

Get Active San Remo and Blue Haven 2023

Community Stakeholder Project Report



Office
of Sport

Central Coast
Local Health District



Introduction

Get Active San Remo and Blue Haven (“Get Active”) is a community sport, active recreation and physical activity (“physical activity”) initiative led by the Office of Sport and supported by project partners Central Coast Council and Central Coast Local Health District’s Health Promotion Service. The project was also supported by numerous community organisations within San Remo, Blue Haven and surrounding suburbs.

Background

The 2023 campaign follows the inaugural and successful 2022 initiative that resulted in many positive results for and within the community.

Among the results from first Get Active campaign in 2022:

- 43% of adult respondents and 28% of children increased physical activity;
- 95% of respondents who were active during the campaign said they were likely to continue to be active;
- 29% who were not active during the campaign said they would start being active and
- 54.9% of respondents said they just generally felt better by being active.

Additionally, support for the Get Active initiative also reinforced its positive effect as evidenced by survey comments such as;

- *“Brilliant idea to get people interested in physical activities”*
- *“Great to see something like this in our community. Inspired my ageing body to keep active!!!”*
- *“The great part of Get Active was a lot more families were out, and I felt safer taking the grandchildren out.”*
- *“Would like to see this keep going - it is a good idea.”*

The statistics and community feedback, along with a willingness amongst providers and community partners to continue their involvement provided sufficient evidence to conduct the initiative again in 2023.

Project aims

The aim of the project in 2023 was similar to the previous year in providing awareness of opportunities for community members to be active and to encourage individuals to participate in physical activity, with a particular focus on those who are least active.

The project aimed to achieve the following medium to short-term outcomes;

1. Increased participation in physical activity by community members
2. Increased awareness of physical activity opportunities available locally
3. Increased knowledge of benefits of physical activity
4. Positive change in attitude towards physical activity

Community survey

Community feedback was gained through electronic and hard copy surveys distributed to the community.

Number of survey respondents	
2023	116
2022	212

Project outputs

Activations

Get Active involved a month-long calendar of activities to take place throughout October 2023. The table below provides a comparative view of outputs from 2022 to 2023.

Overview of activities	2023	2022
Number of organised activities*	46	61
Number of individual activations**	200	155
Number of activity providers	26	35
Number of free activities	144	111
Number of reduced cost activities	30	28
Number of disability Inclusive activities	161	126
Number of San Remo & Blue Haven activations	36	76
Number of Charmhaven & Lake Haven activations	134	56
Number of activations in surrounding areas	30	23

*An “activity” refers to a version or type of physical activity that was on offer e.g. a gym class, a walking group, a Rugby League clinic, a fishing clinic.

**An “activation” refers to a single opportunity someone to be active. An activity may have multiple activations that could be run multiple times on a different day or different time e.g. a yoga class that is held once a week over four weeks would represent four single activations.

Availability of most popular activities identified by community (original community consultation in 2022)	
2023	2022
3 of the top 5	4 of the top 5
7 of the top 10	8 of the top 10
10 of the top 15	12 of the top 15
12 of the top 20	14 of the top 20

The full list of activations that were offered, is included below.

\$4 Weekend Swims - Toukley Aquatic Centre	Kobudo - BBMA
Active O50s - Lakehaven Rec Centre	Ladies Tennis
Barre - Millenium Health	League Stars NRL
Body Balance - Millenium Health	Little Dragons - BBMA
Body Pump - Millenium Health	Little Rippers SLS
CC Waves Basketball - Couch to Court	Other
Come n Try Dragon Boating	RAW Challenge 10-17
Community Gardening	RAW Challenge 5-10
Core - Millenium Health	Recreational Gymnastics - CC Gymnastics
Cross Training - Millenium Health	San Remo Dog Walks
Cycle Class - Millenium Health	San Remo Park walk
Dance Fit - Millenium Health	San Remo Walking Group

DPI Fishing	Social Basketball - Camp Breakaway
Drop in Basketball - Lakehaven Rec Centre	Social Kayaking
Get Active at Point Wolstoncroft	Social Tennis - Camp Breakaway
Golf Driving Range	Social Walking group
Gymnastics - Ultimate Gymnastics	Squash Court Hire
HIIT - Millenium Health	StreetGym
Inclusive Tennis - One Culture	Tiny Dragons BBMA
Karate BBMA	Unisex Tennis
Kickboxing - BBMA	Yoga - Millenium Health
Kids Basketball Coaching - Lakehaven Rec Centre	Yoga - San Remo Neighbourhood Centre
Kindergym/Junior Gymnastics - CC Gymnastics	Zumba - Millenium Health

Physical Activity enablers

In addition to the activities identified above, several physical activity “enablers” were also offered to the community as part of the project. These enablers were important in assisting to address some of the barriers potentially experienced by community members. These enablers included:

- Nutrition & Dietetic Telehealth Clinic - University of Newcastle
- Healthy and Active for Life Online – NSW Health
- Get Healthy Service – NSW Health
- Community Sport and Activity Equipment Library – hosted by the Epicentre

Project promotion

Project partners developed a promotional plan that utilised a broad range of communication tools and methods including the following:

Get Active webpage

The Get Active event page was again hosted on the Central Coast Council website.

The page provided a list of all the activations that formed part of the project and included activity locations, dates, times, costs, contact details of the provider and other important information.

In addition, the webpage also included;

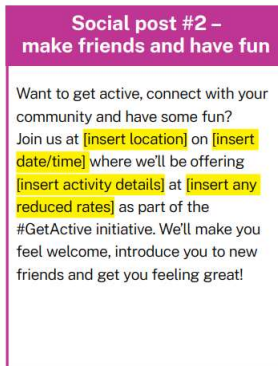
- Links to the website of the key program partners (Office of Sport, Central Coast Council, Central Coast Health Promotion Service)
- Transport details to help link people to activities
- Information and links to Active Kids, Creative Kids and First Lap voucher programs
- Central Coast Sports Hub webpage link (details of sport and active recreation providers across the Central Coast)
- Extra features in 2023 included a map of the San Remo and Blue Haven that displayed all the open spaces (parks, reserves, fields, courts, water ways, accessible natural bushland) available for active recreation.

Promotional Toolkit

In 2023 the promotional toolkit was again provided to assist activity providers to promote the project and their activities. The toolkit was emailed to all providers and other relevant stakeholders.

The toolkit included:

- Key messages (copy)
- Newsletter/website copy
- Social media copy
- Email invitation
- Social media tiles
- Generic and editable posters
- Newsletter and email banners
- Social media channels



Social media tile with provider text 1



Editable poster



Communication and promotion methods

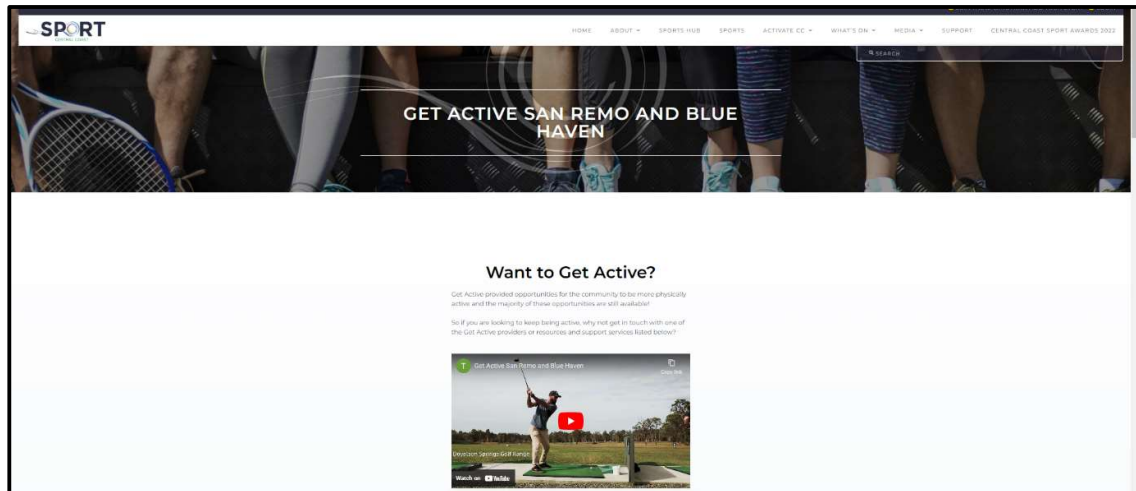
Get Active was communicated through a wide variety of media including;

- Get Active Prospectus for potential activation providers
- Social media sites of project partners, i.e. Facebook, Twitter and Instagram
- Get Active event page on the Central Coast Council website
- Community Facebook and social media pages, e.g. schools, early learning centres, community centres, activity providers
- Three promotional videos (60sec, 30sec, 15sec)
- Local newspapers
- Corflute signage (50 signs placed in strategic locations around the community)
- Letterbox drop of an A5 glossy brochure to all households in San Remo and Blue Haven
- Hard copy flyers for primary schools
- Posters at various community organisations

Based on feedback from 2022 hard copy promotional material was increased to assist with greater reach into the community. This included flyers for primary schools and a community letter box drop. The number of corflute signs was also doubled from 25 to 50 in 2023.

Post-campaign information

The Get Active webpage hosted by Central Coast Council was an event page and therefore not able to be maintained and active beyond the campaign. With the majority of activities available post-campaign the Sport Central Coast dedicated Get Active page was updated with any new providers; <https://sportcentralcoast.org.au/elementor-3952>.



Community survey results

Respondent demographics	2023	2022
Suburb of residence		
San Remo/Blue Haven	54%	65%
Budgewoi, Charmhaven, Buff Point, Doyalson and Lake Haven	26%	23%
Suburbs outside the catchment area	21%	12%
Gender, Culture, Disability	2023	2022
Female	76%	73%
Male	23%	26%
Aboriginal or Torres Strait Islander	14%	19%
Disability	7%	11%
Culturally diverse	10%	6%
Age of respondents	2023	2022
Age range	5 to 70	5 to 70
5 to 17 years old	16%	23%
18 to 70	84%	77%
Largest respondent groups	35-39 – 12%	35-39 – 12%
	40-44 – 12%	10-14 – 12%
	45-49 – 10%	45-49 – 11%

Awareness of Get Active

% of respondents who were aware of Get Active prior to completing the survey	
2023	74%
2022	61%

Physical activity during October

% of respondents who had not heard about Get Active, but did some physical activity in October	
2023	70%
2022	83%

Change in Physical Activity Levels

Change in physical activity level from September to October - ADULT	2023	2022
Increased	41%	43%
Decreased	32%	7%
Maintained	27%	50%

Change in physical activity level from September to October - CHILDREN	2023	2022
Increased	7%	28%
Decreased	7%	12%
Maintained	86%	60%

How the community heard about Get Active

Most common ways the community heard about Get Active	2023	2022
Corflute signage	31%	24%
San Remo Neighbourhood Centre Facebook Page	20%	24%
Blue Haven San Remo Community Noticeboard Facebook group	19%	16%
Word of mouth	16%	18%
Letterbox drop	15%	NA
Blue Haven San Remo incident alert Facebook group	14%	11%
Central Coast Council Facebook page	13%	18%
Northlakes High School Facebook page	11%	11%
Blue Haven Public School Facebook page	9%	11%

Participation in Get Active

Activity participation by community	2023	2022
Overall Get Active activities that the community participated in	56%	55%

Get Active activities people participated in

Most common activities	2023	2022
Dog Walking	36%	10%
Swimming*	24%	10%
Social walking group	18%	NA
San Remo Park walk	12%	2%

Cycling	8%	16%
Yoga	6%	10%
Family Walking Group	-	12%
AFL	-	10%
Most popular “other” types of activity i.e. non-Get Active activities	2023	2022
Walking	83%	42%

What prompted people to participate in Get Active

Most common prompts	2023	2022
A variety of free/inexpensive options available	56%	38%
I was reminded of the importance of being active	44%	48%
Increased awareness of opportunities to be active	42%	28%
Ability to participate in one-off activities without long term commitment	40%	26%
Ability to try new activities I hadn’t tried before	24%	46%
Positive messages around being active helped to motivate	22%	28%

Participation in other types of physical activity that weren't listed as part of Get Active

Participation in Get Active vs non-Get Active activities	2023	2022
Those who did non-Get Active activities	70%	71%
Those who only did Get Active activities	21%	12%
Those who did no physical activity at all	9%	17%

What prompted people to do other activities (non-Get Active activities)

Prompts to do “other” physical activity	2023	2022
They wanted to feel better by being more active	46%	67%
Prompted by Get Active	37%	23%
Had enough of being inactive	22%	26%
Don't really know, they just felt like it	21%	23%
A family member encouraged them to be more active	12%	20%
Friend(s) encouraged them to be more active	4%	16%

Benefits

Benefits experienced by being active during the Get Active period	2023	2022
Just generally felt better	56%	55%
Had more energy	48%	35%
Felt fitter	43%	35%
Slept better	36%	38%
Mood improved	30%	36%

Physical activity intentions

Respondent’s physical activity intentions post-campaign	2023	2022
Intention to continue to be active by those who were already active	93%	95%
Those who weren’t active but would start being active	21%	29%
Those who weren’t active but “might” start to be active	70%	60%

Barriers to being active

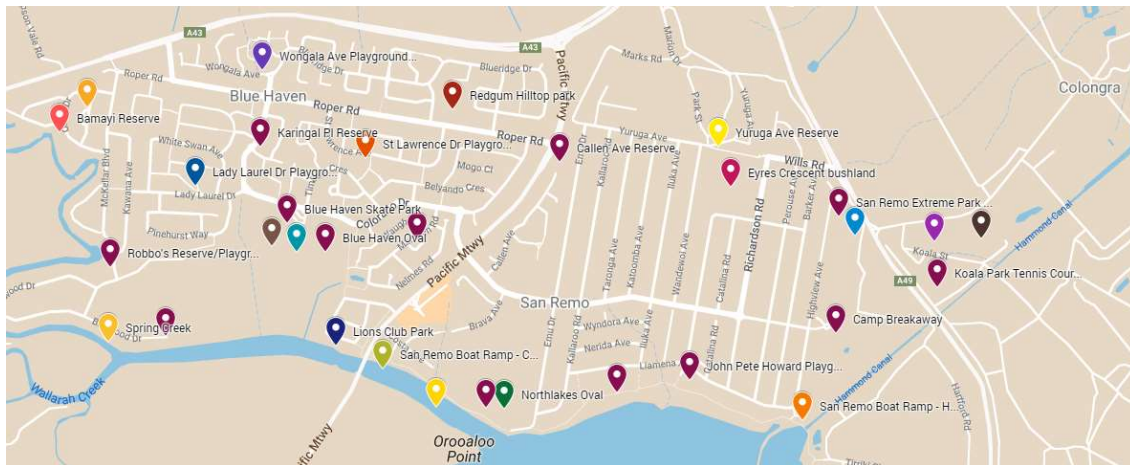
Things that stopped people being more active during October	2023	2022
The weather	21%	51%
Lack of time – because of work	35%	30%
Cost	15%	26%
Lack of time – because of family commitments	31%	25%
Not motivated to be active	14%	12%

Additional survey questions in 2023

Two new questions that related to accessing spaces to be active were added to the 2023 survey.

The first question asked whether respondents used the new functionality on the Get Active website that provided community members with a list of places and spaces to be active in the community. The place and spaces listed included, parks, reserves, playgrounds, courts, natural bushland and waterways and provided a pin drop location map and description of each of the places and spaces listed.

See image below.



Did you use the places and spaces link on the Get Active webpage to find more places and spaces to be active in San Remo and Blue Haven?	2023	2022
Did not use the link	57%	NA
Did use the link	29%	
Didn't know it was available	14%	

The second question asked whether respondents utilised school grounds to be active, as part of the state-wide “Share our Space” initiative, which allows community use of school open space and facilities at specific times. Two of the three schools in the area signed up as part of the Share our Space initiative.

Did you use any of the local school grounds to do some physical activity during October (“Share our Space”)?	2023	2022
No	89%	NA
Yes	7%	
Didn’t know we could	4%	

Activity provider statistics

Provider response to the feedback survey wasn’t as strong as 2022 with only minimal provider feedback gained via the community survey. Given the low number of responses from providers we were unable to identify any trends or common themes.

However, collectively the providers reported a total of 203 new participants across 17 activities.

Community comments

As part of the feedback survey, community members were also offered the opportunity to provide general comments about the project. See comments provided in appendix A

Additionally several community members volunteered to share their experience in being active during the Get Active campaign and beyond. These community member stories (case studies) are included in appendix B.

Summary

The Get Active project aimed to create more awareness amongst community members of the opportunities available to them, provide further opportunities to be more active and encourage community to take part in these activities.

The table below provides a summary of data findings that provide an indication of progress towards the objectives of the initiative.

Objective	Indicator(s)
Increased participation in physical activity by community members	<p>41% of adult survey respondents increased participation levels from September 2023 to October 2023 (down from 43% in 2022).</p> <p>7% of child survey respondents increased participation levels from September 2023 to October 2023. This was a decrease from 2022 (where 28% increased participation).</p> <p>203 new participants in activities (reported by providers)</p>
Increased awareness of physical activity opportunities available locally	<p>74% of survey respondents heard about Get Active. This increased from 61% from 2022.</p> <p>Community participated in 56% of activities offered as part of Get Active (up 1% from 2022).</p> <p>42% of respondents indicated that “increased awareness of opportunities to be active” prompted them to participate in Get Active (an increase from 28% in 2022).</p>
Increased knowledge of benefits of physical activity	<p>44% of respondents indicated that being reminded of the importance of being active prompted them to participate in Get Active</p> <p>22% said that positive messages around being active helped to motivate them to participate in Get Active</p> <p>For those that did activities other than Get Active activities, 46% said they wanted to feel better by being more active.</p>
Positive change in attitude towards physical activity	<p>93% of those who were active during October said they were likely to continue to be active (down from 95% in 2022)</p> <p>Of those who weren't active in October, 21% said they would start and 70% said they might.</p> <p>56% of respondents said they generally felt better by being active</p>

Recommendations

1. Future efforts to improve participation in physical activity continue to be based on collaborative effort and partnerships.
2. The initiative should be transitioned to community for future years. This may assist with greater community reach and accessing the least active people in the community.
3. Future projects in this community should consider promotion of less structured forms of participation e.g. walking and swimming which appear to be popular.
4. Consider additional ways to raise community awareness of future initiatives
5. Further effort towards making physical activity opportunities even more accessible and sustainable for community members, which will require whole of community input.

For further information contact:

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21 June 2024

APPENDIX A – Community comments

POSITIVE

- I didn't know about the Get Active scheme until I saw it was regularly advertised on a local social dog walking facebook page I am part of called Doggie Dates and was keen to join! It was a great incentive and I look forward to keeping up with regular activities!
- This is what originally got me motivated last year.
- was good being reminded to do exercise. just wish i was motivated to keep doing it all the time.
- Get Active is a great keeping kids active is a great idea and it's will benefit them in the long run as they get older
- Good to see we can find out about local activities that are offered to all ages and costs for these
- Great initiative
- Great initiative! Thank you.
- great opportunity to get everyone active. keep it going.
- Great program. I wish I had used more of the services but it did motivate me to look into activities for me
- I believe it's a great program and does well for the community. Love it and it's well promoted.
- I enjoyed the activities and hope to do more!
- I loved all the different things i could do especially the gym classes. I didn't do them all (not enough time!) but now i know what is available i might try and do some more later.
- I loved being able to try new things and the free pass from the gym to try them! Great stuff!
- i loved the gym options and free class pass. Thank you!
- i saw all the signs but didn't really take notice until too late. I should have looked at it sooner.
- I think its good for the community
- I thought it was a great initiative and something I would like to participate in, in the future. Thank you.
- I'm so glad to have come across this initiative, being new to the area it helped me find a few more options available to increase my activity and wellbeing which I can pursue
- It helped to remind me to be more active and start exercising again.
- It is a great way to get people out and about
- It would be good to make it more spread out across the Central Coast
- It would be great if more of the activities were outside of work hours
- It's a good idea. keep doing it.
- It's a great idea.
- It's a great idea.
- It's good because it helps to remind me to do some exercise and happens at a good time of the year.
- Keep It open to encourage people
- Thank you for a great initiative
- Thank you for providing beautiful spaces for us to enjoy!
- The walking track around San remo is excellent
- This is a wonderful program which I was able to share with my grandchildren & great grandchildren

AREAS FOR IMPROVEMENT

- I'd love a stretching and tone class in a community centre for ladies over 40
- i'd love it if it was all year round. Sometimes you just need to be pushed to do something. keep it going.
- It needs more exposure, as I didn't even know about it
- Some bike/scootering for 0-5 year olds

ACTIVITY SPECIFIC

- Doggie Dates is great
- Love our doggy dates walk
- My only activity in the said areas was the weekly San Remo Central Coast Doggie Dates walks Both my dog Daizee and I love going It's a moderate walk with like minded people and their dogs and always makes you feel good We also do the weekly walks in Lake Munmorah and Mannering Park with the group

APPENDIX B – Community member case studies – Stories from Get Active

Stories from Get Active – Savannah 16

“This might sound a bit strange, but I have been swimming since I was six weeks old! I’ve had to – I was born with hemi-hyperplasia, which basically means that one side or one part of my body grew a bit quicker than the other. I also have Autism as well as an Intellectual Disability.

So from a very young age being active was really important to help manage my conditions. Swimming was perfect because the water provided buoyancy and helped ease the load on my muscles and joints.

Up until I was 10, I swam for fun and for the social aspect of it, but when I was 12 I started to swim competitively. For a long time I’d been told that I can’t do this or I can’t do that. It got to the point where I wanted to prove people wrong and see how much I could achieve. So social swimming turned into squad training and swimming competition!

It hasn’t been easy but I keep doing it because of the adrenaline I get from competing. But it’s not just that, being constantly active has been such a positive thing for my mental health and helps me stay connected.

Young people these days have so many distractions that aren’t always good for them. I use physical activity as my distraction, and it has been such a good thing to help keep me balanced.

I’ve had a lot of setbacks too. I lost my grandfather recently. He inspired me so much, so losing him was really tough, particularly mentally. I’ve also developed a knee injury and was told to rest. But I can’t rest. I don’t want to be lazy so I just keep going. Life is tough sometimes – but you choose how you respond to that. And my response was to keep swimming and stay active.

But I now have goals too. My hard work has qualified me for the Paralympic Trials for Paris this year. My goal is to be a Paralympian and I am determined to get there!

But even if I wasn’t swimming competitively, I would still be swimming and doing other water sports like surfing because I get so much from it. That is why things like Get Active are important for the community – because there are so many opportunities for people to be active and Get Active helped me and many others discover what is out there.

There are so many free things to do as well – walking, running, jogging, swimming and even outdoor gym equipment! There are no excuses not to be active! With the challenges that I’ve faced, I feel like I am qualified to be able to say that.

Some people make excuses, but not me, I’ve never let my disability hold me back. If I could offer some words of support to help others I’d say just start and keep trying, without putting pressure on yourself. Go out and do some exercise, have fun and see where it leads you!”



Stories from Get Active – Joanne 48

“I’d always found it difficult to find time to exercise. I used to do spin classes, pump and walking but work and raising kids and all that goes with it, seemed to take up most of the time I had.

Then about 4 years ago I broke my foot which meant almost no exercise for around 18 months – and it was horrible. Apart from the pain in my foot, my mental health suffered and it was difficult to maintain a healthy weight.

But I’m a person with a growth mindset, solutions not excuses! So as soon as I could, I started walking again. Very slowly at first, step by step, to help build confidence in my foot (and the rest of my body!) and to slowly get some fitness back.



We got a dog and I joined a social dog walking group in the local area. That was so good for me because apart from the regular physical activity, it provided a social connection, a bit of a support network.

It was through the dog walking group that I heard about Get Active and while I didn’t do any of the activities, I can see the importance of what it provides to the community. A huge range of activities for you to start your journey to being more active and healthier.

While my foot still isn’t back to normal and may never be, and pain is a regular companion, there are so many reasons why I keep walking. The benefits for my mental health, being outside, the endorphins and being a good role model for my family are all part of why I walk every day!

What I’ve also found is that even though my foot still hurts at times, the pain in my other joints, lower back, knees, hips is so much better than it was. I’ve got no doubt that it’s because I exercise every day. And I’ve made that my mission – exercise every day!

While I still have my commitments to work and family and without neglecting those important parts of my life, I now place a higher priority on my own health. I’m so glad that I have.

For others who struggle to find time to balance work and family commitments with exercise, here are some little tips that have helped me:

- Break it down into smaller parts – 15-30 minutes morning and evening
- Find someone to do it with – it is so much easier and more enjoyable with company
- Put your shoes and your walking clothes beside your bed at night. When you wake up in the morning, they are there ready for you to go for a walk
- Get a slow-cooker! Put it on in the morning to cook dinner and save yourself time later in the day
- Music is a great distraction – headphones and your favourite play-list on your phone are a must! (but be aware of traffic and other dangers while you walk!).

Don’t make excuses, find solutions and become the best version of yourself!”

Stories from Get Active 2023 - Lorraine 42

"I've never really been an active person. I found exercise overwhelming and hard – in that way I guess I was like a lot of people.

But I was also a little different to many people (or so I thought). I had osteoarthritis at an early age and a pain condition that affected my muscles. I was constantly sore and always fatigued. Exercise was not something that I really wanted to do and for a long time, I avoided it.

There were a number of things that changed that...

The osteoarthritis in my hip was so bad that I had to have a hip replacement in my 30's. I was way too young for this! Hip replacements are for people in their 60s and 70s! But there I was, not even forty and with a bionic hip!

Fortunately I had Doctors who put me on the right path, making sure I understood the importance of regular physical activity to stay strong, mobile and help reduce the pain I experienced.

But even after my hip replacement it was hard. I was not totally pain free, but persistence meant gradual improvements which inspired me to keep active. My fear is now that if I stop, I'll go back to the way I was... constant pain and not really enjoying life.

Now I walk every day with my dogs and do home-based gym (muscle strengthening) three times a week. The Get Active initiative has been great in supporting my efforts to keep active. It has helped me to connect to a local walking group and I've found that when I walk with others, it doesn't even feel like an effort!

Through Get Active and exercise in general I've been able to connect with other people and share stories. I've found people with similar issues and needs. Being able to talk to them and support each other has been such an important part of improving both my physical and mental health. The social connection I get by being active in the community has been a godsend!

I used to be one of those people who thought they had reasons not be active, but I was fooling myself. I realised I've only got one body and one life and I am going to make the most of it!

I'm still young and I have choices. I can't always control my pain the way I would like to, but I can control how I respond to it. So can you.

If I had some advice for others in the community, well, there would be lots...

You don't have to be an athlete or even really fit. You've just got to try. Unless you try you are never going to know. So find some physical activity that you like and just start. Small steps. The first one or two are hard, but it does get easier. Trust me, you will feel so much better for it.

I really hope that by sharing my story that others will find a reason to start and keep being active."

