

2008/2010 Leaders for Geelong

Connect Through Exercise



Project Team Members

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CONNECT THROUGH EXERCISE

Initial Vision

To connect people of an ethnic and/or disadvantaged background to the general community through exercise.

1. Goals

- To create enjoyable opportunities for exercise in safe, accessible, community based environments.
- To provide a conduit for the local health profession to engage with the community and deliver innovative health messages.
- To connect people with diverse backgrounds and encourage integration of minority groups into the broader community.

Executive Summary

Clearly there are many exercise opportunities available to Geelong residents, including those who reside in the northern suburbs. These opportunities are provided by a large number of organisations. However, many of these opportunities are simply not being utilised.

Our research shows that whilst most people are aware of the reasons why exercise is important and have knowledge of recommended exercise levels, most people simply do not exercise as much as they should in accordance with recommended exercise levels, and further, as much as they want to.

We identified various barriers to exercise with a focus on the northern suburbs of Geelong. These barriers include cost, safety issues, and a lack of time.

There is a need in the Geelong region for these barriers to be addressed, in order for people to take up exercise opportunities, and in turn improve their health.

Introduction

This report summarizes the data provided by 73 people in the Geelong region after completing a survey to establish various aspects of exercise, their thoughts about it, their exercise habits, the local opportunities and the obstacles to greater participation.

2. Introduction

Our project team was inspired by a 'Leaders for Geelong' seminar focusing on health issues facing the Geelong community. Our premise for the project was that ethnic and/or disadvantaged people face many issues. The issues can include a lack of integration into the general community, and a lack of access to, and awareness of, affordable and safe opportunities for exercise. These issues in turn can contribute to isolation, poor health and a lack of wellbeing.

This broad topic focused on the development of exercise programs targeted to a disadvantaged demographic. Initially our goal was to develop an exercise program; however our original research and the advice of agencies working in the field clearly identified a stronger need to define the factors which influence the motivators and barriers for exercise. Our research has established these factors in a Geelong context and identified areas for further research.

Final Vision

Through the provision of a research report which identifies the motivators and barriers to exercise, our vision is to assist exercise providers, community agencies and social groups to connect and introduce people from the northern suburbs of Geelong, and/or disadvantaged backgrounds to the general community and a healthier lifestyle through exercise.

3. Research

Our research involved the carrying out of both literature reviews and various interviews with potential stakeholders.

Literature Review

G21

Commissioned by G21, the 'G21 Healthy Region Research Report, 2008' recommended the application of World Health Organisations 'Healthy Cities' model to the Geelong Region. G21 has prioritised health and wellbeing as one of its 8 key pillars which focuses on:

- encouraging healthy and active lifestyles;
- addressing disadvantage;
- building safe and strong communities;
- improving access to services, infrastructure and affordable housing;
- creating a network of well designed, safe and healthy communities; and
- Increasing appreciation of diversity, arts and culture.

G21's 'Community Health and Wellbeing Profile, 2009', provides a comprehensive profile of the G21 region. Key findings from the data profile "supports the contention that socially and economically disadvantaged communities within the five LGAs of the G21 region have poorer determinants of health outcomes, have higher levels of physical and mental illness, and have higher rates of chronic disease and lower life expectancies". The lack of physical exercise is considered a risk factor for chronic disease and the G21 dataset shows that the highest rate was in Corio, confirming the need for our project to focus on the northern suburbs of Geelong.

Healthy Community Plan 2009-13

Developed by the Corio Norlane Development Advisory Board, this report outlines priorities and key actions to realise a vision that 'Corio Norlane is a socially, economically, and environmentally sustainable community that offers the highest possible quality of life for all residents'. This report articulates a series of priorities including 'Priority Area 1. Healthy Lifestyle - eating and exercise'¹ which acknowledges the importance of physical activity.

A strategy to meet objective Priority Area 1 stipulated an increased community participation in physical activity is "Identification and consideration of community needs and mechanisms for overcoming barriers to the uptake of physical activity in development of projects". The encouragement of Dr Mark Kennedy, chair of the Northern Suburbs Health and Wellbeing sub-committee, and the Board to focus on the barriers to exercise served to define our project to deliver a research based project.

Obstacles to Action- A study of New Zealanders' Physical Activity and Nutrition, 2003²

The research report prepared for Sport & Recreation New Zealand (SPARC) the main government agency promoting physical activity in NZ. SPARC's objective is to increase the number of people undertaking the recommended level of exercise. This study aimed to determine "the why and why not of physical activity behaviour". This study found that the awareness of the need to do 30 minutes exercise/day is 84%, but in reality 30% of adults were not doing 2.5 hours /week exercise.

This study identified both intrinsic, eg. "I enjoy physical activity" and extrinsic eg. "My family wants me to exercise". It also identified behaviours, both personal and environmental factors (generally perceived barriers - physical and social) which influenced a person's motivation to exercise. Interestingly these barriers are often those we all might have used as excuses not to exercise. The study identified motivators and barriers for a number of demographics and two demographics which interestingly were the most open to social influence were then selected as target markets for program development. It was determined that the factors surveyed in this study would form the basis for our research survey.

Bellarine Health Study

This study was conducted on behalf of Bellarine Community Health. The study focused on an older demographic of people residing on the Bellarine Peninsula, and particularly Queenscliff and Point Lonsdale. The study looked at what could be done to promote exercise and better health in these areas, but the study found that with this demographic it was often a case of “too little, too late” and persons already had significant health issues. One of the conclusions of the study was that it is important for persons to develop good exercise habits earlier in life in an attempt to minimise health issues in later life.

Interviews

As part of “scoping” our project, our team conducted face-to-face interviews with a number of potential stakeholders in the Geelong area. The stakeholders, together with a brief summary of the interviews, are referred to below.

Each of the representatives of the stakeholders was asked a number of questions, including what exercise programs were already in existence in the Geelong region, and which of those were particularly targeted to a disadvantaged demographic. Further, the representatives were requested to comment on what they thought were the motivators and barriers for people to exercise.

Jan Juc Surf Lifesaving Club

Representative: Brian Makin, interviewed by Troy Harris

We investigated what swimming and surfing awareness programmes are available within the Surf Lifesaving Association for recent migrants, particularly those people who previously had little experience with water, eg Sudanese migrants. We were informed that there were no programs currently in existence operating along the Surf Coast to assist such persons in obtaining better water knowledge. Further, we were informed that cultural differences and transport were also issues in this region.

City of Greater Geelong (Mayoral Assistant)

Representative: Tim McDonald, interviewed by Troy Harris

The purpose of this interview was to explore potential points of contact for us to undertake further research in the Geelong region, these contacts being within both the employ of the City, and external points of contact. Support was provided for a project of the nature our group was investigating. Referrals included Malcolm Kuhn, Manager Leisure Services, City of Greater Geelong, and Colin Hunt, CEO of YMCA Geelong.

City of Greater Geelong (Leisure Services)

Representatives: Malcolm Kuhn, Lyn Johnstone, interviewed by Troy Harris & Kristina Dimasi

The purpose of this interview was to explore broadly what community recreational activities were available in the Geelong region. In particular, we wanted to find out what types of activities were well-supported by the community, and what types of activities were less well-supported. We also discussed whether certain types of activities had a better attendance rate in certain areas than others, and the possible reasons why some activities did not have a good participation rate. We further discussed whether there were certain forms of exercise which were better supported by ethnic communities than others.

Diversitat

Representative: Michael Martinez, CEO, interviewed by Troy Harris, Eddy Kontelj, Annette Zealley & Kristina Dimasi.

We explored the prospect of developing an exercise program targeting persons of an ethnic background, and particularly clients of Diversitat. We were informed there were already a number of programmes in place, or programmes which had previously been tried, targeting persons of ethnic

backgrounds. In particular, we were informed about the successful “Out of Africa, Into Soccer Project”, which included a number of Sudanese players, and that this project was ongoing.

GMHBA

Representatives: Mark Valena & James Arnott, interviewed by Troy Harris & Kristina Dimasi

The purpose of this interview was to explore the prospect of obtaining corporate support to assist in determining the community’s need for exercise and social interaction projects. A discussion was had as to the prospect of obtaining sponsorship and/or other support if deemed appropriate.

Leisure Networks

Representative: Brooke Connelly, interviewed by Eddy Kontelj

Discussion was had as to what exercise programmes were already available to the community. We were informed that there were already a large number of exercise programmes in existence in the Geelong community being made available by Leisure Networks and many other organisations around Geelong. However, the question remained as to why people did not take up the exercise opportunities available to them.

YMCA

Representative: Colin Hunt, CEO, interviewed by Troy Harris & Kristina Dimasi

We investigated the current role of the YMCA within the Geelong community and the difficulties faced with its existing programmes. A significant number of projects were available, or had been made available, to the community but it was uncertain as to why the take-up of opportunities had not been greater.

Northern Suburbs Health & Wellbeing Subcommittee (based at Cloverdale Community Centre)

Representatives: Dr Mark Kennedy (chair of the Subcommittee), representatives of Barwon Health, City of Greater Geelong, Leisure Networks, Corio community representatives. Meeting attended by Annette Zealley, Troy Harris & Kristina Dimasi

The purpose of the meeting was to discuss what type of research our group could carry out in order to assist this group in, amongst other things, promoting good health, particularly in the northern suburbs. The feedback was that although there are many community organisations arranging exercise opportunities, no actual research as to the nature of the barriers in the Geelong region are known.

Department of Human Services – Corio Norlane Neighbourhood renewal

Representatives: Kristen Hemley (Place Manager Corio Norlane Neighbourhood Renewal), Jasmine van den Hurk (Community Participation & Partnerships Officer), Ken Massari (Principal, North Shore Primary School), interviewed by Annette Zealley & Kristina Dimasi

Discussion was had as to what exercise opportunities were already available in the area, and possibly what exercise opportunities persons in this area would like to have. Discussion was had as to the possible barriers to exercise in this area.

Australian Sports Commission, Sports House, Skilled Stadium.

Representative: Sarah Bourke, interviewed by Kristina Dimasi, Eddy Kontelj & Troy Harris

We examined what activities the Sport House was involved in, and particularly the “after school exercise programmes” which had a good uptake. It was indicated that it would be of assistance to have research carried out in the Geelong region to ascertain barriers to exercise.

Research Methodology & Results

Survey

The development of the survey focused on factors which would support the refinement of exercise programs being developed by local agencies. Both motivators and barriers were explored and linked to the demographic of survey participants.

Investigation into appropriate survey methods and sample sizing quickly established that a survey with a small sample size would give a firm basis for statistical analysis and ensure that we could meet the budget constraints of our project. A draft survey was developed and vetted by a 6 Sigma “Black Belt” and a research professional prior to implementation. Our population from the Northern Suburb area was sourced through schools, multicultural and community groups and workplaces, providing a good cross-section of the area.

Research findings - analysis of results

This report summarizes the data provided by people in the Northern Suburb region after completing a survey, conducted in March 2010, to establish various aspects of exercise, their thoughts about exercise, their experiences, what motivates them, the obstacles and local opportunities for participation.

Qu.1. If you want to find out about exercise opportunities in the Geelong Region how do you find out about them?

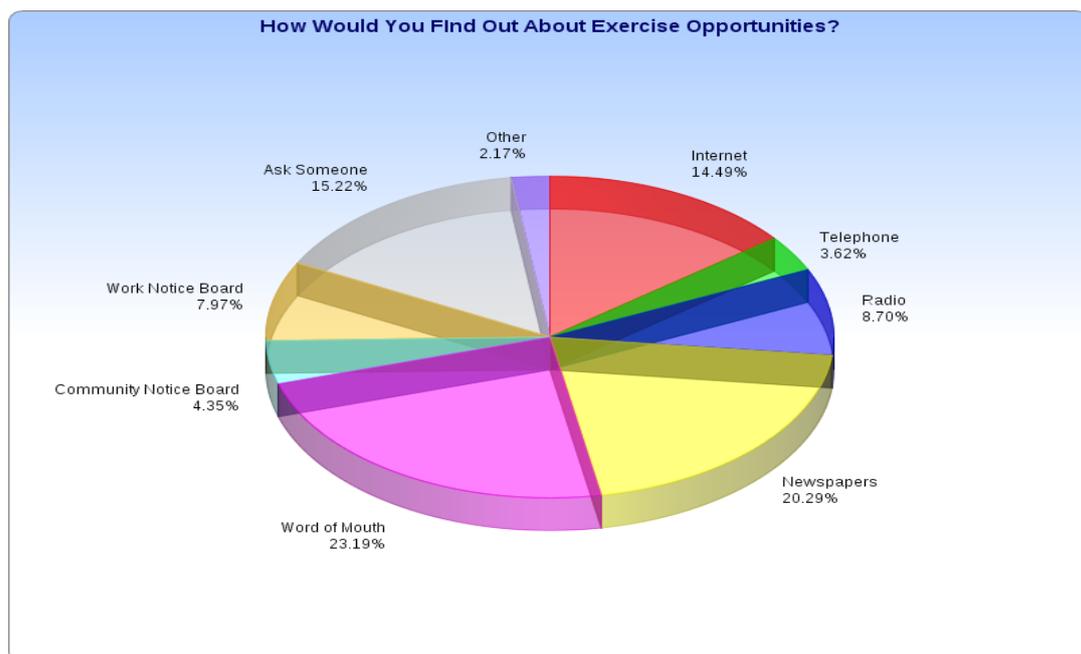


Figure 1.

Word of mouth combined with asking someone was the most popular choice for those who wanted to find out about exercise opportunities. Newspapers are still a popular medium for exercise information and a growing number are seeking information online. (Fig 1.)

Google, Yellow Pages, City of Greater Geelong, Waterworld and local gyms and clubs were mentioned as other options.

Qu.2a. Have you made inquiries about exercise opportunities in the Geelong Region?



Figure 2a.

Qu.2b. If yes when?

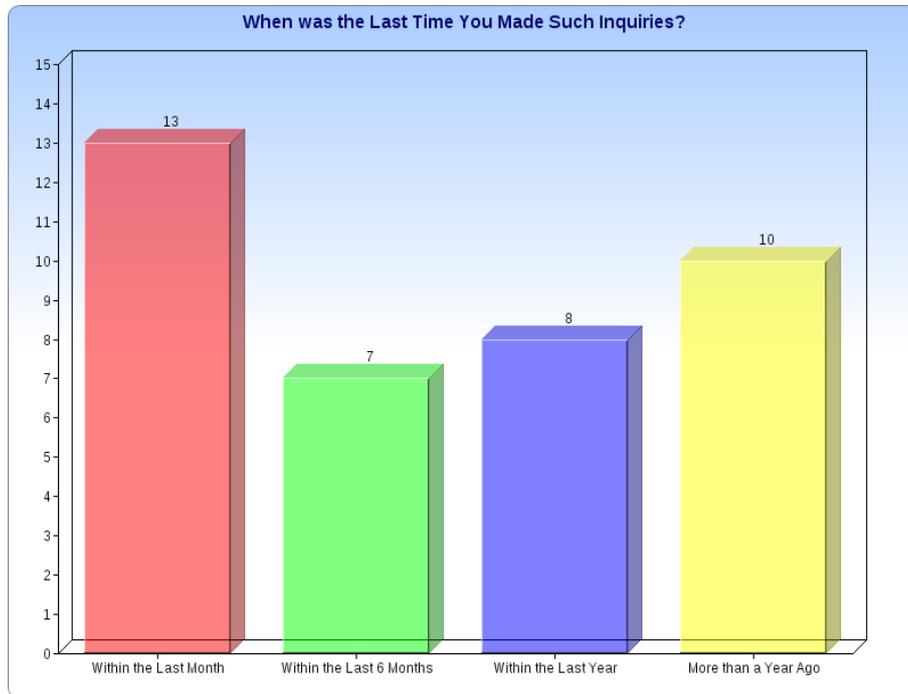


Figure 2b.

Qu.2c. Were you able to find sufficient information?

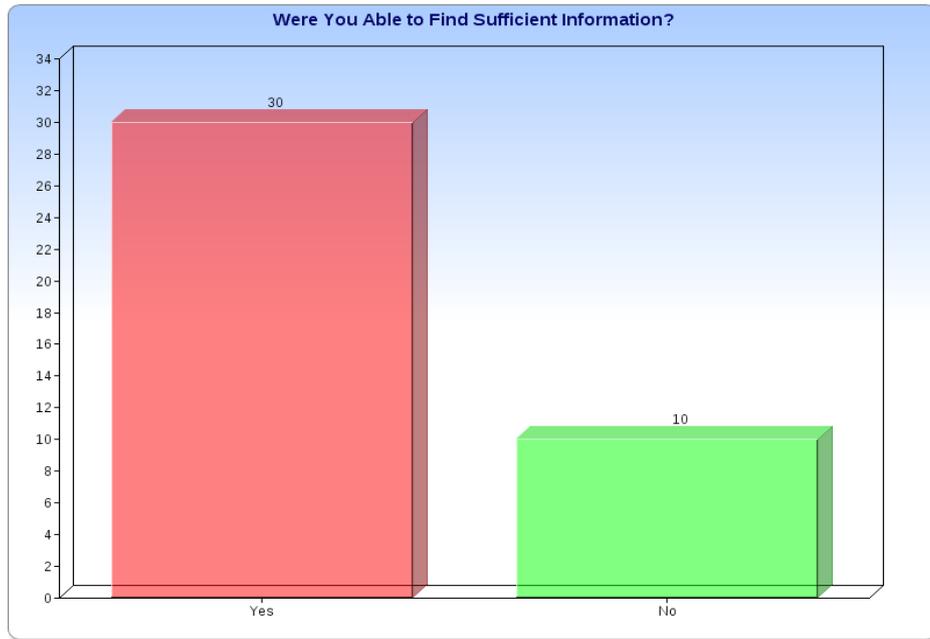


Figure 2c.

Just over half of those surveyed (Fig 2a.) had made inquiries about exercise opportunities and three quarters of those had inquired within the last year (Fig 2b.) 75% of those who inquired felt the information available was satisfactory. (Fig 2c)

Qu.3. How important is exercise to you?

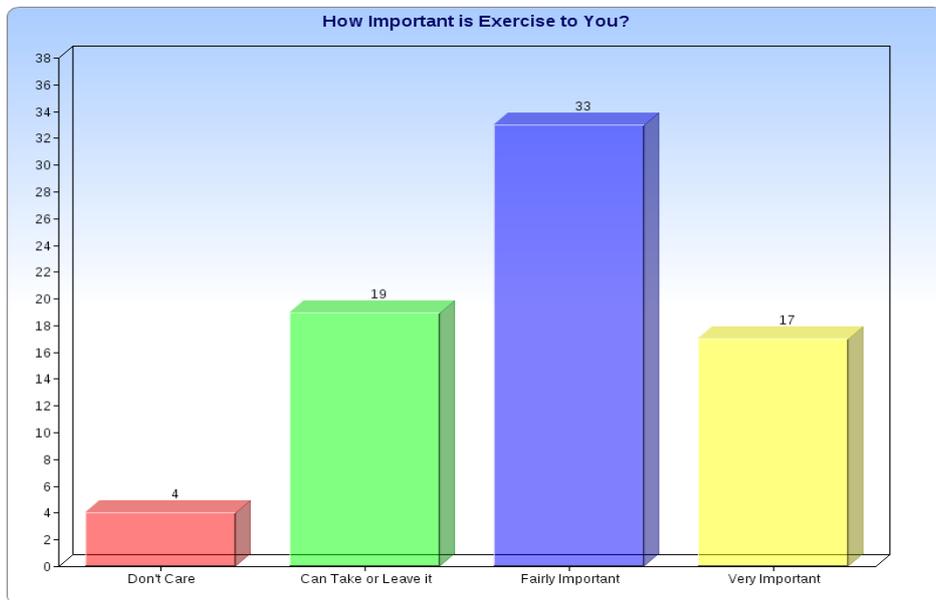


Figure 3a.

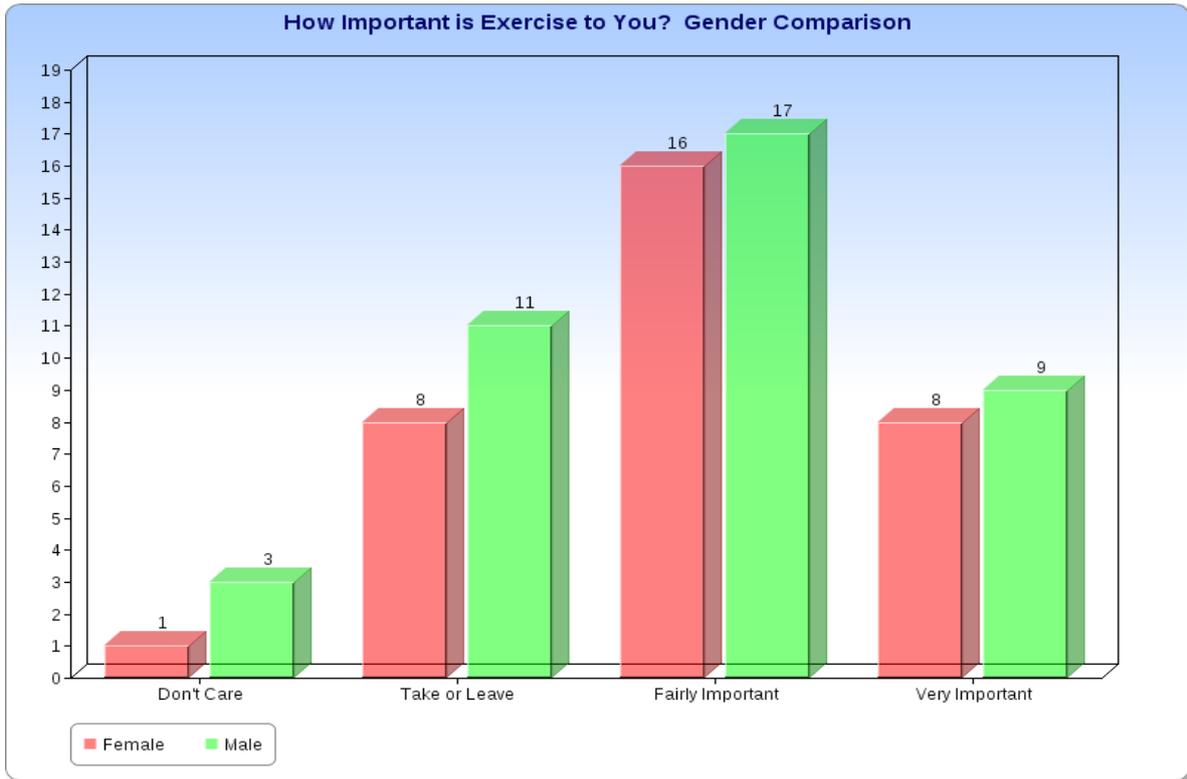


Figure 3b.

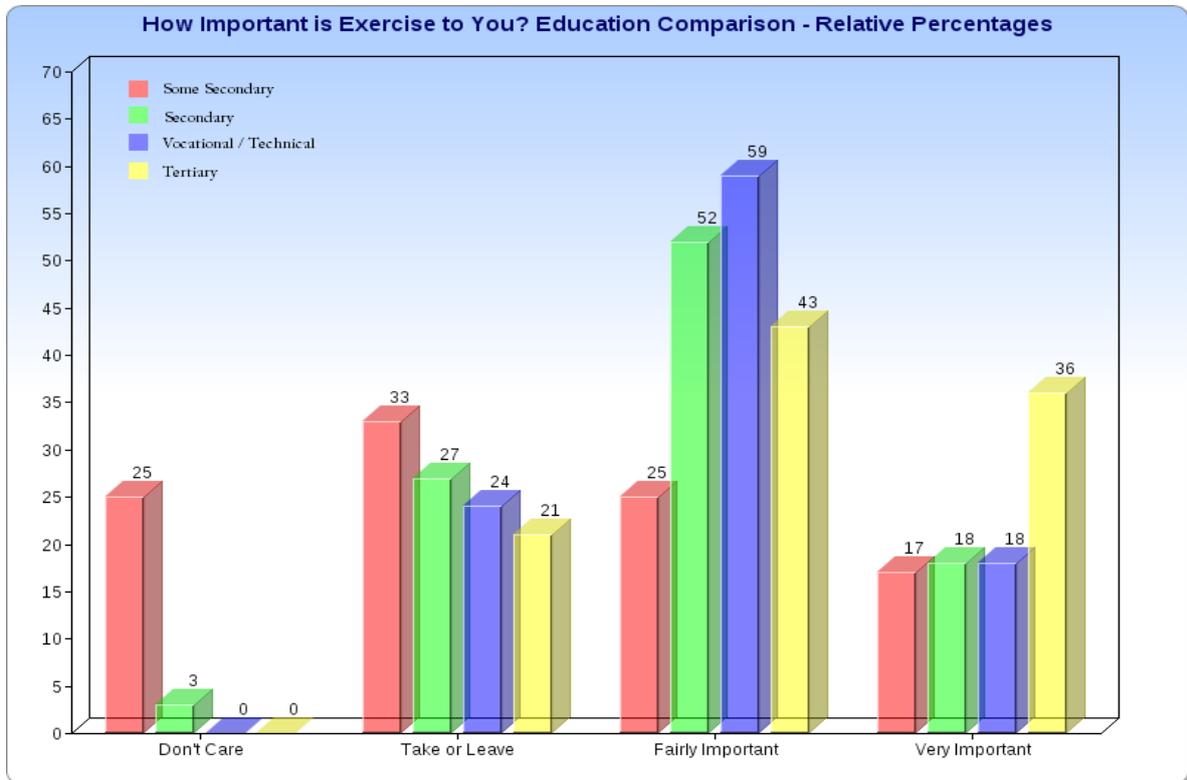


Figure 3c.

While most participants thought exercise was important, those with tertiary, vocational or technical education considered it more important while those with only some secondary education tended to consider it as less important. (Fig 3c.) There was little variation between women and men. (Fig 3b).

Qu.4. What do you think the benefits of exercise are?

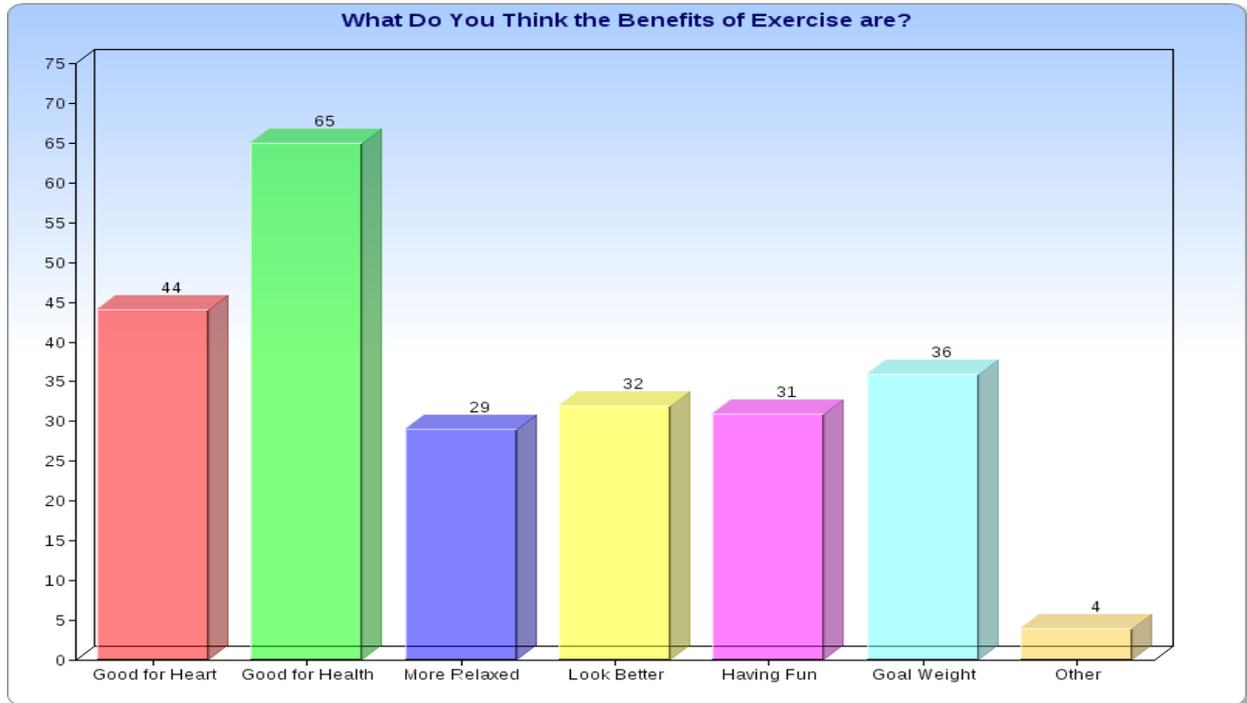


Figure 4.

The response 'Good for Health' stood out as the predominant benefit in the minds of those surveyed though the other benefits all received significant recognition. (Fig 4.)

Qu.5. How many minutes of exercise per day do you think is recommended for good health?



Figure 5.

About 90% of participants thought that between 15 and 60 minutes per day of exercise is generally recommended for good health. Two thirds of those correctly estimated the option of 30 to 60 minutes per day. (Fig 5.)

Qu.6. Do you exercise as much as you want to?

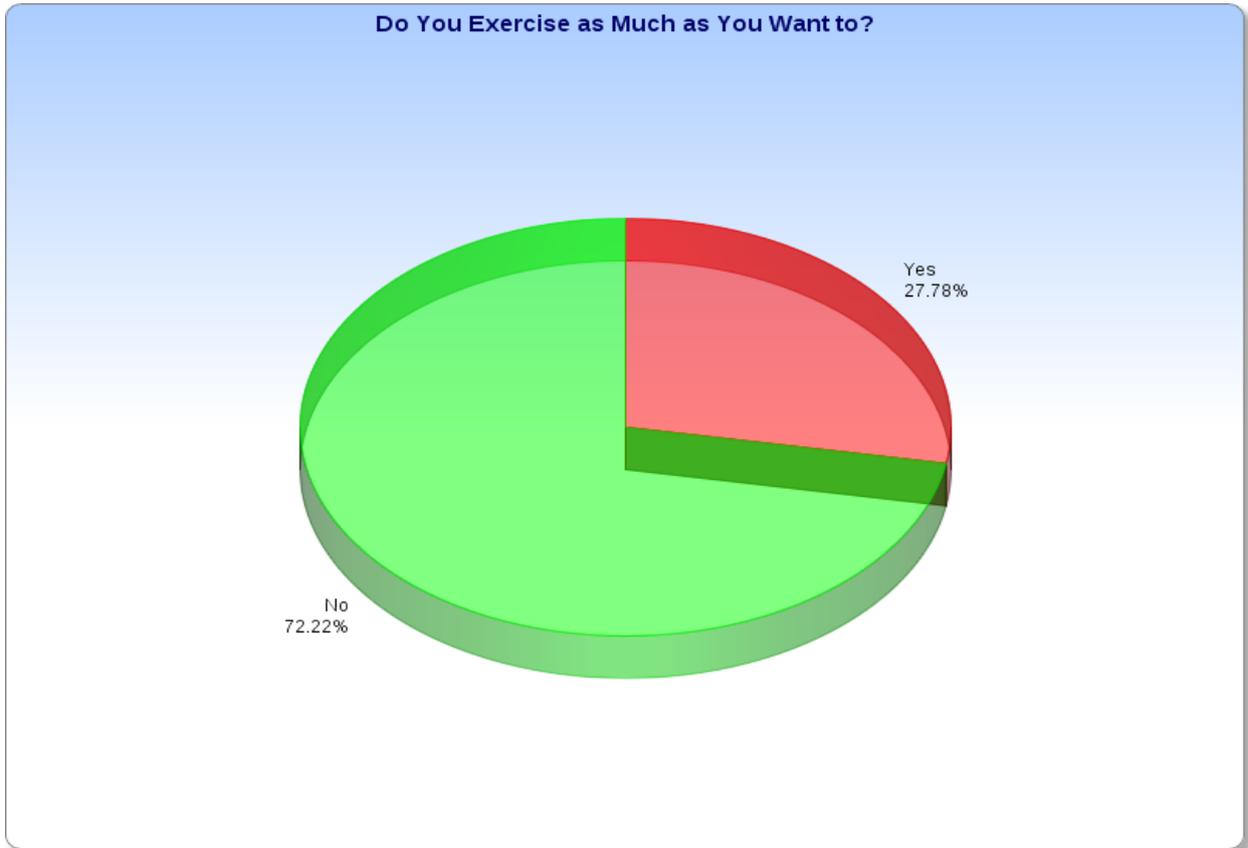


Figure 6.

Almost three quarters of those surveyed would like to exercise more than they currently do. (Fig 6.) This indicates that there are certain obstacles that prevent them from exercising more. Such obstacles are investigated in more detail in question 7.

Qu.7. What stops you from exercising as much as you want to?

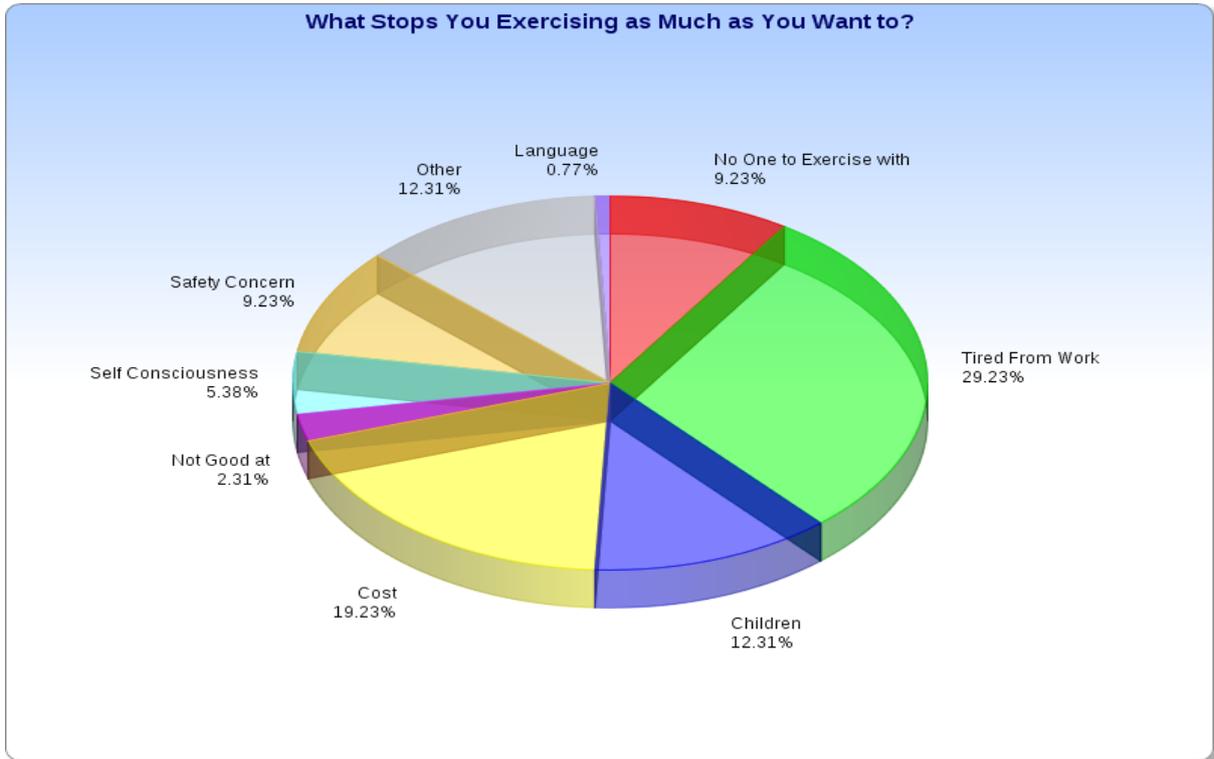


Figure 7a.

Being too tired after work was the most popular reason participants gave for not exercising more. Lack of time was also very significant with many respondents adding this in the 'Other' option. Needing to take care of children was also a significant factor and again this represents a lack of availability of spare time or being too busy. Cost was also a significant factor, indicating that some participants consider paying for professional facilities and services as their main option for pursuing and exercise program. (Fig 7a.)

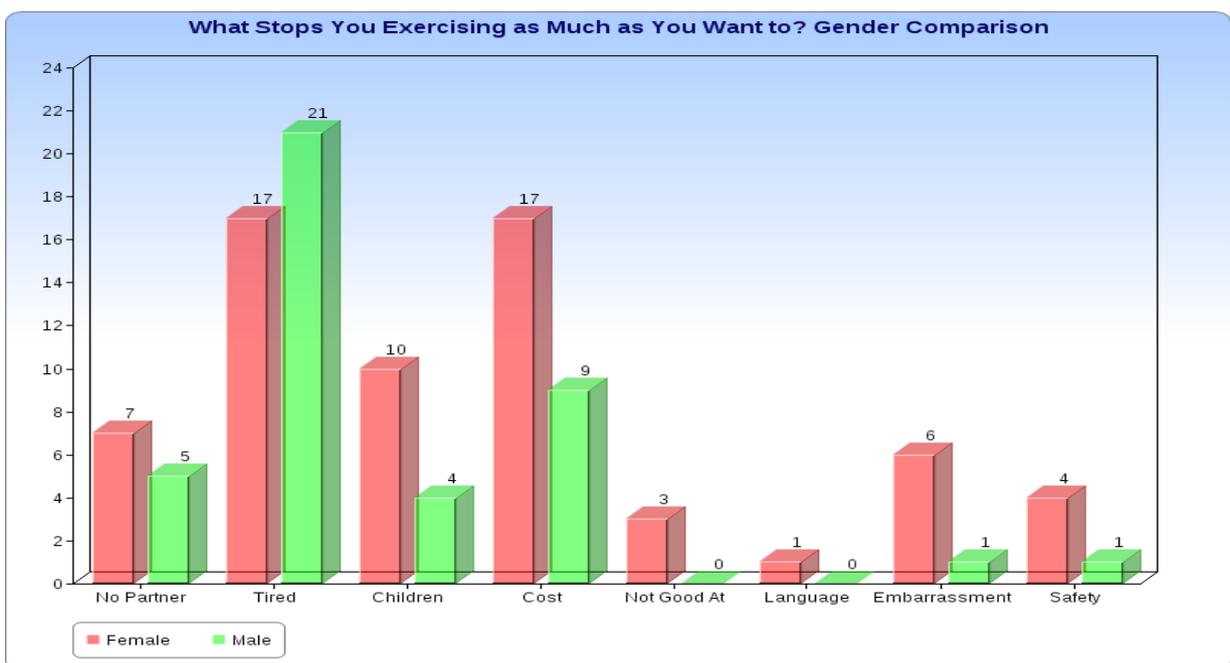


Figure 7b.

In the comparison between genders (Fig 7b.), it is noteworthy that tiredness is much more common for men while for women, child responsibilities, cost, embarrassment and safety were more significant issues. The cost factor may be because more women consider professional services as an option in preference to exercising outdoors.

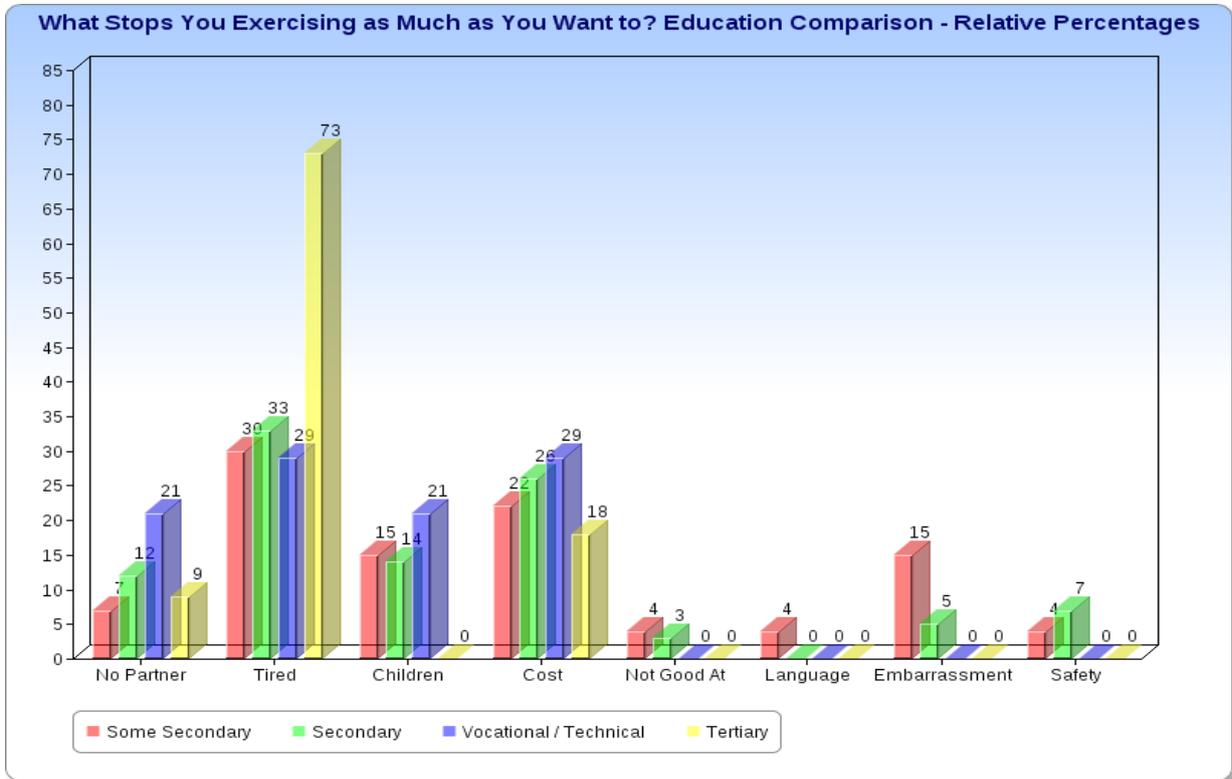


Figure 7c.

In the education comparison (Fig 7c.), a big stand out was that tertiary educated participants indicated that tiredness after work was by far their major obstacle. Also significant was that those with less education were more likely to see embarrassment or self-consciousness as an obstacle to exercising.

Qu.8. What makes you want to exercise?

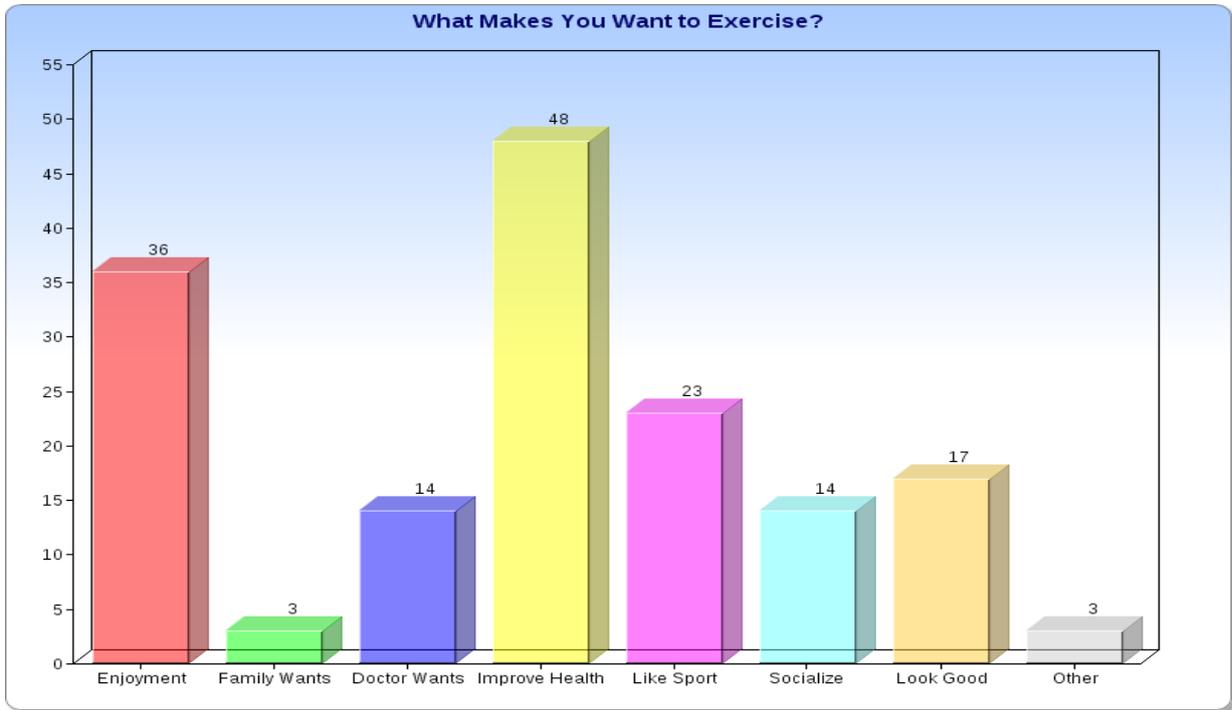


Figure 8a.

Respondent's major motivation for exercising was to achieve good health. (Fig 8a) Enjoyment was also a significant motivator and this is also reflected in the popular responses to liking sport and socializing. The desires to look better and also to do what the doctor suggests were other significant motivators.

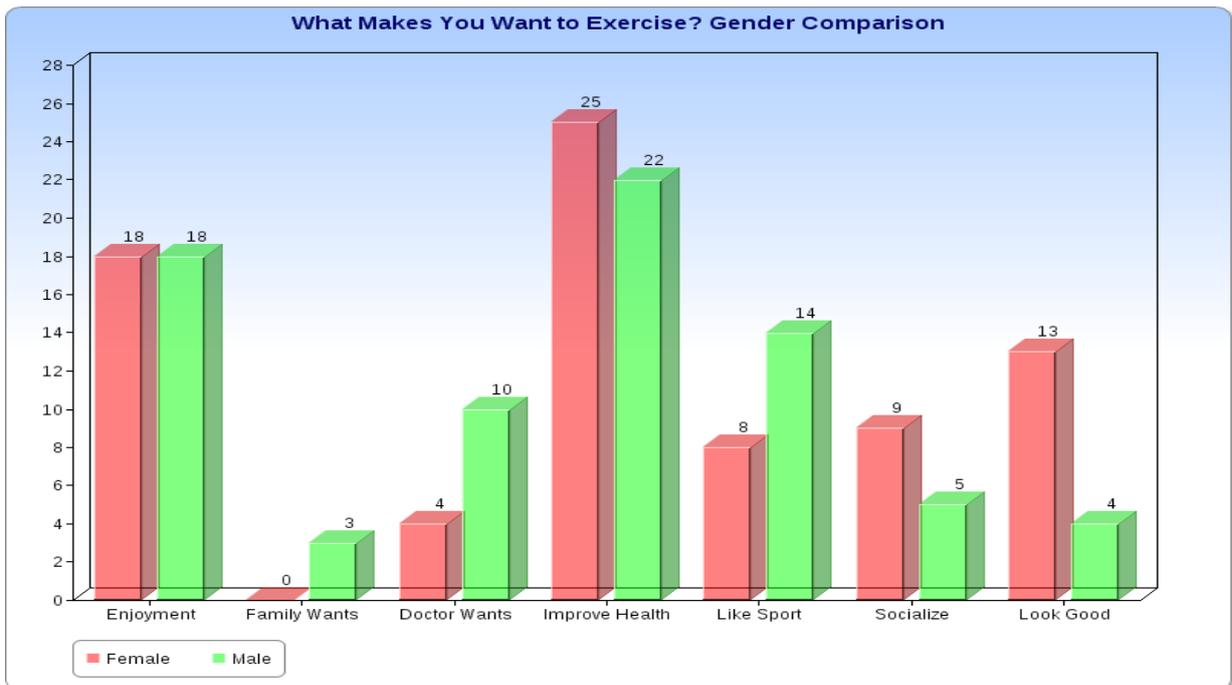


Figure 8b.

In the gender comparison (Fig 8b.), men's appreciation of the actual sport stood out while the social aspect was more important to women. Doing what the doctor suggests is a more significant motivator for men while improving one's appearance was a more noteworthy response for women. (Note that women tend to be more forthcoming with choosing multiple responses compared to the men, hence their higher general representation despite consisting of only 33 of the 73 participants.)

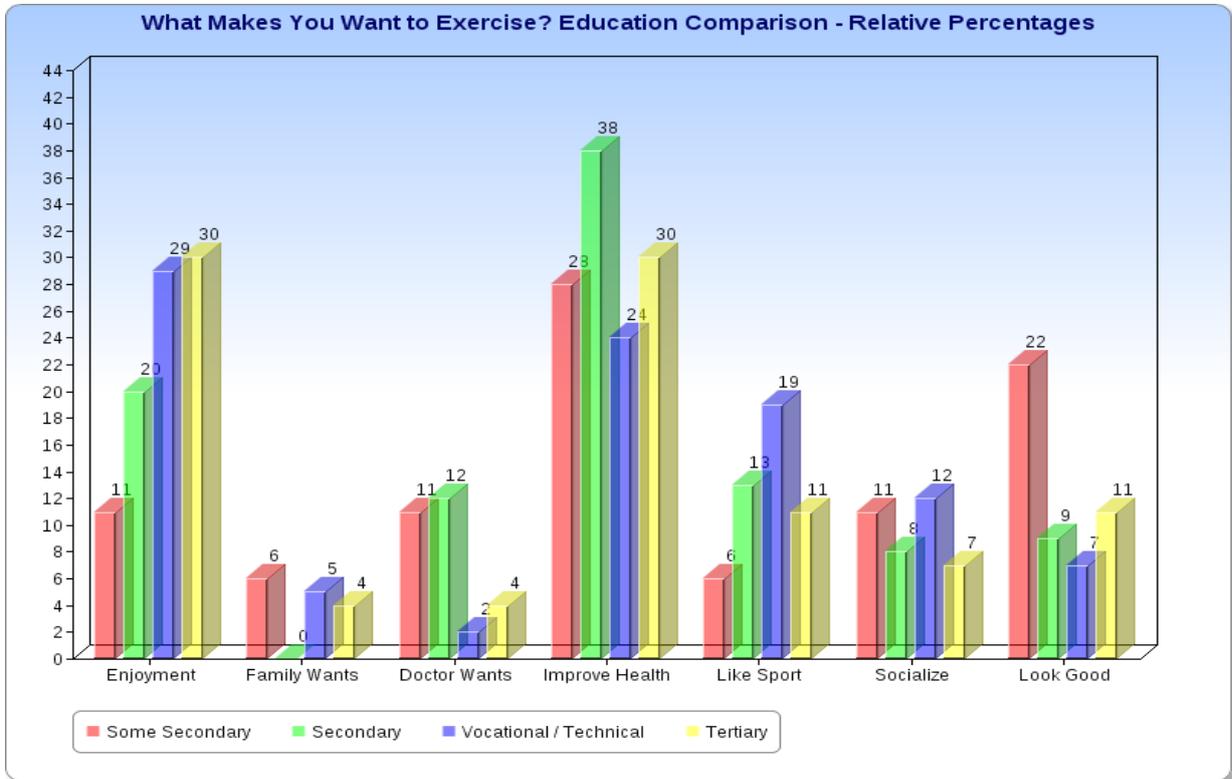


Figure 8c.

In the education comparison (Fig 8c.), noteworthy observations included that the more highly educated are less suggestible to doctor's advice. Also, those with less education are more likely to be motivated by improving their looks and see exercise less as a means of enjoyment.

Qu.9. How many days would you have exercised for 30 minutes or more in the past week?

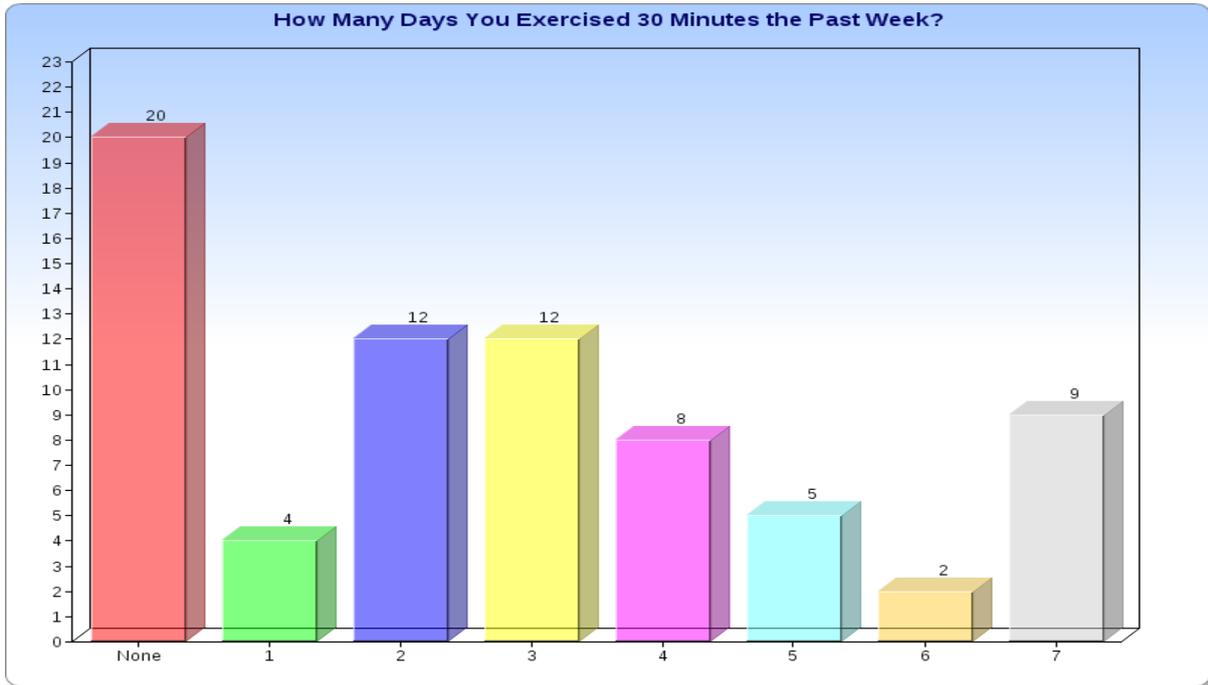


Figure 9a.

Over 70 percent of those surveys had exercised for at least 30 minutes once or more in the week previous to doing the survey. (Fig.9a.) Of the exercisers, 2 or 3 days per week was the most common activity level while 9 of the respondents appear to exercise daily.

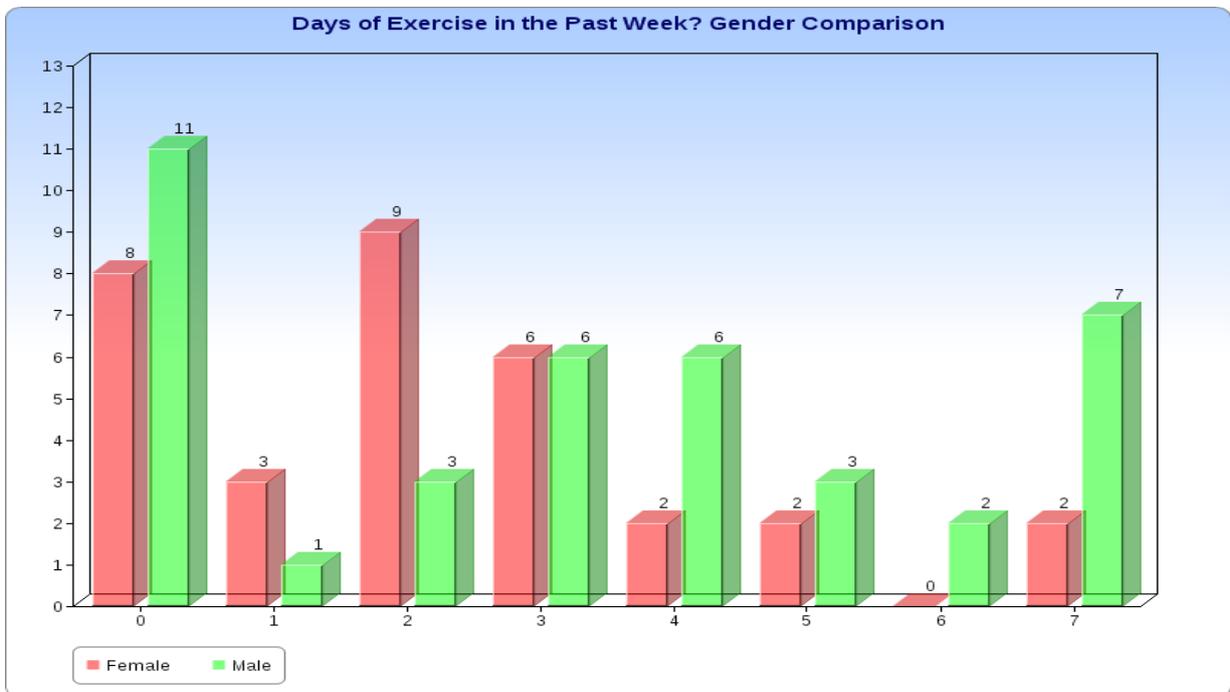


Figure 9b.

In the gender comparison (Fig. 9b.), men dominated both the inactive and highly active categories. The women who exercise tend to exercise less frequently than the men who exercise.

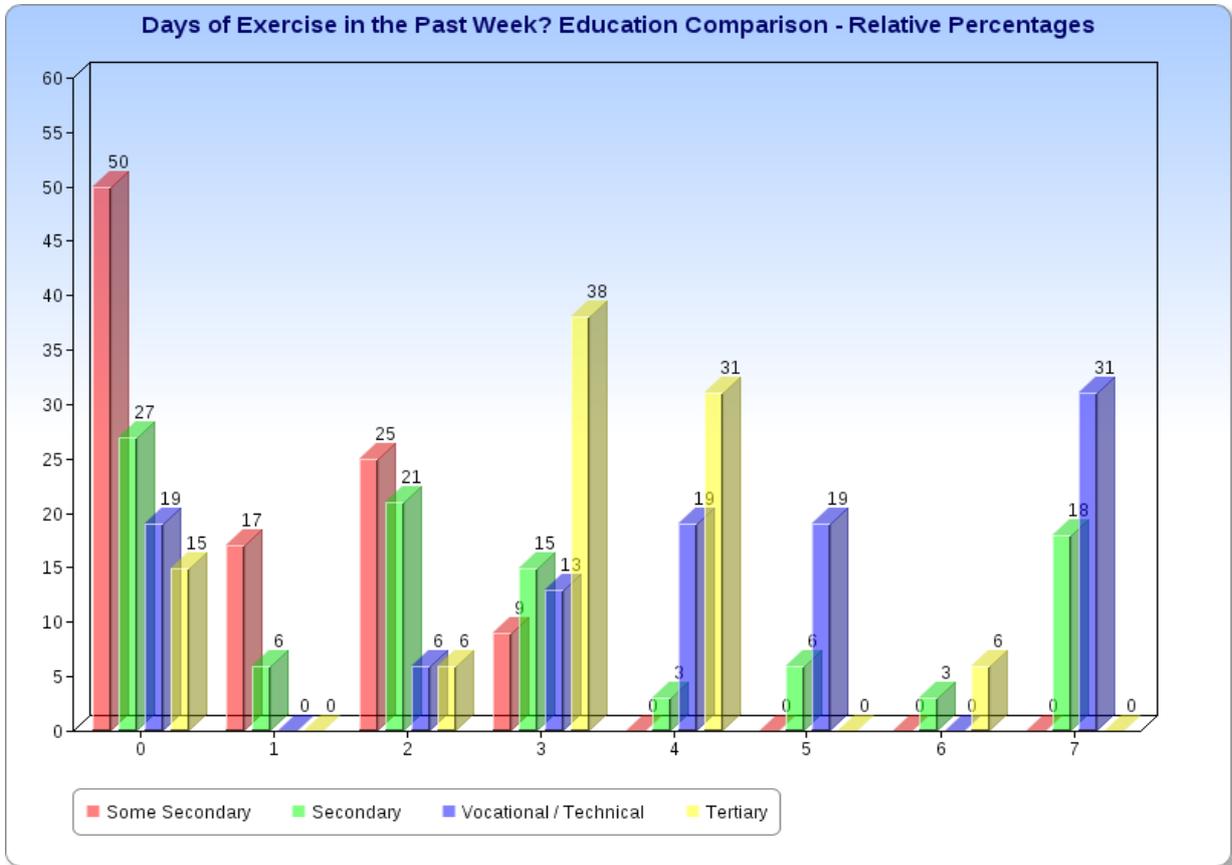


Figure 9c.

In the education comparison (Fig. 9c.), those with a vocational or technical education dominate the daily exerciser category while those with only some secondary education dominate the inactive category and tend to exercise significantly less than other groups. Interestingly, the tertiary educated dominate the moderate exercise categories of 3 or 4 days per week. There is a clear trend for those with less education to exercise less among our survey respondents.

Qu.10. If your doctor told you 30 minutes of walking a day is great for your heart what would stop you from doing this?

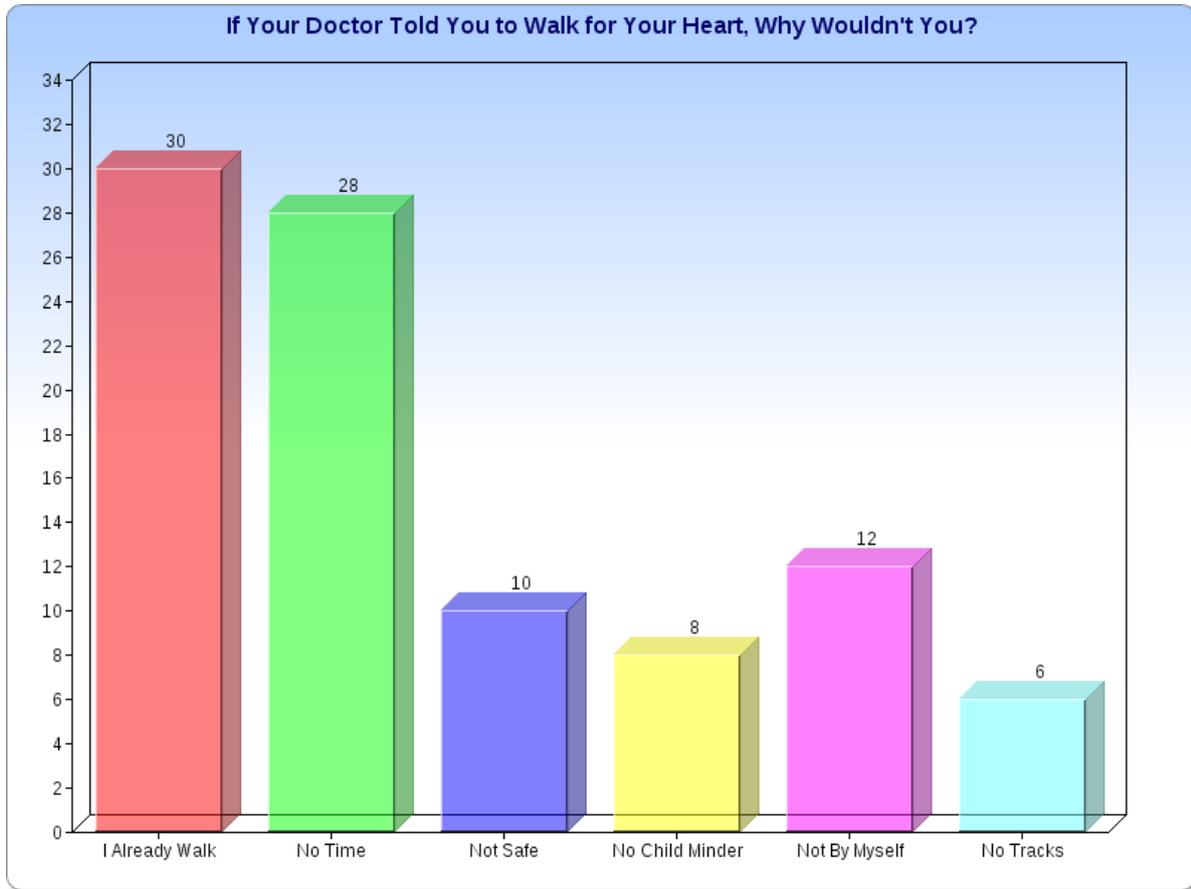


Figure 10.

It appears that many of our respondents are already active walkers though it is possible that some of them may consider that the walking they do as part of their normal life is sufficient. Time and availability were big issues preventing people from walking and safety is another relevant concern which is also reflected in the preference of some to walk with a companion. (Fig.10)

The availability of walking tracks was not a big issue amongst those surveyed.

Qu.11a. Have you wanted to start an exercise program but didn't?

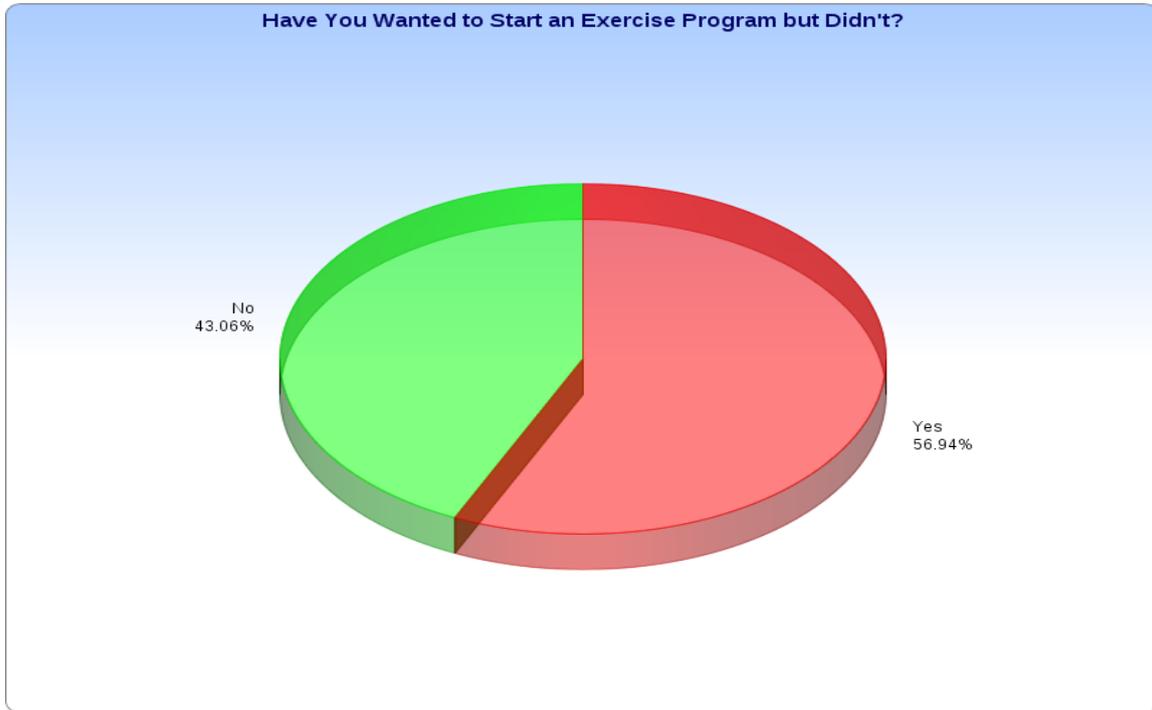


Figure 11a.

About 57 percent of those surveyed have wanted to start and exercise program but didn't. (Fig.11a)

Qu.11b. What are the reasons for this?

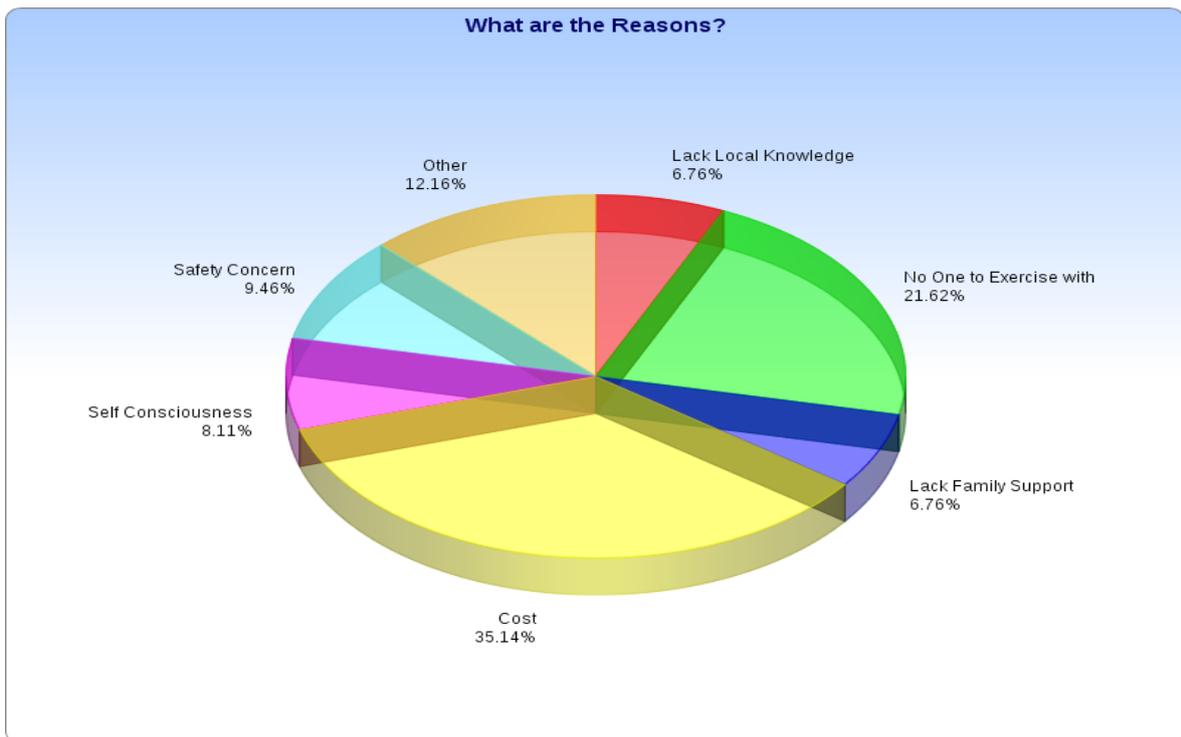


Figure 11b.

With tiredness not listed as an option, as it was in Question 7, cost was selected as the most likely obstacle toward beginning an exercise program. (Fig.11b.) It may be that respondents tend to think the term program refers to a professionally administered exercise regime, rather than a personally administered program and hence cost was recognized as the most significant obstacle.

Interestingly quite a few of the participants listed time as the issue that affected their ability to commence an exercise program, further confirming that time, or being too busy, along with tiredness are likely the key issues preventing people from undertaking regular exercise.

It also appears that having a companion to exercise with is a significant factor preventing people from undertaking an exercise program to a greater degree than it prevents them from participating in occasional exercise.

Qu.12. What best describes your exercise plans?

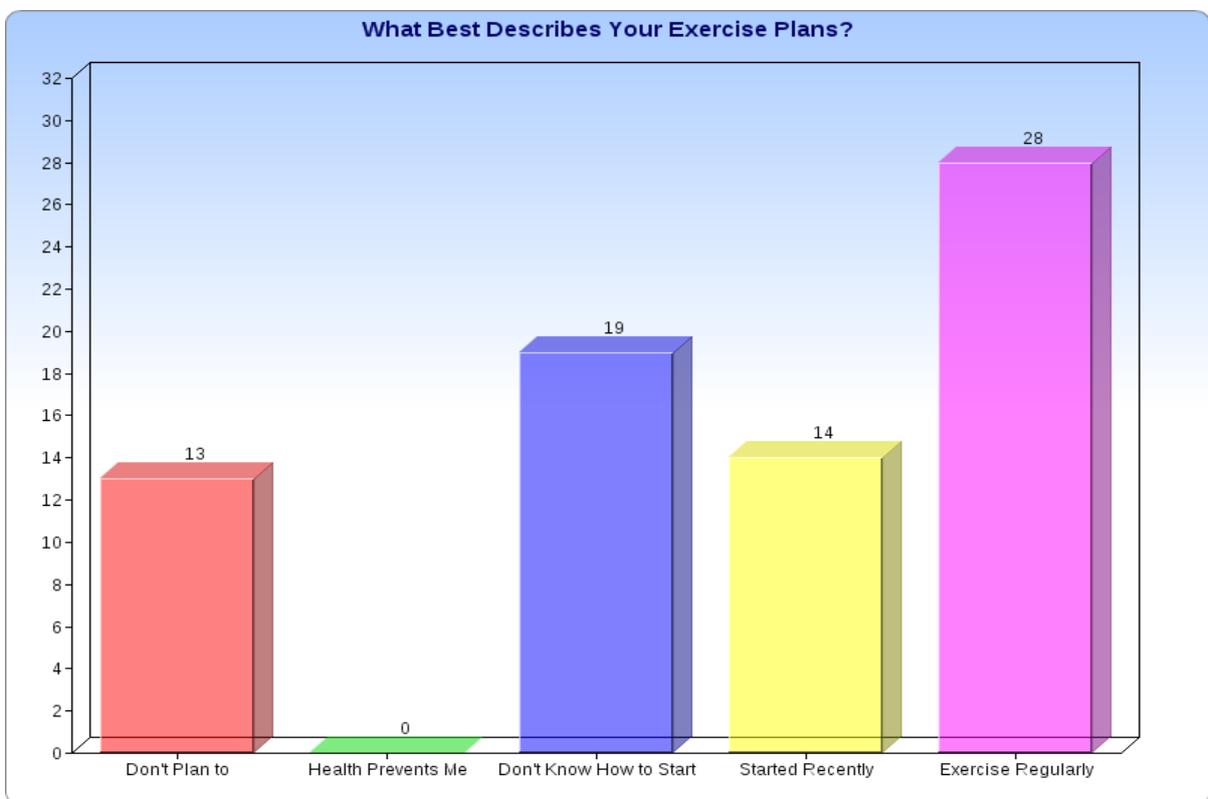


Figure 12.

Just over a third of those surveyed expect to exercise regularly in the future. (Fig.12). One in six has no plan to commence exercising with a similar number having recently commenced regular exercise activities.

It's quite significant that just over a quarter (26%) of participants indicated that they don't know where to start concerning their future exercise plans. This suggests that many would prefer to exercise more regularly, but have not yet found an option agreeable to them. It would be interesting to see how many would have selected 'not knowing where to start' as an obstacle that stops them from exercising in Question 7 or in undertaking an exercise program in Question 11b.

Qu.13. Are you male or female?

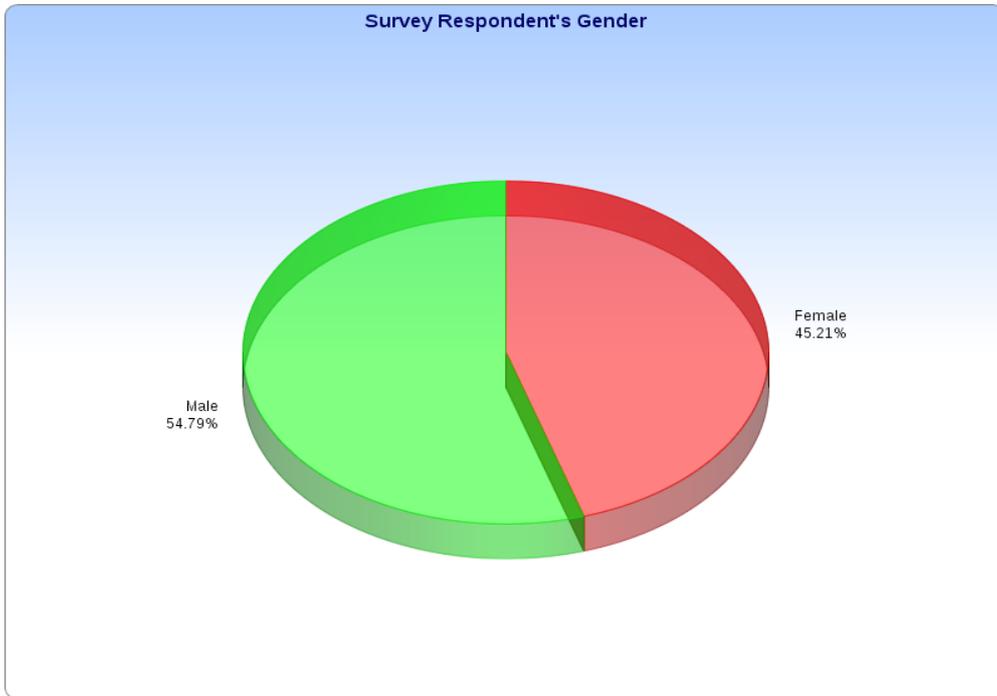


Figure 13.

Qu.14a. Do you live in Geelong?

Postcode

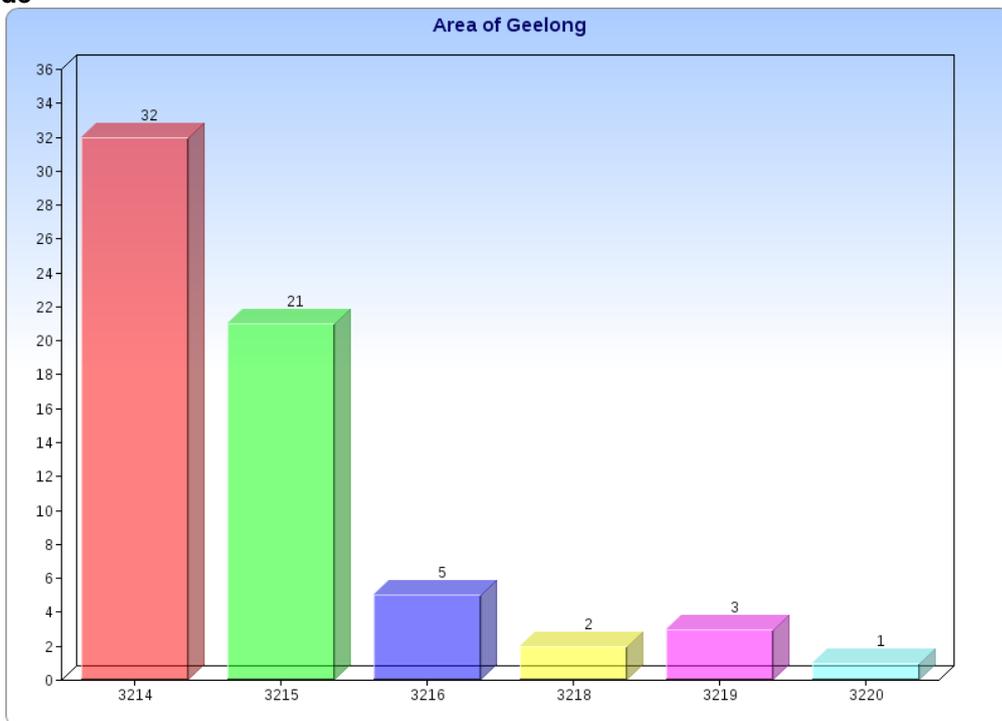


Figure 14.

Qu.15. What level of education do you have?

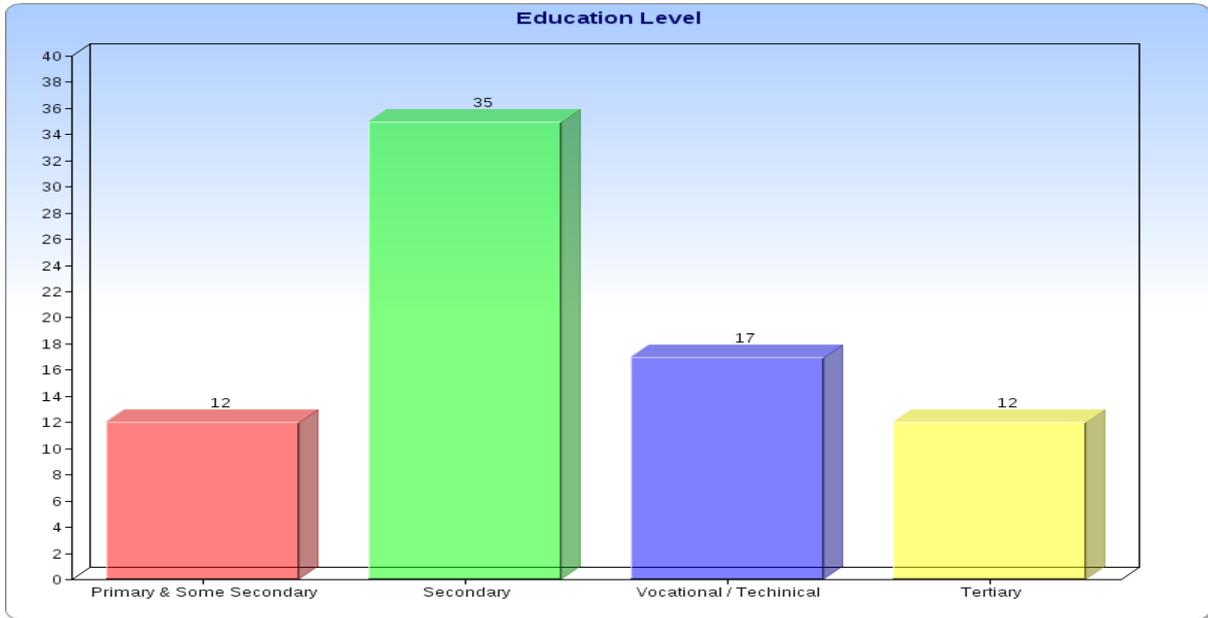


Figure 15a.

Almost half of those surveyed had completed secondary school education but hadn't completed vocational, technical or tertiary qualifications (Fig.15a.) the rest of the groups were quite evenly distributed amongst the categories of education.

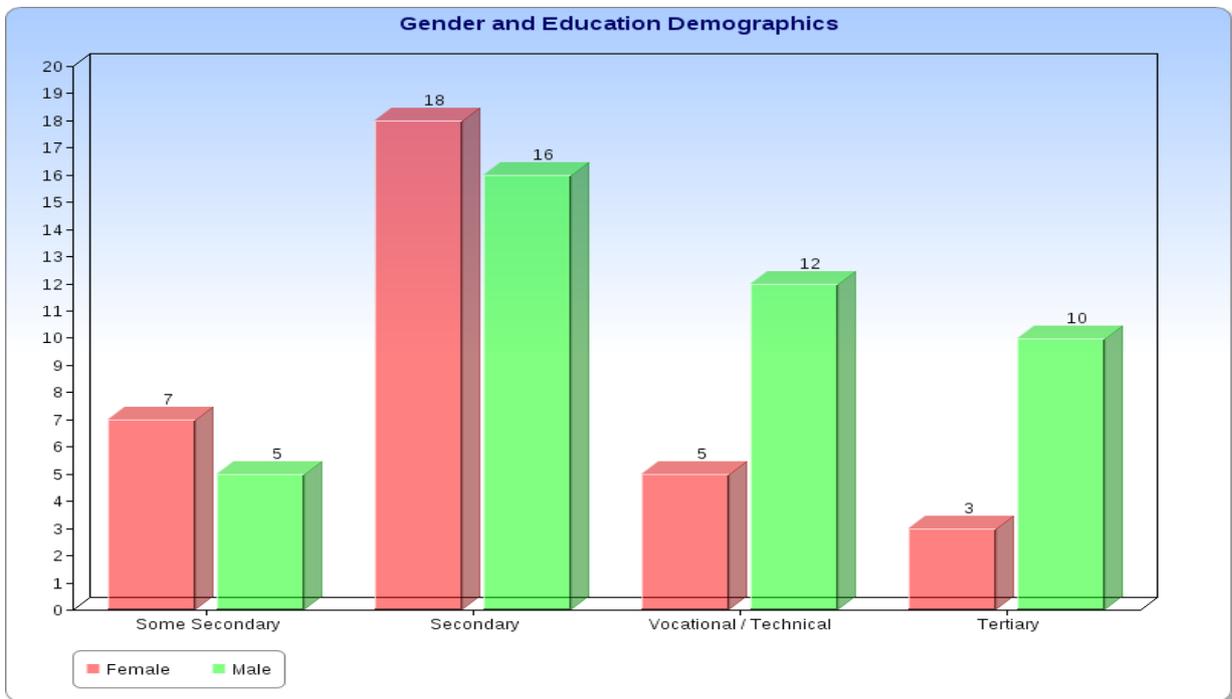


Figure 15b.

To pinpoint trends relative to education and gender, for questions 3, 7, 8 and 9, the data was further divided into education by gender. (Fig 15b) It is worth noting that males dominated the categories of vocational or technical and tertiary educated.

The unevenness of the spread made it preferable to chart the education comparison figures 3c, 7c, 8c and 9c as relative percentages rather than absolute numbers, so that trends would be easier to spot. This wasn't necessary for charting gender comparison figures 3b, 7b, 8b and 9b as males and females were relatively similar in number.

Qu.16. Respondent's Age?

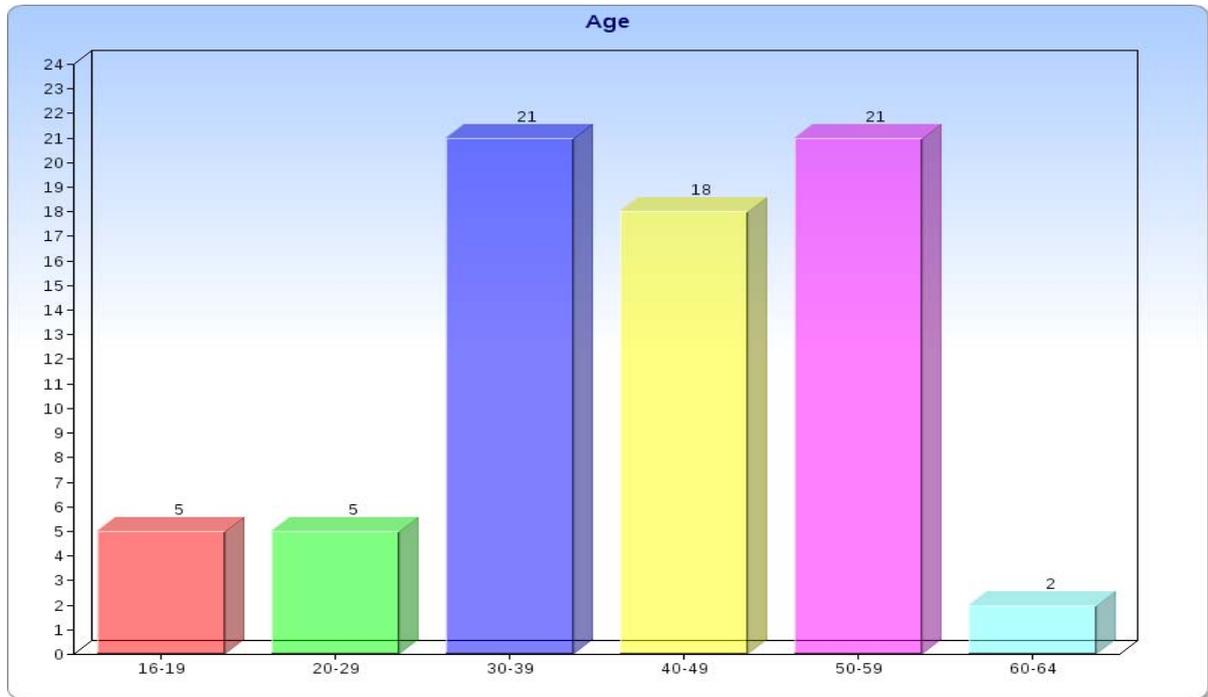


Figure 16.

Eighty-two percent of those surveyed were in the 30 and 59 age group and appear to be quite evenly distributed throughout that range. This survey may not accurately represent younger and aged people.

Significant Observations

It would appear from the responses to various questions that the most significant obstacles to people exercising are time, being too busy, being too tired, not knowing where to start and the prohibitive costs involved in some exercise programs.

Some of the more interesting observations were the differences noted between genders and education levels.

More education correlated with how important exercise was deemed to be and even more strongly with how much people actually exercised. It also correlated with the motivations for exercising with the more educated tending to perceive more enjoyment from exercise while those with only some secondary education perceiving it more often as a chore that could enable them to look better.

An interesting stand out was those with tertiary educations, whom were mostly male, selected tiredness from work and their primary obstacle to exercising more and this may be why they tended to exercise a little less often than those with vocational and technical qualifications.

In term of gender comparisons, the most noticeable and significant trend was that while men and women, as a percentage, are actively exercisers, men tend to exercise significantly more often if they do exercise.

It is also noteworthy that safety, self-consciousness and lack of an exercise companion were much more significant issues for women, especially those with less education.

Recommendations

A significant amount of work and research has been dedicated to the quest of identifying the motivators and barriers to exercise, particularly in the northern suburbs of Geelong and with ethnic and/or disadvantaged community members.

This comprehensive report provides readers with an accurate and current insight into the challenges and difficulties everyday people face when it comes to exercising in their community. Some of the main challenges identified were being too tired after work, needing to take care of children and cost was also a significant factor. The report also drills down into the motives people have for exercising and where they look for appropriate activities to suit their needs.

It is strongly recommended this report be adopted by exercise providers, community agencies and/or social groups as important reading prior to designing a new exercise initiative or program. It is envisaged this report will be available publically via web links from partnering organisations in the Geelong region. Having this report available as part of an exercise initiative and program start up kit is seen as a practical and convenient means of sharing this information with local exercise providers, community agencies and/or social groups to avoid the design and implementation of inappropriate and poorly attended exercise programs and initiatives.

A further recommendation is to make this report available to the Northern Suburbs Health & Wellbeing Subcommittee in order to assist them in understanding and dealing with some of the community engagement challenges they face on a consistent basis.

Whilst the information contained within this report is comprehensive and substantial, the opportunity still exists to research and drill down into other areas in order to enhance and build on the findings herein. These may include:

- Work-life balance issues
- Why do women exercise less frequently than men?
- Understand the cost and safety inhibitors
- Understand further the obstacles to regular exercise related to availability
- The connection between mental health and regular exercise

Given that time, cost and poor education have been identified as barriers to exercise, it should be suggested that it is important to continue to teach the benefits of exercise, and to encourage participation through our education systems. Providing convenient, safe and low cost means of exercising is also considered imperative.

The dedicated project group responsible for this report will make themselves available in the future for further consultation and guidance as the need arises.

BIOGRAPHIES

Kristina Dimasi

Kristina Dimasi holds both science and law degrees. Kristina is a senior associate in the Dispute Resolution Practice at Harwood Andrews Lawyers, and she has been practising in this area for over 12 years. Kristina has a particular interest in building and construction issues.

In her spare time Kristina enjoys running, swimming and cycling, good food & wine, music and the football.

Troy Harris

Troy has 26 years experience within the Automotive Manufacturing industry. His education includes completion of an Engineering Patternmaking apprenticeship and tertiary studies in Cast Metal Technology. Troy graduated with a Master of Business Administration (MBA) in 2006.

Troy and his family live in Torquay and enjoy the outdoors lifestyle inclusive of his children's pursuits of football, running, swimming and surfing.

Eddy Kontelj

After completing an apprenticeship in Diesel Mechanics Eddy also successfully completed a Graduate Certificate in Maintenance Management at the Central Queensland University, and spent over 14 years working in the Mining industry in some of the harshest environments throughout Australia and South America. Eddy is currently employed by a Leading Caterpillar equipment and engine dealership and holds the role of General Manager – Operations.

Eddy Kontelj is also a Councillor for the City of Greater Geelong, representing the Cowie Ward, and portfolio holder for Aboriginal Affairs and Multicultural Affairs. In addition Eddy is a representative on the Geelong Ethnic Communities Council.

Prior to being elected to Council Eddy set two Guinness World Records for the 'Longest Static Cycling Marathon' to raise awareness and funds for the Asthma Foundation and *beyondblue*: the national depression initiative. Eddy is married with 3 daughters.

Annette Zealley

Annette commenced her role as Director at the Geelong Botanic Gardens in 2007 where she leads a team of passionate horticulturalists and volunteers. The key focus of her role is facilitating the delivery of the Geelong Botanic Gardens and Eastern Park Master Plan, development of plant collections and community engagement.

Prior to the recent sea change Annette worked for Parks Victoria for 13 years in various management roles at the Dandenong Ranges Gardens, a collection of cool climate gardens of horticultural and heritage significance. Annette has a Bachelor of Applied Science (Horticulture) from Burnley, University of Melbourne.

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APPENDIX

Connect Through Exercise Survey

We're trying to learn more about how people exercise in the Geelong region and would like a few moments of your time to complete this survey.

We'd like to understand how people in the Geelong region find out about opportunities to get involved in exercise. So we'd like to ask you a few questions about this.

1. If you want to find out about exercise opportunities in the Geelong region how do you find out about them? Tick all that apply

- Internet – if so, please give examples of websites you access:

.....

- Telephone – If so, please indicate who you have telephoned, eg City of Greater Geelong
 Radio
 Newspapers
 Word of mouth
 Notice board at community house
 Notice board at work
 Ask someone I know
 Other – if so, please specify:

.....

2. Have you made inquiries about exercise opportunities in the Geelong region?

- Yes
 No

If yes, when was the last time you made any such inquiries?

- Within the last month
 Within the last 6 months
 Within the last year
 More than a year ago

If you have made inquiries about exercise opportunities in the Geelong region, were you able to find sufficient information?

- Yes
 No

An important part of designing exercise programs is to understand what motivates people to exercise and also what stops people from exercising. We'd like to ask you a few questions about this to understand your perspective.

3. How important is exercise to you?

- Don't care
 Can take it or leave it
 Fairly important
 Very important

4. What do you think the benefits of exercise are? (Tick all that apply)

- Good for heart
 Good for health
 More relaxed
 Look better
 Having fun

- Maintain or get to goal weight
- Anything else? If so, please specify:

.....

5. How many minutes of exercise per day do you think is recommended for good health?

- None
- 15 -30 minutes
- 30-60 minutes
- Hour or more
- Don't know

6. Do you exercise as much as you want to?

- Yes
- No

7. What stops you from exercising as much as you want? (Tick all that apply)

- No one to exercise with
- Too tired after work
- No one to look after children
- Cost too much
- Not good at it
- Lack of transport
- Language barriers
- Cultural barriers
- Self-consciousness and/or embarrassment
- Concern for safety
- Anything else ? If so, please specify:

.....

8. What makes you want to exercise? (Tick all that apply)

- I enjoy it
- My family wants me to
- My doctor told me I should
- I want to improve my health
- I like sport
- I catch up with my friends
- I like to look good
- Anything else ? If so, please specify:

.....

9. How many days would you have exercised for 30 minutes or more in the past week?

- None
- Circle which applies 1 - 2 - 3 - 4 - 5 - 6
- Every day 7

10. If your doctor told you 30 minutes walking a day is great for your heart what would stop you from doing this? (Tick all that apply)

- I already walk each day
- I haven't got time
- Not safe to walk near where I live
- No-one to mind the kids
- Wouldn't like to go by myself
- No walking tracks near where I live

11. Have you wanted to start an exercise program, but didn't?

- Yes

- No

What are the reasons for this? Tick all that apply.

- I didn't know what I could do locally
- I didn't have anyone to exercise with
- My spouse/family didn't support me to do it
- It cost too much
- Lack of transport
- Language barriers
- Cultural barriers
- Self-consciousness and/or embarrassment
- Concern for safety
- Anything else ? If so, please specify:

.....

12. What best describes your exercise plans?

- I don't plan to
- I have been thinking about exercising regularly but my health stops me
- I have been thinking about exercising regularly but don't know how to get started
- Recently, I have started to exercise regularly
- I usually exercise regularly and plan to continue

Finally we would like to ask you some questions about yourself to help us interpret the results of the survey.

13. Are you

- Male
- Female

14. Do you live in Geelong? Yes / No Postcode _____

15. What level of education have you completed?

- Primary and some secondary
- Secondary
- Vocational/technical
- Tertiary

16. Your age:

- 16-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-64
- 65 +

Thank you for taking the time to help us with our survey.