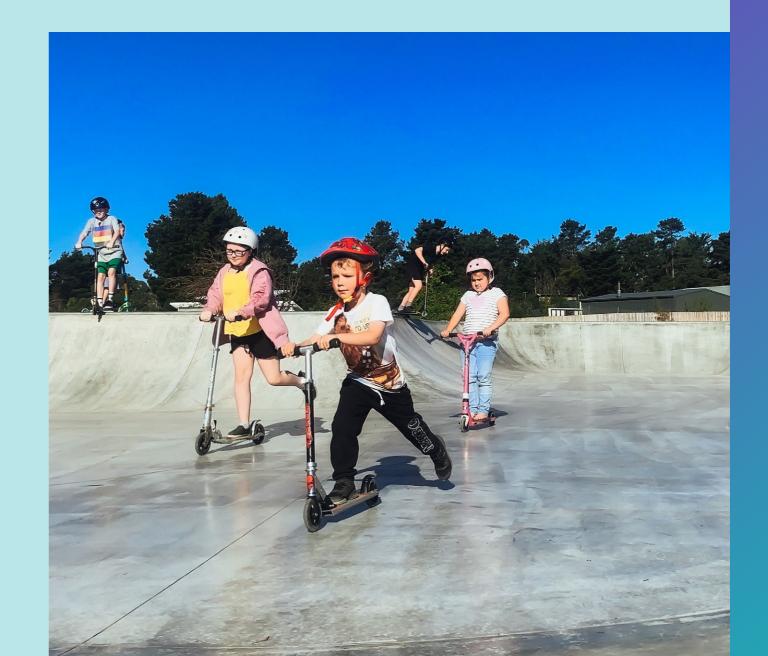
Clarence is environmentally responsible, valuing and protecting the natural environment for a sustainable and liveable future.

Governance and leadership

We seek to act with the highest ethical standards and foster trusting and respectful relationships, demonstrating leadership and accountable transparent governance of the city. Good governance promotes public trust, leads to informed and ethical decision-making, and improves efficacy.

Assets and resources

We will efficiently and effectively manage financial, human, and property resources to attain our strategic goals and meet statutory obligations.



CLARENCE CITY COUNCIL



Our strategies

This strategy is one of seven key strategies adopted by council to support achievement of our goals.

While each strategy stands alone, many objectives overlap. In achieving the best outcomes for our community, we will take a whole of council approach to align planning, resources and delivery, particularly where objectives have connections with other key strategies:

1. Good planning and governance

Fair and transparent planning and governance processes.

2. Great spaces

Provide contemporary facilities and spaces to engage our community in active living.

3. Activated places

Activate our facilities and spaces to encourage increased participation in active living.

Our role in supporting our community in active living

Council has an important role to play in providing opportunities for our community to participate in active and healthy living. Council is well placed to deliver facilities, public places, and programs to increase physical activity, leisure and exercise levels in our community.

The major focus of council's effort is to provide the opportunity for everyone to participate in physical activity, including all forms of sport, recreation, exercise, active transport and leisure activities.

In implementing programs council will choose from one or more of the following roles:

Delivering

direct provision of sport, recreation, exercise, active transport and leisure activities spaces, and services.

Partnering

working collaboratively with other committees, agencies, landowners/ developers and organisations to deliver active facilities, spaces, and services.

Facilitating

providing key engagement, connections and planning to progress active living outcomes.

Advocating

for stakeholders to be heard and promoting physical activity and leisure opportunities in our community.



Image Natalie Mendham

OUR ACTIVE LIVING VISION

Clarence... a destination of choice.

Providing opportunities for healthy and active living, accessible to all in our community, through enhancing amenity and access to our natural environment, together with providing diverse parks, tracks, trails and sport, fitness and leisure facilities.

Clarence is a city that supports the health and wellbeing of our community through provision of a wide range of physical activity facilities and spaces, including sport, recreation, exercise, active transport and leisure, set within and beside our natural coastal, aquatic and bush settings.

Our vision is for everyone in our community to have the opportunity to enjoy active living to support improved health and wellbeing.

Enhancing our parks and playgrounds provides physical activity and leisure options for all ages and abilities and encourages groups to meet and build social connections that support resilient and cohesive communities.

We will strive to provide sportsgrounds and facilities that are multi-user and multi-purpose hubs to facilitate the sharing of resources and build to high quality construction and design standards with amenities that allow year-round and increased use.

Improving access to, and promoting active transport modes, such as walking and cycling, can provide significant health benefits for individuals, as well as providing opportunities for incidental exercise and supports sustainable practices in our community.

We will support individual, social, group, competitive and non-competitive users on an equitable basis while recognising the trend to more individual pursuits.

We will also work with external operators and providers, seeking to establish partnerships and arrangements that enhance our spaces and places by providing facilities and services that support healthy living and promote social connections.

In working towards our objectives, it is important that we consult with our community to develop master plans and implementation schedules that include transparent decision-making processes to guide our investment in the health and wellbeing of our community.

We want everyone to enjoy and benefit from the opportunity to engage in active living, supported by quality and diverse facilities and spaces, all within our wonderful natural environment.

Our aim is to make Clarence a healthy and active community by being a destination of choice for those who live, work or visit our city.

practices in our community.

OVERVIEW

Consultation and feedback

Direct feedback and contributions from several sources have been considered in the development of this strategy. The Sport and Recreation Advisory Committee provided input and guidance and feedback was sought from our community through our YourSay platform. Workshops were also conducted with councillors, our staff, and consultations held with representatives from Special Committees of Council.

Fitness in the Park

What factors influence participation in active living

Key to identifying how we can increase participation in active living is to understand and consider the factors that influence participation in physical activity, including:

our gender and age

our health status, including mental health

our families and communities

our lifestyle choices

our relationships and social connections

our socio-economic status¹

our access to spaces and places, and

inclusiveness of our spaces and places.



The impact of these factors on participation can be demonstrated, by way of example, by considering members of our community who are at greater socio-economic disadvantage and have reduced access and ability to participate in physical activity and therefore show disproportionately higher levels of physical inactivity1.

What is physical activity?²

"Physical activity is anything that gets your body moving, makes you breathe faster and speeds up your heart rate."

Any form of physical activity is beneficial to health and wellbeing, and it is our aim to support all forms of activity. The Australian Physical Activity and Sedentary Guidelines state that 'doing any physical activity is better than doing none'.

You can be physically active at different intensities, not every activity has to be strenuous to benefit health and wellbeing:

- light –activities of daily living, such as strolling around the garden (you can talk and sing)
- moderate where you are putting in some effort, such as brisk walking or cycling (you can talk, but not sing)
- vigorous requiring more effort elevates your heart and breathing rates, such as jogging or fitness activities (you can't say more than a few words without pausing for breath)

What have we achieved to date?

We already provide access to a range of sport, recreation, exercise, and leisure activity opportunities across our city.

Our current open space network includes more than 60 parks and reserves, 15 major sportsgrounds, an extensive multi-use trail network, and over 190 km of coastline and numerous bushland reserves.

Major sporting facilities

Clarence is home to several significant sporting facilities, including Bellerive Oval and Clarence Aquatic Centre. In addition, we have developed numerous community facilities which are available for public use.

Parks and reserves

Our parks and reserves are spread throughout the city, ranging from small quiet spaces to iconic playgrounds. There are a range of facilities in these spaces including play structures, exercise equipment, seating, kickabout areas, skate parks and barbecues.

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Bellew B, Nau T, Smith B, Bauman A. Getting Australia Active III: A systems approach to physical activity for policy makers. The Australian Prevention Partnership Centre and The University of Sydney 2020.

^{2.} https://www.health.gov.au/health-topics/physical-activity-and-exercise

Tracks and Trails

Clarence has an extensive tracks and trails network, including the Tangara Trail which offers 250km of recreational trails between Seven Mile Beach and South Arm. The network has been developed over several decades and provides multiple leisure and fitness activity opportunities set against diverse landscapes from coastal beaches and bushland to vistas and rural settings.

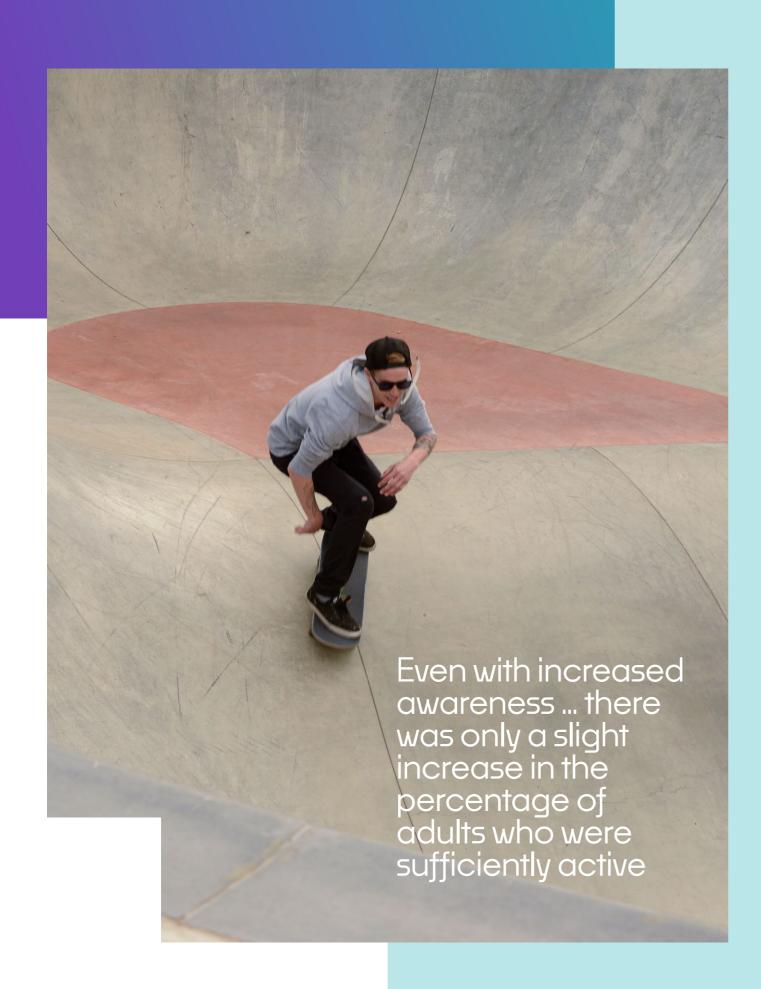
Iconic Parks

- Simmons Park
- Kangaroo Bay Parklands
- Bellerive Beach All Abilities Park

Mountain Biking

Clarence is home to the premier Clarence Mountain Bike Park and the Meehan Range Recreation Area. These areas have a network of trails which are located on Crown Land but managed by council and state government with support from local volunteers.





CLARENCE CITY COUNCIL

WHERE ARE WE NOW?

Physical activity

Physical activity is a significant factor in supporting improvement in our health and wellbeing. It plays a critical role in reducing the risk of, and managing, chronic conditions, such as high blood pressure and high cholesterol, as well as maintaining a healthy weight.

Even with increased awareness of the importance of physical activity, there was only a slight increase in the percentage of adults who were sufficiently active between 2007–08 and 2017–18, from 31% to 35%³. Focussing objectives to those in our community who are not meeting recommended physical activity levels can deliver the greatest health gains4.

Tasmanian specific data from the National Health Survey 2017-2018 reports that:

- 17.2% of Tasmanian's aged over 18 met the Physical Activity Guidelines. The national average was 17.3% and ranks Tasmania fifth out of eight, with the Australian Capital Territory recording the highest rate of 21.3%.
- 19.6% of Tasmanians aged 18 and over did at least two strength sessions per week. This ranked Tasmania the lowest for strength activities and below the national average of 23.1%.
- 39.9% of Tasmanians report their activity at work is mostly sitting.

Physical Activity Guidelines

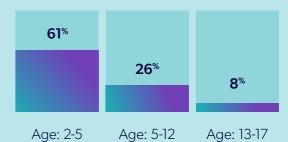
While any form of movement is encouraged, the Physical Activity Guidelines recommend participation in regular higher intensity activities to provide increased protective health benefits (as appropriate to a person's age and capacity).

A summary of the guidelines is shown at Table 1, with the full guidelines available from the Department of Health⁵.

Figure 1. Proportion of Tasmanian adults who met physical activity guidelines 2017-2018



Figure 1. Proportion of Australian children who met physical activity guidelines 2011-2012⁶



While data in the 2020 report comes from Australia Bureau of Statistics reports of 2011-2012, it highlights the need to support activity across our life cycle.

^{3.} www.aihw.gov.au/reports/ausralias-health/insufficientphysical-activity

^{4.} Bellew B, Nau T, Smith B, Bauman A. Getting Australia Active III: A systems approach to physical activity for policy makers. The Australian Prevention Partnership Centre and The University of Sydney 2020

^{5.} https://www.health.gov.au/health-topics/physicalactivity-and-exercise

^{6.} Australian Institute of Health and Welfare 2020. Australia's children. Cat. no. CWS 69. Canberra: AIHW

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Table 1. Physical activity guidelines by age

Children and young people

,	31.44
Under 12 months	
Physical activity	Interactive floor-based play, and at least 30 minutes of tummy time for babies per day.
Sedantry time	Do not restrain for more than 1 hour at a time.
1 to 2 years	
Physical activity	At least 3 hours of energetic play per day.
Sedantry time	Do not restrain for more than 1 hour at a time.
3 to 5 years	
Physical activity	At least 3 hours per day, with 1 hour being energetic play.
Sedantry time	Do not restrain for more than 1 hour at a time.
5 to 17 years	
Physical activity	At least 1 hour of moderate to vigorous activity involving mainly aerobic activities per day.
	Vigorous activities should be incorporated at least 3 days per week.
	Several hours of light activities per day.
Strength	At least 3 days a week.
Sedantry time	Minimise and break up long periods of sitting.

Adults

18 to 64 years	
Physical activity	Be active on most (preferably all) days, to weekly total of: 2.5 to 5 hours of moderate activity or 1.25 to 2.5 hours of vigorous activity or an equivalent combination of both.
Strength	At least 2 days a week.
Sedentary time	Minimise and break up long periods of sitting.
Pregnancy	
Physical activity	Be active on most (preferably all) days, to weekly total of: 2.5 to 5 hours of moderate activity or 1.25 to 2.5 hours of vigorous activity or an equivalent combination of both.
	Do pelvic floor exercises.
Strength	At least 2 days a week.
Sedentary time	Minimise and break up long periods of sitting.
65 years and ove	er
Physical activity	At least 30 minutes of moderate activity on most (preferably all) days.
Strength	Do a range of activities that incorporate fitness, strength, balance and flexibility.



Top activities



Participation rate adults



Participation rate children



Participation

Participation rates record those taking part in an activity irrespective of the length of time or intensity. These figures are important however as they can guide where focus of effort may have the most impact on increasing physical activity levels.

Participation in sport-related activities has declined while non-sport physical activities have increased by more than 20% over the past 20 years⁷.

Use of our facilities

Current use levels will be identified as part of the audit of our facilities and spaces.

These base figures will inform development of objectives to increase use rates of our facilities and form the benchmark for review of our performance.



Cambridge New Soccer Ground is primarily used for youth and junior soccer during winter.

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^{7.} The Australian sport and physical participation survey, AusPlay, 2020

WHERE DO WE WANT TO BE IN TEN YEARS?

Over the next 10 years, it is our aim to provide increased opportunities for our community to participate in active living. We will achieve this through providing contemporary facilities and spaces, activating our facilities and spaces to encourage increased participation, and delivering outcomes in an open and transparent manner.

Reviewing "Where We Are Now" and independent data and trends, highlights the need to give focus to areas in achieving improvement in physical activity levels, including:

- the increasing move toward individual sport, leisure, and fitness activities
- improving amenities to support activities for example: showers, changerooms and kayak washdown facilities at beaches
- increasing the diversity of our playgrounds and parks to provide amenities, equipment and spaces for all ages and all abilities

for example: providing BBQs and picnic areas to encourage people to stay and play, seniors playgrounds to aid exercise and mobility, and teenage friendly adventure-based spaces

The growth in popularity of mountain biking has primarily been driven by the construction of purpose-built trails and infrastructure.

This has attracted professional, social, and individual riders to the sport.

This approach to meeting demand and growth may be used to increase participation in other similarly diverse sport, recreation, exercise, and leisure pursuits, as well as providing opportunity for sport and leisure tourism, and partnering with other providers to deliver facilities and amenities. For example:

- our waterways support a diverse range of leisure and exercise activities including surfing, fishing, triathlon/ duathlon, and kayaking; the provision of appropriate facilities and amenities is important to encourage increased participation in these areas, and
- continuing to provide a range of on and off leash dog exercise areas to encourage both leisure and fitness activity.

The objectives in this strategy include actions across the full spectrum of sport recreation, exercise and leisure for the benefit of all in our community.

State Government Strategic Plans and Strategies

The State Government has launched their Healthy Tasmania Five-Year Strategic Plan 2022-2026 and is developing a Tasmanian Sport and Active Recreation Strategy, together with a Sport and Active Recreation Infrastructure Strategy.

In working towards our objectives, we will seek to align effort where appropriate to provide a consistent and robust approach to our community's wellbeing.



Kayak Trail Image Natalie Mendham

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Outlined below are the outcomes council will work to achieve by 2032. The outcomes will result from implementing the objectives outlined under each Priority Area.

Good governance

- Baseline data has been identified to determine effectiveness and impact of objectives outlined in this strategy
- We have undertaken strategic planning for sport and recreation across each region of the city and for the city as a whole
- Implementation plans have been developed and progressively implemented on an ongoing basis
- A needs, serviceability and suitability audit of our facilities and spaces has been completed
- Our decision-making is guided by strategic planning and research

Activated places

- The number of people participating in physical activity has increased
- The percentage of our community meeting the Australian Physical Activity Guidelines for physical activity has increased
- The use levels of our spaces and places have increased

Great spaces

- Land purchased for open space meets provisions of our Open Space Framework
- Universal design principles are included in new and refurbished facilities and spaces

Who will we engage with?

In delivering the objectives outlined in this strategy we will engage with:

Our community

Internal stakeholders

Council special committees

Local and regional sporting bodies

State and Federal government

How will we get there?

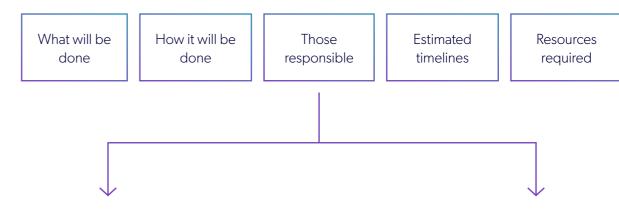
Implementation plans will be developed that outline how and when each objective will be delivered. Relevant activities from existing planning documents and other implementation plans will be mapped against the objectives of this strategy to ensure that our efforts are coordinated, rigorous and do not duplicate effort or resources. Complementary objectives across council's strategies will be delivered in a collaborative manner.

Implementation plans will provide for a major review of progress every 3 years, and an annual minor review to inform budget and annual plan discussions and decision-making.

IMPLEMENTATION PLANS

3-5 year lifecycle

Provides an outline for achieving outcomes from council's strategies, highlighting inter-relationships of activities across council strategies and including statutory responsibilities and reporting requirements.



ANNUAL PLAN

1 year lifecycle

Provides a detailed outline for achieving Plan outcomes across the immediate financial year.

Specific activities to be delivered this year

How it will be done

Resources required for the current year

Specific timelines

BUDGET

1 year lifecycle

Allocation based on resources required to deliver outcomes in the relevant plan.

COMMUNITY WELLBEING STRATEGY

Allocation for actual activities for the year

Provision for future works across Plan

Those responsible



The growth in popularity of mountain biking has primarily been driven by the construction of purposebuilt trails and infrastructure.

PRIORITIES

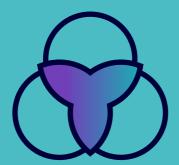
WHAT WILL WE DO



PRIORITY ONE

GOOD PLANNING AND GOVERNANCE

Fair and transparent sport, recreation, exercise, active transport and leisure planning and governance processes



KEY PRINCIPLES

We will strive to ensure that the provision of sport, recreation, exercise, active transport and leisure facilities and spaces is guided by sound governance and planning processes, including:

- · being transparent
- · conducting business with fairness
- evidence based decision making
- operational and strategic planning frameworks, and
- consulting with and being accountable to our community.

We will seek to provide necessary resourcing of facilities and spaces to support optimal health and wellbeing in our community.

WHY IS THIS IMPORTANT

Strong governance principles provide a framework to ensure that we can work towards meeting the demand for physical activity and leisure facilities and spaces in a fair and equitable way.

Good governance also reduces the risk of undue influence in decision-making processes and increases community confidence.

Objectives we will work towards

Planning for sport and recreation

- Undertake master planning to inform development and investment of facilities and spaces within the city
- Develop and implement an open space framework and classification system that facilitates appropriate and equitable provision of passive and active open spaces and facilities throughout the city
- Ensure the open space framework provides for all ages and all abilities, social amenity and connections and identifies local, regional and district design and amenity standards
- Continue development and implementation of our reserve activity plans to ensure our natural spaces are sustainably managed to support, preserve, and enhance their natural, cultural, and social values
- Plan for and design to provide for improved connectivity and opportunities for active transport between our spaces and places
- Ensure provision of suitable land for physical activity and leisure in our planning framework
- Ensure the active living needs of new communities are considered when identifying and developing strategic

housing land allocations through structure plans and specific area plans

Conducting business

 Manage facilities on a sustainable model which meets community service obligations and national competition policy requirements

Consultation and support

- Provide a framework for stakeholders to provide input to inform decision-making, identify opportunities for improvement and to identify trends and emerging activities
- Provide a framework for council's special advisory committees to continue to provide input and advice into physical activity and leisure planning
- Facilitate our community groups and users of our facilities to adopt best practice governance and operations to ensure sustainability
- Review our grant program to provide opportunities for small physical activity funding

Policies and processes

- Regularly audit facilities to identify users and existing use levels to inform need for new facilities and capacity for increased activity
- Develop and maintain 3-year Implementation Plans to identify priority funding projects
- Provide a documented and structured application process for requests for funding from individual, groups and sporting clubs with a requirement to demonstrate links to active living priority areas



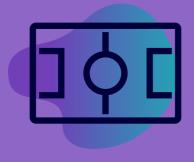
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COMMUNITY WELLBEING STRATEGY

PRIORITY TWO

GREAT SPACES

Provide contemporary sport, recreation, exercise, active transport and leisure facilities and spaces



KEY PRINCIPLES

We will work to ensure that facilities and spaces are:

- developed in accordance with master plans, structure plans and specific area plans
- built to high standard design principles to maximise user capacity and return on investment, and
- supported by responsive maintenance and risk management programs.

We will enhance our facilities and spaces to meet the needs of all ages and all abilities.

We will cater for individual, community, competitive and elite sport, leisure, and fitness on an equitable basis.

We will build strong partnerships to encourage shared facility provisions.

WHY IS THIS IMPORTANT

Designing inclusive and fit for purpose spaces that consider the needs of all our community, including all ages, all abilities and underrepresented users encourages increased use and participation and removes barriers for potential participants. Providing support on an equitable basis maximises community benefit.

Built facilities come at a significant financial cost, it is important to ensure they are designed to maximise their life cycle and can be adapted to meet changing demands and trends.

Objectives we will work towards

Building facilities and spaces

- Develop a policy that ensures facilities are designed to contemporary and legislative standards, incorporating universal design and inclusive approaches that have the capacity to meet current and future demand
- Design to complement and enhance the natural and built amenity of our city
- Identify projects that maximise use and increase diversity of use of existing facilities and spaces
- Continue development of our mountain bike tracks, including research expansion into regional areas to cater for local communities and reduce unauthorised track construction
- Identify locations to develop formal walking and jogging circuits with features to support increased vigorous activity for all ages and all abilities and all-day and year-round use

Maintaining our facilities and spaces

- Address our ageing facilities through ongoing development and review of asset management plans
- Support community participation in the care and maintenance of our public facilities and spaces

Developing partnerships to facilitate improved sport and recreation outcomes

- Promote our investment in sport, leisure, and fitness to attract external and joint funding
- Investigate opportunities through public and private partnerships to enable development, expansion and enhancement of our active spaces where appropriate
- Expand integration of schools and community facilities where appropriate



PRIORITY THREE

ACTIVATED PLACES

Activate sport, recreation, exercise, active transport and leisure facilities and spaces to encourage increased participation and activity levels



KEY PRINCIPLES

We will strive to provide and plan diverse, safe, and inclusive spaces and facilities to provide the opportunity for everyone to participate in active living regardless of age, gender, ability, cultural background, or socioeconomic status.

We will work with commercial operators in sport, recreation, exercise, active transport and leisure sectors to activate and enhance our facilities and spaces to support active living and promote social connections.

WHY IS THIS IMPORTANT

- Providing facilities and spaces accessible to all our community reduces barriers to participation, provides choice and increases physical activity.
- Currently a large population of our community are not meeting Australia's Physical Activity
 Guidelines for activity and exercise. Lack of physical activity has direct links to increased risk of chronic health conditions.
- Promoting increased participation in active living supports our community's well-being. It brings people together through shared experiences, supports a balanced lifestyle and improves mental and physical health.

Objectives we will work towards

Provide inclusive places and spaces

- Ensure new and refurbished facilities meet or exceed sport-specific accessibility standards
- Provide opportunities for free and low-cost activity to reduce barriers to participation
- Research low participation levels in underrepresented communities to identify barriers and opportunities
- Engage with our youth, older adults, and people with a disability to understand how to support increased physical activity
- Ensure individual and social activities are provided equitable access to facilities and spaces

Marketing and promotion

- Develop a strategy to activate our coastal trail to enhance use and amenity
- Develop a plan to market our city's active lifestyle and opportunities, including to highlight our position as an all age and all ability destination and our vast trail networks
- Promote the benefits of physical activity and active use of our local natural environments, public spaces, and active programs
- Advocate for major sport and other events to inspire participation and support economic growth
- Facilitate the inclusion of appropriate spaces and facilities in our strategic land use planning

Innovation and responding to emerging trends

- Identify emerging sport and recreation activities to enable planning for future use
- Respond to the trend towards individual pursuits and less structured activities
- Develop a process to support not for profit and commercial providers to deliver programs that maximise use of our spaces and increase physical activity
- Develop a process to support hospitality providers to provide services that activate our physical activity and leisure spaces and enhance amenity and provide improved opportunity for social connections

Image Jess Oakenfull



EXPLANATION OF TERMS

Physical activity

Within this strategy, the term physical activity is used to represent all sport, recreation, exercise, active transport and leisure activities.

Sport

Activity involving physical exertion and skill as the primary focus, with elements of competition or social participation where rules formally govern the activity through organisations.⁸

Recreation

Physical activity undertaken for enjoyment.

Exercise

Exercise is a planned event that involves physical exertion to maintain or improve health and wellbeing.

Leisure

Activity undertaken for enjoyment, with limited or no physical activity.

Strategy

Outlines the key issues in the strategic plan and identifies the key objectives and what needs to be done at a high level.

Framework

Provides guidance around strategies without being prescriptive. Allows for some flexibility in delivery to adapt to changing conditions.

Plan

A detailed outline for achieving outcomes from a strategy or framework. Identifies specific actions, what, who when and how.

Policy

Formal statement of principles. Primarily seeks to ensure compliance with legislation, standards, and community expectations

Procedure

Generally, relates to a policy.

Mandates operational activities
and assigns responsibilities through
specific operational actions.

^{8.} https://www.clearinghouseforsport.gov.au/kb/what-issport





