

<b>SPORT AND COMMUNITY SERVICES COMMITTEE</b>  <b>15 NOVEMBER 2017</b>	<b>3</b>
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**'GET OUT, GET ACTIVE' PROGRAM**

Joan Crawford | 8/23/9 | #5557259v1

**RECOMMENDATION:**

**It is recommended that Council notes the success of this funding application and the delivery of the 'Get Out, Get Active' Program.**

**EXECUTIVE SUMMARY:**

In March 2017, the Department of National Parks, Sport and Racing invited Councils and not-for-profit recreation organisations to apply for one-off funding up to \$40,000 to deliver initiatives that align to the 'Get Out, Get Active' program. The program is aimed at increasing female participation and fostering life-long involvement in sport and active recreation.

Council submitted a cycling program, "Pedal Pushers" and in July 2017 was advised that its application was successful. "Pedal Pushers" is targeted specifically at encouraging inactive women and girls to start cycling and keep cycling. A comprehensive program has been developed and a Coordinator will be engaged on a six month contract to deliver the program within the community. This program will involve conducting a series of cycling programs and bike maintenance training for women and girls in Cairns.

This report details proposed workshops and events which will be undertaken to deliver the program.

**BACKGROUND:**

The objectives of the 'Get Out, Get Active' program include:

- Provide enjoyable, accessible and affordable activities to increase sport and active recreation participation of inactive women and girls
- Facilitate sport and active recreation projects that encourage innovation to meet the needs of inactive women and girls
- Improve the sport and active recreation experiences of women and girls to encourage a culture of life-long participation.

**COMMENT:**

Council has developed a comprehensive cycling program specifically for females entitled “Pedal Pushers”, to encourage inactive women and girls to start cycling and keep cycling. The program is designed to provide a friendly and supportive atmosphere for beginners and as riders gain more experience and confidence, to enjoy cycling on a regular basis.

Bicycles have a major capacity to provide women with freedom and independence, especially for those in the lower socio-economic sector. Given Council’s recent provision of major lengths of cycling paths and the identified benefit of cycling and walking as an alternative travel mode, it is timely to ensure that all community members are encouraged to get out and get active on this community infrastructure. The ‘Get Out, Get Active’ program is specifically designed to target females of all ages and details of proposed workshops and events are outlined in Tables 1 and 2 below.

**Table 1: “Pedal Pushers” - Cairns Cycling Women Program**

	<b>Workshop</b>	<b>Description</b>	<b>Target Group</b>
1	Balance Bike Clinics	Free Balance Bike Clinics run from 9:00am until 12:00pm every Saturday. No need to book, just turn up and register with the instructors. Balance bikes are provided	Children, 3 – 8 year olds
2	Mother and Child Course	For mothers (parents) interested in getting their kids into the next stage of riding. Small groups and slow pace will ensure the children can learn how to get around safely	Mothers and children, sedentary mothers.
3	Women Only Course	Run by female instructors, this course will be designed to teach adult women who have never ridden a bike, the skills and confidence required to ride a bike	Sedentary women
4	Rusty Riders Course	Suitable for those with low confidence and or fitness levels. The course will run at a slower pace and develop the skills and confidence required to be a competent bike rider	Sedentary and non- riding women
5	Bike Care and Maintenance Course	This course is a great starting point for anyone interested in learning to care for their bike	Sedentary and non-riding women, all ages.
6	Explore Cairns	Social ride for all ages, including family groups, to explore our great cycle paths and quiet roads in various locations around Cairns	All women and families with some cycling ability

**Table 2: “Pedal Pushers” - Community Events**

	<b>Workshop</b>	<b>Description</b>	<b>Target Group</b>
1	Mother’s Day Ride	Mothers, grandmothers, daughters, aunts are all invited to enjoy the outdoors on their bicycles discovering our local cycle network	All women with a minimum level of cycling capability. Limited number of bicycles will be available to book.
2	International Women’s Day Ride	Celebration of Worldly Women	All women with a minimum level of cycling capability. Limited number of bicycles will be available to book.

It is intended to engage a Coordinator on a six month contract to deliver the program from March to June 2018. Accredited female trainers will deliver the program components at various locations around Cairns to ensure the provision of enjoyable, accessible and affordable opportunities for participants.

**OPTIONS:****Option 1: (recommended)**

That Council notes the success of this funding application and the delivery of the 'Get Out, Get Active' Program.

**Option 2:**

That Council does not approve the delivery of the 'Get Out, Get Active' Program.

**CONSIDERATIONS:****Risk Management**

The risk that the actual costs of delivering this program will differ from the budgeted costs can be mitigated in various ways including a change to the scope, with approval from the funding provider.

**Council Finance and the Local Economy:**

The funding program is on a 50/50 basis with the Department of National Parks, Sport and Racing with Council contributing \$40,000 as detailed in Table 3 below.

**Table 3: Budget Breakdown of \*PEDAL PUSHERS\* program**

<b>Project Item</b>	<b>Cost (ex GST)</b>
Trainers – Will be engaged under Council's Request for Service 2520 – Qualified Instructors For Active Living Program	\$11,000
Advertising through various mediums, such as local daily newspaper, on-line and social media, radio and targeted print magazines	\$9,620
Bicycles and equipment (hire of bicycles to undertake workshops)	\$3,700
Venue hire	\$0
Safety Equipment (Hi Vis Vests)	\$400
Promotional materials such as posters, postcards, flyers and social media	\$6,000
Traffic Control for the two identified events	\$2,000
Coordinator (part time for approximately 30 hours per week)	\$40,480
Accreditation for female trainers to undertake the training clinics and community rides	\$6,800
<b>A) Total Project cost (ext GST)</b>	<b>\$80,000</b>
<b>B) Percentage contribution required</b> (Refer to Get Out, Get Active guidelines in regards to funding contribution percentages. A contribution is not required by sport and recreation organisations unless the project costs more than funding available)	50%
<b>C) Total contribution from organisation = A x B</b>	<b>\$40,000</b>
<b>D) Total funding requested from department (ex GST) = A – C</b>	<b>\$40,000</b>

Funding has been identified in the Community Development branch operating budget for 2017/18.

Corporate and Operational Plans:

This report was prepared in accordance with Council's Corporate Plan Strategic Goals: Liveability; and Community and Culture.

**CONSULTATION:**

Consultation relating to the selection of the nominated program has occurred within the Community Development branch and other Council departments.



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