

Physical activity, sport and walking

VicHealth's Investment Plan (2014 to 2018)

THE IMPERATIVE

ENCOURAGING REGULAR PHYSICAL ACTIVITY

Less than a third of Australians are getting enough physical activity to benefit their health*. Regular physical activity is a key factor in promoting good health and preventing chronic disease.

* Australian Bureau of Statistics (2012), Australian Health Survey: first results, 2011-12, cat. No. 4364.0.55.001, Australian Bureau of Statistics, Canberra.

MORE VICTORIANS ENGAGE IN PHYSICAL ACTIVITY

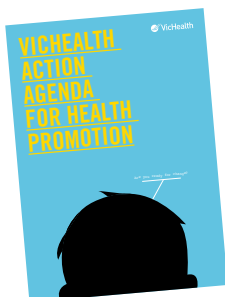
10
OUR 10-YEAR GOAL

MORE PEOPLE PHYSICALLY ACTIVE, PARTICIPATING IN SPORT AND WALKING

3
OUR THREE-YEAR PRIORITY

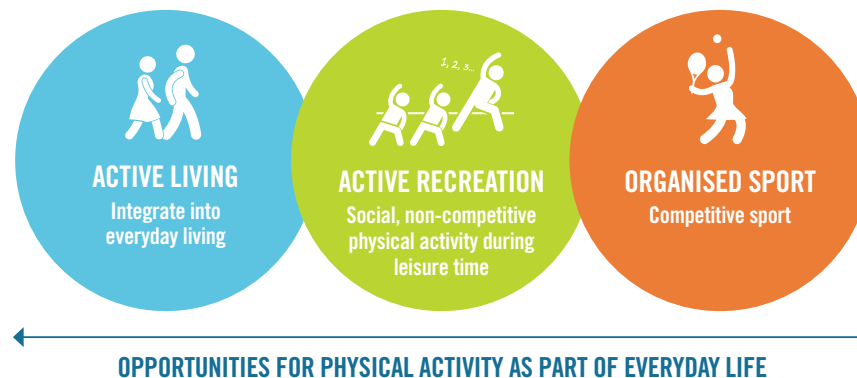
VICHEALTH ACTION AGENDA STRATEGIC IMPERATIVES

- PROMOTE HEALTHY EATING
- ENCOURAGE REGULAR PHYSICAL ACTIVITY
- PREVENT TOBACCO USE
- PREVENT HARM FROM ALCOHOL
- IMPROVE MENTAL WELLBEING

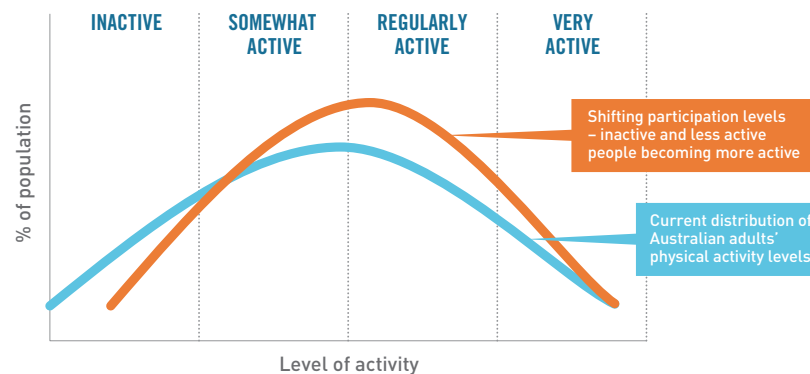


HOW

PHYSICAL ACTIVITY PARTICIPATION AS PART OF EVERYDAY LIVING, ACTIVE RECREATION AND ORGANISED SPORT



WHOLE-OF-POPULATION APPROACH GETTING THE INACTIVE AND LESS ACTIVE TO BE MORE ACTIVE



FOUR KEY AREAS OF VICHEALTH'S STRATEGIC APPROACH

SPORT

ENABLING SPORT TO GET AHEAD OF PARTICIPATION TRENDS

- Build more welcoming and flexible approaches to organised and social sport** participation

Participation in physical activity and sport is shifting, with a growth in non-organised participation.

Club and organised sport is important in improving health and getting people active.

PHYSICAL ACTIVITY

DEVELOPING NEW PARTNERSHIPS AND APPROACHES FOR ACTIVE RECREATION

- Support new approaches and connect people to opportunities for physical activity

Identify new ways to get people active.

Improve accessibility, flexibility and variety of active recreation participation options.

WALKING

MAKING ACTIVE TRAVEL AN EASIER CHOICE

- Support a culture and environment that encourages active travel

Walking is a key form of active travel, including to school, work and within neighbourhoods.

SITTING

REDUCING SITTING IN THE WORKPLACE

- Influence workplaces to encourage less sitting and more standing and walking

Workplaces are important in reducing sedentary behaviour.

10-YEAR GOAL
MORE VICTORIANS
ENGAGE IN PHYSICAL
ACTIVITY

THREE-YEAR PRIORITY
MORE PEOPLE PHYSICALLY
ACTIVE, PARTICIPATING IN
SPORT AND WALKING

** 'Social sport' is a term used to identify one's engagement in sport in a less formal (i.e. anytime, anywhere) context. Social sports may have many of the elements of modified or recreational sports, and a similar look and feel to their parent (i.e. standard or traditional) sports. Social sports may incorporate competition and rules, but they have a different relationship (when compared to traditional sports) to a governing organisation because of their intent and outcome. Richards, R (2014), 'What is Sport?', Australian Sports Commission Clearinghouse document prepared by Dr Ralph Richards, NSIC/Clearinghouse, last updated on 18 June 2014.