



Memorandum of Understanding

Shire of York & Department of Sport and Recreation

The ActiveSmart Wheatbelt Program

ActiveSmart is the Department of Sport and Recreation's (DSR) physical activity behaviour change program that provides individualised active lifestyle coaching, personalised resources and information to households in a defined geographical area.

ActiveSmart encourages participants to enjoy more active lifestyles with their local community, with the aim of:

- Increasing levels of physical activity;
- Increasing levels of participation in local sporting clubs and active recreation groups/programs; and
- Strengthening community connectedness.

ActiveSmart will be offered to all households within 12 targeted Wheatbelt local government areas, including the Shire of York, from April 2016 to December 2016. Up to 5,000 participants will be engaged from these areas, including 4,000 in motivational phone coaching with the remainder receiving information only.

The Agreement

The agreement is between the Shire of York and the Department of Sport and Recreation, for a term of 18 months from February 2016 to July 2017.

Shire of York Commitment

The Shire of York agrees to provide in-kind support to the ActiveSmart Wheatbelt project via the following:

- Provision of advice on the suitability of project components to the local area;
- A project contact over the 18 month period;
- Promotion and marketing support including promotion of the program through
 - Community events;
 - Social media; and
 - Publications (e.g. newsletters, newspaper articles/advertising);
- Provision of a summary of existing policies, initiatives and programs supporting physical activity;
- Database information to assist with household contact including phone numbers (e.g. ratepayers database); and
- Provision of facilities and local parks in-kind for various ActiveSmart strategies which may include program launch, stakeholder meetings, complementary program delivery, etc.

Department of Sport and Recreation Commitment

The Department of Sport and Recreation will provide the following to the Shire of York:

- Access to personalised and intense physical activity behaviour change program (ActiveSmart);



Government of Western Australia
Department of Sport and Recreation



- Tools and resources (including a sport and recreation directory) which can be used on an ongoing basis to support active lifestyle behaviours amongst residents;
- Engage local stakeholders to inform and guide project implementation; and
- A database of participant information gathered during the coaching calls phase of the project (including interests, goals, barriers to activity, etc.) which will be useful for planning and targeting community programs/communications in the future.
- The Shire's involvement will be recognised in a number of ways including the following:
 - The program announcement letter (including envelope) will include the Shire logo;
 - The Shire logo will also be included on:
 - ActiveSmart Sport and Recreation Directory; and
 - ActiveSmart website.
 - Introduction of the program as the 'Shire of York's ActiveSmart program' during the recruitment call. For all coaching calls thereafter the program will be referred to as the 'ActiveSmart Wheatbelt program'.

ActiveSmart Wheatbelt Partnership Group

An ActiveSmart Wheatbelt Partnership Group will be established and will consist of key stakeholders. The goal of the group will be to provide a coordinated and informed approach to embedding the ActiveSmart messages within the targeted Wheatbelt local governments; and to create community ownership of the program during its implementation to ensure sustainability into the future.

The Group will be managed by DSR, with a Terms of Reference established to provide direction and guidance to the role and outcomes of the Group. A relevant Shire of York representative will sit on the Group. The Group will commence in late February 2016 and meet as required (video and tele-conference to be used where required).

Approval of correspondence

By signing this agreement the Shire of York provides pre-approval for use of the Shire name and logo in the previously described ways.

Acknowledgement and Agreement

Department of Sport and Recreation

Paul Martin
CEO
Shire of York



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Join Now Code:
45500

Dear

Hundreds of people in and around the Shire of York are looking for simple ways to be more active in their daily lives. Now it's easier than ever to get started.

Welcome to ActiveSmart

The Department of Sport and Recreation and the Shire of York are pleased to introduce the ActiveSmart Wheatbelt program. ActiveSmart is a **free service** for adults that provides personalised information and support to help you enjoy a more active and socially connected lifestyle. Now is your chance to join thousands of others in the Shire of York and throughout the Wheatbelt who are already taking part.

Joining ActiveSmart will give you access to free resources, offers and services. These include:



A comprehensive activity, sport, and recreation guide for the Wheatbelt.



One-on-one telephone coaching with our team providing tips and support to help you achieve your goals.



Tailored referrals to activities and facilities in your local area.



Discounts at a range of local businesses.

Get started today - Getting started is **easy**, just complete one of the following steps:

POST:

Simply pop the **red insert** enclosed with this letter in the post. No stamps required.

ONLINE:

Go to
www.activesmart.com.au

SMS:

Text your full name and address to
0429 905 795

PHONE:

Call
9670 3405

A member of the ActiveSmart team may contact you in the coming weeks to help you take the first step.

I encourage you to take this opportunity to join the program and become more active. Being active will not only be great for your physical and mental well-being, but it is also a positive way to become more connected with your community.

Yours sincerely,

Hon. Mia Davies MLA
Minister for Sport and Recreation



Department of
Sport and Recreation



#ACTIVESMARTWA /@ACTIVESMARTWA

