

Living Longer Living Stronger™ *2009-10*

2009 Annual Conference

Strong bodies

Strong minds

Strong programs

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Manager Physical Activity



2008-09: Participation

- Estimated at 14,000 – net increase of 800+
 - 108 providers (at 120 venues), 63% metropolitan & 64% fitness centres
 - 60% female:40% male
 - Predominantly (42%) 60 – 69 yrs; then 27% 50 – 59 yrs; 21% 70 – 79 yrs and about 10% 80+ yrs
 - Estimated only about 1 – 2% participants are from culturally and linguistically diverse (CALD) backgrounds, concentrated at a small number of venues, and mainly Italian and Maltese
- Response rate of just over 50% reflects (at least partly) issues with data collection and management – your suggestions welcome



2008-09: Feedback

- Participation increased due to:
 - Word of mouth (identified by 91% of respondents)
 - Low cost (65%)
 - Quality of instructors (57%)
 - Convenient location & program quality (both 54%)
 - Opportunity to socialise (52%)
- Main factor reducing participation was 'attrition' (illness, injury, moving house etc)
- Most venues not having difficulty attracting participants



2009-2010: Priorities

- Increasing overall participation in particular for:
 - People experiencing disadvantage
 - People from CALD and indigenous backgrounds
- Increasing access through:
 - Increasing the number of strength training programs
 - Capacity building: recruiting, training, mentoring and supporting instructors, particularly from CALD & indigenous communities
 - Supporting facilities to be more inclusive
- Reassessing professional development priorities with release of new Fitness Training package (early 2010?)



Support from COTA

- Professional development
- Communication
 - *On the Move* e-newsletter
 - Active Ageing Network
- Promotion
 - New brochures and posters
 - *Moving More* Peer Education Program
 - Collaboration with the *Go for your life* Community Education Team
 - Cross promotion through other COTA initiatives
- Advisory Committee



International Federation on Ageing 10th Global Conference, 3-6 May 2010

- COTA to host in Melbourne
- Five themes: Climate change, Social inclusion, Human rights, Resourcing change and **Healthy ageing**
- COTA to coordinate a symposium (two – four presentations around a common theme): *Enabling Active Ageing*
- Contact me by 18 September if you would like to be involved
- See website for more information: www.ifa.org



New National Physical Activity Guidelines for Older Australians*

- Do some form of physical activity, regardless of age, weight, health problems or abilities;
- Aim to accumulate at least 30 minutes of moderate intensity physical activity on most, preferably all days;
- Be active every day in as many ways as possible, doing a range of physical activities that incorporate:
 - Fitness eg brisk walking, vacuuming, golf
 - Strength eg carrying groceries, moderate yard work, taking the stairs instead of the lift
 - Balance eg walking heel to toe and
 - Flexibility eg tai chi, bowls or yoga.

Start at a level that is easily manageable and gradually build up the amount, type and frequency of activity.



* **Developed for the Australian Government by the National Ageing Research Institute**



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