

CITY OF MANDURAH

Leisure Lifestyle and Bike Valet program

Project date:

February – March 2012

Project location:

Mandurah

Target Groups:

1. Leisure Lifestyle program – women who did less than three hours of activity per week
2. Bike Valet Pilot Program – general community

Background

The eight week Leisure Lifestyle Program featured educational sessions, illustrating the facilities and opportunities available to community members of the City of Mandurah. The Bike Valet Pilot Program involved the installation of a bicycle valet at the City of Mandurah's Crab Festival. This encouraged all who attended to cycle on the day and provided a fun and engaging environment.

Objectives

- Increase awareness of physical activity opportunities.
- Increase the physical activity levels of women.
- Encourage women to adopt healthy eating habits.
- Provide education and support to motivate women in making positive changes.
- Establish a walking group.
- Support participants in identifying any potential education or exercise barriers.

- Provide free bike parking at a community event.

What happened?

- An eight week physical activity program was developed, demonstrating the different physical activity opportunities available in the City of Mandurah.
- Information was provided to encourage participants to increase their level of physical activity.
- Healthy lifestyle sessions were conducted. These focused on healthy eating, mental health and general lifestyle.
- Women contributed healthy recipes each week and were formed into a healthy recipe booklet.
- Regular health checks were conducted throughout the eight week program.
- A community walking group was established.
- A bike valet parking program was established at the City of Mandurah's Channel Seven Crab Festival to promote physical activity and active transport.

Results

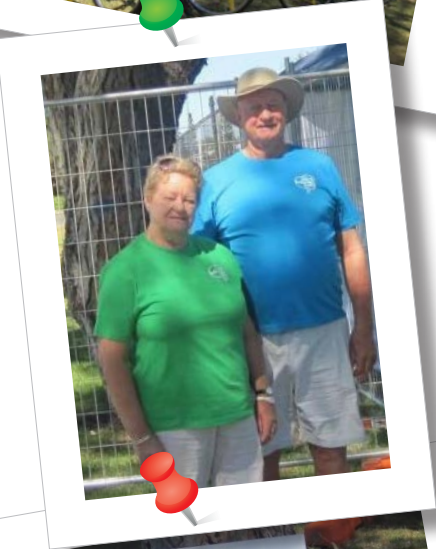
- Fifty nine women registered for the program, with 18 attending every session. The highest weekly attendance was 29 participants.
- Following the program, four participants joined the City of Mandurah's recreation facilities.
- Eight participants joined the community walking group as a result of the program and three joined a seniors walking group.



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CITY OF MANDURAH

continued



Results continued

- The City of Mandurah will run the bike parking program at the Channel Seven Crab Festival in 2013.
- A total of 193 people “swapped the car for the bike” and used the free bike valet at the Festival.

Tips for others

- Consider the timing of your fitness program. For example, we had the water fitness activity at the end of the program when the weather was colder and numbers were not as strong.
- Encourage social interaction between participants.

Program Partners

- Food Sensations
- Act Belong Commit
- South Metropolitan Health Unit
- Community Focus – Peel
- Department of Transport - Cycle Instead

Promotion and Integration of the Swap it campaign

- Mandurah newspapers provided background on the program and the Swap It, Don't Stop It campaign.
- Social media, media releases and radio announcements were all used to promote the program.
- Eric the Mascot attended the local shopping centre to encourage registrations.
- ‘Swap the car for the bike’ was promoted at the Mandurah Crab Festival.
- Event promotion

Where to from here?

The City of Mandurah with support from the Australian Government, has launched ‘Healthy Active Mandurah’. This program will provide a variety of community based healthy lifestyle programs that address the diverse needs and interests of the community. It encompasses healthy eating and physical activity programs.

Organisation contact

Veronica Brophy
Recreation Centre's Supervisor
Programs
P: 9550 3600
E: veronica.brophy@mandurah.wa.gov.au

