

Healthy Parks Healthy People



Rod Newnham

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Europarc conference Stromstad, Sweden, Sep 2009



It's a simple message

Healthy Parks: environmental benefits achieved through conserving, protecting and enhancing biodiversity and cultural values

Healthy People: health, well being and other societal benefits associated with the range of experiences and opportunities available



The idea is not that new...

“Abundant evidence is available to substantiate the views of city planners, the medical profession, and psychologists that proper outdoor recreation has a most beneficial effect on the health, morals, and business efficiency of communities, and consequently on the national life.”

Metropolitan Town Planning Commission report
Melbourne

1929



Societal, Economic & Environmental Context

- Living in one of the most urbanised societies in the world
- Obesity, diabetes, cardiovascular disease, and mental health issues (anxiety & depression) all rising
- Ageing population and 50+ are more active
- Declining social & community connectedness
- Financial Crisis
- Change from Manufacturing to Service Industry
- Growth of Nature Based Tourism
- Climate change! water, biodiversity decline - loss of species, sea level rise, severe weather patterns



Healthy Parks *Healthy People* has never been more relevant!

The social, scientific and medical evidence shows parks...

- provide opportunities for...
 - viewing parks and nature
 - being in nature
 - being in contact with plants and animalsresulting in healthier people
- provide places for connection resulting in healthier people and communities

...deliver a healthier and better society



examples...

“The Health Benefits of Contact with Nature

in a Park Context” 2nd Edition, March 2008.

reduces stress, heart rate and other CVD risk factors

improves cognitive functioning

improves mental health



Community and cultural identity, caring for country and protection of culture



evidence...

www.parkweb.vic.gov.au and go to the link to the Healthy Parks Healthy People research undertaken by Deakin University

www.parksforum.org and go to the IUCN, WCPA, Parks Forum, People & Parks Foundation publication *"The Value of Parks"*

www.peopleandparks.org and go to its resource centre



Backing the positioning with solid research... Dr Mardie Townsend, Deakin University





Healthy Parks *Healthy People* has never been more relevant!

The scientific evidence shows parks....

- Protect our unique biodiversity
- Provide resilience to climate change
- Delivers ecosystem services – clean air, water, etc

...deliver a healthier environment.



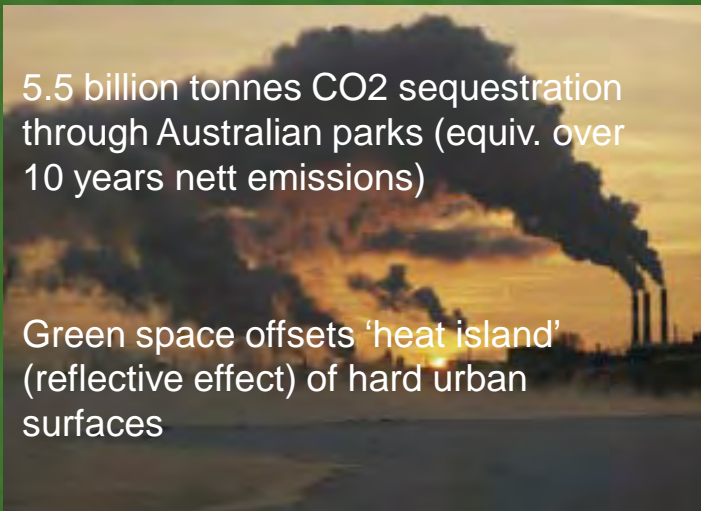
evidence...

- Any climate change report you can find...but have a look at www.garnautreview.org.au and www.australia2020.gov.au and follow the link to the sustainability section report

• eg.

5.5 billion tonnes CO₂ sequestration through Australian parks (equiv. over 10 years nett emissions)

Green space offsets 'heat island' (reflective effect) of hard urban surfaces



Value of \$3 billion
Loss = 50% for 50 years



Healthy Parks *Healthy People* has never been more relevant!

The evidence shows that parks...

- generate significant economic multipliers – events, upstream health budget savings
- enhance residential property values
- are the reservoir for the fastest growing form of world tourism - NBT
- are geographically dispersed

...resulting in jobs and sustainable communities particularly in regional and rural communities



Evidence

- www.parkweb.vic.gov.au and go to the link to the Healthy Parks Healthy People research undertaken by Price Waterhouse Coopers on the Value of Parks – Economically

- Examples...

Grampians National Park \$250 million pa direct and indirect benefit.

Victoria's National Parks \$960m to state economy



Healthy Parks *Healthy People* ...the journey to date

- **From** strapline
- award winning brand & communications strategy with partners
- growth of the brand nationally & internationally
- “point of difference” for parks industry and relevance in modern society
- **To** philosophy – the way we run the business and a new parks management direction



Getting people engaged and connected

Camping in Victoria's Parks

Healthy Parks Healthy People

Parks VICTORIA

Cycling in Victoria's Parks

Healthy Parks Healthy People

Parks VICTORIA



parknotes

Port Campbell National Park

Visitor Guide

Formed by wild seas and fierce winds, the coast of Port Campbell National Park has been sculpted over millions of years to become one of the most impressive natural sites in Australia. Towering rock stacks lean out of the ocean just off shore from sheer limestone cliffs. Archels, islands and blowholes have also been carved out of the soft cliffs by the wind and sea. Many ships have come to grief on the rocky coastline, earning it the title of the Shipwreck Coast.

Souled by surging seas and southerly storms
The impressive formations and views of life of this isolated coast are some of the best known in Victoria. Port Campbell National Park is now open 17:30 hours of the coastal strip between Phillip Island and the township of South-western Victoria.

Self-guided walks
Self-guided walks of Port Campbell Coast Walk, Bay of Islands and Bay of Maatye include you to the gorges and other features of the coastline.

Diving
When the sea is very calm there is excellent snorkelling and scuba diving off Port Campbell National Park. Diving opportunities are also available in local Marine National Parks and Marine Reserves.

Cruising
The Gellibrigg River is ideal for cruising. Activities from the Gellibrigg River in the park, several of Port Campbell.

Both Cardinia and Gellibrigg River are suitable for fishing. There is good ocean fishing at Newfield Bay, Wilsons Beach, Clifton Beach and nearby Port Campbell Jetty.

Horse riding & mountain-biking
Experience and enjoy the natural environment on horse back or on a mountain bike. A permit is required for horse riders to ride in the National Park and Parks Victoria staff can assist you with this. The fenced roads and tracks provide ideal trails for horse and bicycle enthusiasts.

Things to see and do
There is something for everyone in this park. As well as the spectacular coastal scenery there is walking, rock climbing, scenic driving, bushwalking, birdwatching, or just enjoying the view.

Boat launching
Back to the park to read. The fully serviced Great Ocean Road takes you to the Twelve Apostles, Loch Ard Gorge and other spectacular coastal sites, many with great views for enjoying the site.

How to get there
Port Campbell National Park lies between Warrnambool, Phillip Island and Phillip Island. Just 200 km east of Melbourne via the Great Ocean Road (4-5 hours drive), and 240 km from Melbourne (1st class).

For more information call the Parks Victoria Information Centre on 13 360 or visit us online at www.parks.vic.gov.au

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...getting people engaged and connected (cont...)





Important that staff own the philosophy...
Ranger, Marcia Johns





Building partnerships & alliances

- Endorsement and support from the health industry
- Expert advice and ambassadors
- Partnerships with other organisations – Yachting Victoria, Sporting Shooters, 4WD Victoria, Bushwalking Victoria.....
- Growth in volunteering



Asthma Update
Issue 11
Autumn 2012

HEALTHY PARKS, HEALTHY PEOPLE

Victoria Unilever is a partner in the Healthy Parks, Healthy People program with Parks Victoria, Australian Lung Foundation, Asthma Australia and the Victorian Government. The Healthy Parks, Healthy People partnership offers a range of services, including expert advice, programs, to take advantage of the healthy recreational opportunities provided by Victorian Parks and to get out and get active.

It is providing the partnership with National Lung Foundation's advice about the importance of exercising and leading a fit and active lifestyle. The aim is to provide a range of services to help people with asthma manage their condition. The partnership is providing a range of services to help people with asthma manage their condition. The partnership is providing a range of services to help people with asthma manage their condition.

For more information, particularly about Exercise Intensity, contact Asthma Australia on 1800 7098 or 1800 897 133 or visit the website www.asthma.org.au.

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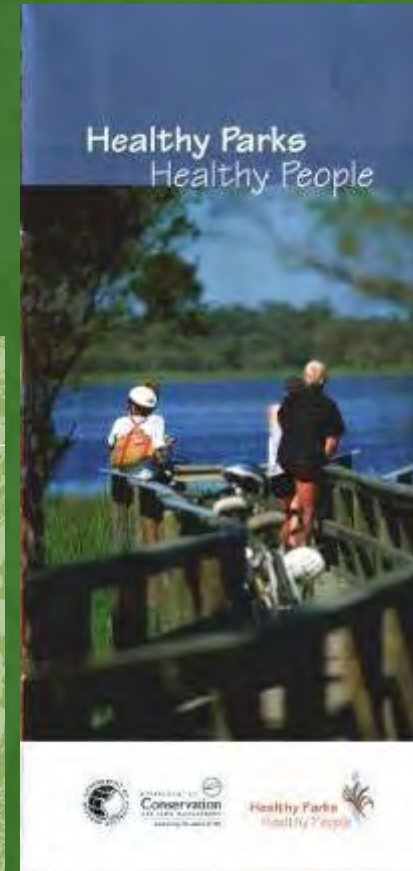
Healthy Parks
Healthy People





...and more...

- adopted by NSW (Super Group), WA (DEC), SA (DEH), ACT
- Canada, USA, NZ
- Parks Forum Agreement
- People & Parks Foundation
- WCPA (IUCN)





The Road Ahead

For over a century the creation and mainstream protection of parks, has been primarily lead by the conservation minded

If we are to realise the full potential of our parks whilst protecting their values we need to bring the worlds of sustainability and public health together to vastly improve our quality of life and wellbeing

We need to imbed Healthy Parks Healthy People in everything we do!



Leading the Way

To catalyse action, Parks Victoria will stage the *International Healthy Parks Healthy People Congress* at the Melbourne Convention and Exhibition Centre in April 2010

- Over 1500 delegates from around the world
- Representatives from many disciplines
- Issues cutting across many portfolios

