

22 May 2019

## COUNCIL ADOPTS THE HEPBURN SHIRE ACTIVE WOMEN AND GIRLS STRATEGY

Council adopted the Hepburn Shire Active Women and Girls Strategy at its meeting held last night in Clunes.

Mayor, Cr Don Henderson, said that being physically active in sport and active recreation contributes positively to the health status of an individual.

"It is concerning that females within Hepburn Shire are less active in sport and active recreation than their male counterparts, and we want to help address this. This strategy will build on the great work that Council has already been doing at our recreation facilities," said Cr Henderson.

The Hepburn Shire Active Women and Girls Strategy aims to promote a healthy lifestyle, reduce social isolation, and increase female participation in structured and unstructured physical activity.

"We will be approaching this issue by looking at people, places and assets," said Cr Don Henderson.

This approach will inform Council's future strategic planning, development and delivery of recreation infrastructure services to support physical activity for females of all demographics. It will also guide Council in the development of specific policies and actions to address the key priorities identified within the strategy.

The strategy has adopted three pillars:

1. Increased Participation and Programming
2. Investment in Spaces and Places
3. Leading Cultural Change

The first step Council will take in the implementation of this strategy will be to form the Active Women and Girls Alliance, which will consist of key organisations and groups who have a role to play to increase female participation within the Shire. This Alliance will work

towards the achievement of the strategies key actions to increase female participation rates over the 10-year period.

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