

VERIFIED TRANSCRIPT

PUBLIC ACCOUNTS AND ESTIMATES COMMITTEE

Inquiry into budget estimates 2006-07

Melbourne — 21 June 2006

Members

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Witnesses

Mr J. Madden, Minister for Sport and Recreation;

Mr Y. Blacher, secretary;

Mr S. Gregory, chief finance officer,

Mr P. Hertan, executive director, Sport and Recreation Victoria; Department for Victorian Communities.

The CHAIR — Good afternoon. I declare open the Public Accounts and Estimates Committee hearing on the budget estimates for the portfolios of sport and recreation and Commonwealth Games. I welcome the Honourable Justin Madden, Minister for Sport and Recreation; Mr Yehudi Blacher, Secretary of the Department for Victorian Communities; Mr Peter Hertan, executive director, Sport and Recreation Victoria; Mr Stephen Gregory, chief finance officer, Department for Victorian Communities; departmental officers, members of the public and the media.

All evidence taken by this committee is taken under the provisions of the Parliamentary Committees Act and is protected from judicial review. However, any comments made outside the precincts of the hearing are not protected by parliamentary privilege. All evidence given today is being recorded. Witnesses will be provided with proof versions of their transcript for verification, this time by email, and you have two working days to ensure it is accurate. In accordance with the guidelines for public hearings I remind members of the public that they are not to participate in the committee proceedings. Only officers of the Public Accounts and Estimates secretariat are to approach PAEC members. Departmental officers as requested by the minister or his chief of staff can approach the table during the hearings. Members of the media are expected to abide by the guidelines for the Legislative Council committee room.

Minister, over to you for a brief presentation on the more complex financial and performance information. You have 5 minutes for your presentation.

Mr MADDEN — It is a great time to be Minister for Sport and Recreation in Victoria. We see increased participation right across the board, increased levels of commitment to schools and physical activity, and as well as that we have just delivered the biggest and best Commonwealth Games ever. I will run quickly through the sport and recreation portfolio in the half an hour or so that we have before I get on to the Commonwealth Games, and I will elaborate on the Commonwealth Games when we get there.

Slides shown.

Mr MADDEN — Basically sports and recreation sits within the policy framework of a number of public documents. As well as that we have a five-year strategic plan that I announced earlier this year, and I will refer to that in a little more detail, but basically there are a number of premises on which we move forward, based on that five-year strategic plan. The big-ticket items are there — major projects and state facilities, as well as events. You can see those have been delivered and have been hugely successful. As well as that, we opened the State Lawn Bowls Centre and state soccer centre in Darebin and that, of course, has been well utilised.

The next slide is on community sport and recreation. Basically, whilst these are not necessarily the big-ticket items, they assist in delivering sport within Victoria in a very big and important way; hence our continued commitment to community facility funding and also encouragement of participation by building diversity. We do that through a number of programs, but one of those in particular is the access for all the buildings programs. That is very much a critical program about encouraging mainstream participation of people of all abilities. I have a document that I will provide to the committee that I am hoping you might have a glimpse at later on. Similarly, we are also trying to encourage people from diverse backgrounds, newly arrived migrants, to participate in sport and recreation in all forms.

The next slide is on budget appropriations. There you can see last year and this year, and there is a difference between the two. Again, I just want to reinforce that these are the budget appropriations as opposed to the Community Support Fund appropriation. You can see that there are a couple of reasons for the increases. There is funding to increase the spectator capacity at the diving at the FINA world championships next year. Also, \$1.5 million has been announced for the Moving Forward provincial statement for country football and netball clubs. Included in that is funding provided for the continuation of the Go for your life strategy and rephased funding for the national ice sports centre.

In terms of the strategic directions for sport and recreation, there are a number of those, and we will run through those pretty quickly. I am happy to provide to members, particularly the opposition, the five-year strategic plan for sport and recreation in Victoria, which is also a worthwhile document to glimpse if you are interested in sport at all. So you can see that we are trying to increase healthy levels of activity right across the community. This year we have a walking conference as well as a women's sports package.

If we could move on to the slide on the next strategic direction, the rectangular sports stadium has been mentioned on a number of occasions, as well as revitalising suburban sports facilities and upgrading suburban and country football grounds and netball clubs. As well as that, we have also just recently announced upgraded suburban football grounds, and they have proved hugely successful.

The third strategic direction is basically about collaboration for development. That is really about getting people to work together. Often sports are very territorial, but the more we can encourage them to network, to operate together, to work together and to share resources, the better chance we have of local clubs and individuals, and volunteers in particular, remaining committed to their community organisations. It is also about reinforcing the role of not only state government and local government but also, maybe in the future, federal government. For the next strategic direction, the state of achievement, we have a number of events this year, but in particular the 2007 FINA swimming championships are coming on board, and then we have the elite sports development at the Victorian Institute of Sport. It is hugely successful, and I will elaborate on that, if I get a chance a bit later on.

Basically we have tremendous facilities, tremendous people and tremendous participation when it comes to the sport and recreation portfolio. As a state that is what we do probably better than anywhere else in the country. We are particularly enthusiastic about the future, and particularly enthusiastic based on the substantial increase in participation going into the future. Given we are following on from the most successful Commonwealth Games ever, I think the future for sport in Victoria looks particularly good, and I think that heartens everyone in this room.

The ACTING CHAIR (Ms Romanes) — Thank you, Minister, and thank you for ending on the note of the importance of sport for community participation. In your very first comment you highlighted the government's commitment to strengthening communities, and the role that plays in the government's strategy of Growing Victoria Together and A Fairer Victoria. One of the community strength indicators in a local government report on indicators of community strength at the local government area level in Victoria showed a participation rate in organised sport at a state average of 41.7 per cent, and that is a good indicator of how well we are going in this area. Can you tell us the latest survey results in that area, because that one was for 2005? What is being done to encourage greater participation in sport by underrepresented groups during 2005–06 and 2006–07?

Mr MADDEN — I understand the data used in the report was aggregated data from the period July 2001 to June 2003 from the exercise, recreation and sport survey, which is known as ERASS. The latest data available was at December 2004 and shows that the participation rate in organised sport in Victoria was 46.4 per cent. That indicates that over half of Victoria's participation is through organised sport, because the overall participation rate is 85.1 per cent, and that is pretty good, particularly if contrasted with other states. I have some information here which I will hand out to the committee. It is a good comparator. It compares the different state levels of participation, but as well as that the contrast in 2001 and 2004. So I will hand that out to members of the committee.

As well as that on the front of the same sheet is data that relates to participation in the top 15 activities in Victoria, and that is worth appreciating in the context of overall participation. No. 1 is walking. So the emphasis on trying to encourage people to get out there and be active is obviously working. It is sometimes hard to get people in at the deep end but they are tiptoeing into walking, and it seems to be effective. The measure of participation is important in organised sport because it provides not only health and physical activity but the settings also provide key areas of social exchange and building friendships. If you have been involved in a sporting club you would appreciate that, and it is where the majority of the 88 000 employed in sport and recreation gain their job. It engages a significant proportion of the 347 000 Victorians who volunteer throughout the sport and recreation sector. It also provides the development of pathways for aspiring elite athletes.

Those figures are particularly impressive. It is nice to see the significant increase and it is nice to know that we are leaders across the country, and that is basically because the government has made a significant effort in harnessing the energies and the enthusiasm of the sector. Also there is collaboration. Let us not underestimate: when individuals act in isolation it can be difficult, but when you have collaboration and interaction — and we have been heavily investing in that since we came into government. It is also encouraged by the increased grants programs, particularly for Better Pools and suburban community facility development as well as other facilities, and coordinating with state sporting associations to make sure they are supportive of increased participation, and targeting programs through them to make sure we increase participation in under-represented groups including the likes of women, indigenous groups, multicultural and all-abilities groups. We have made a conscious effort to do that and it seems to be paying dividends.

Mr CLARK — In your fifth slide you have the budget appropriations for your area, which I see are the same as the output cost items for the sport and recreation sector development output group. You said in your presentation that did not include CSF funds. could you tell the committee what CSF money comes into your portfolio area and how is that accounted for in the budget papers?

Mr MADDEN — I am happy to do that. The Community Support Fund legislation nominates specific areas of where that money might be invested in the community, and one of those highlighted in the legislation is sport in particular; the other initiatives are arts, tourism and the like, but in particular sport. The Community Support Fund contributes to a number of facility programs in sport and recreation as well as a number of community programs — the likes of strengthening sporting organisations, increasing participation in physical activity, regional sporting facilities, suburban sporting facilities and the Better Pools program. Overall it is a total of \$23.2 million which fluctuates from year to year because there are instances where we have larger capital expenditure on a community facility, and the likes of that is the funding that went to the Kardinia Park redevelopment. It may be drawn upon in one year or spread over a number of years, but given it may be one major project on top of community programs, that expenditure forms part of the expenditure in the sport and recreation portfolio having been derived from the Community Support Fund.

Mr CLARK — Is the \$23.2 million for 2006–07, and where does that appear in the budget papers?

Mr MADDEN — The sources are in 2006–07. I refer to page 259 of the service delivery budget paper 3; under the heading Community Strengthening there is a footnote that says:

Includes an adjustment of \$2.5 million for the Community Support Fund, being the difference between estimated revenue of \$110.5 million and estimated payments of \$108 million in 2006–07 (2005–06 expected outcome \$15.8 million; \$103.2 million revenue and \$119 million expenditure).

That is highlighted in the budget papers as a footnote.

Ms ROMANES — Minister, page 337 of budget paper 3 has an outline of \$8 million funding for output initiatives for extending the country football and netball programs. Will you inform the committee how the \$8 million will be allocated to country football and netball program and how will it ensure access to quality services?

Mr MADDEN — This has been a fantastic program in a number of ways. Initially we instigated a parliamentary inquiry into the status of country football, which members may recall. It was not only country football but its association with country netball as well as consideration of the likes of cricket and tennis, because you appreciate that in country communities often the reserve is shared by a number of sporting groups, including lawn bowls. A number of sporting groups share the same recreation reserve and sometimes they are asked to manage it on behalf of the council through a representative committee.

It is a key link to the community and a key opportunity for the community to interact. In my travels around Victoria a number of people have said, 'Country footy is not what it used to be; it is not travelling that well'. Everyone has a different theory and a different opinion. We were able to set in place an all-party parliamentary inquiry into the status of country football, which reported back and highlighted a number of things. It was not that we should be worried so much about any perception of decline of country football because there was a huge number of participants, an increased number of participants. There was a decline in some of the outlying areas of the state, but that was very much aligned with demographic change in the community, and hence you could not muster a team, I suppose, either a football or netball team in one form or another. But where there was increased participation, there was demand for facilities, and what was highlighted was that many of these facilities needed upgrading, either to deal with increased participation or to deal with increased expectations of the standards of facilities and to give support to those local communities.

What we have seen through this program is an \$8 million allocation to country football and netball in conjunction with the contribution from the AFL — which again is an example of the government partnering with community organisations — to improve country football and netball sports facilities in rural and regional and outer metropolitan areas. This has been developed, as I said, in response to that inquiry, and it provides funding to assist country football and netball clubs to develop facilities in particular areas of need. Those areas of need are very much in netball change rooms. Women in organisations such as country football clubs are often in a sense the poorer because they have a lack of facilities, and they need change facilities. Often umpires' facilities, not only for

netball but for football umpires, are not what they should be. There should also be the ability to align them so that they share some of those existing community facilities, to build multi-use facilities and to improve lighting. If we have got increased demand on these facilities, particularly in terms of participation, lighting allows us to use the facilities to greater advantage.

The program was initiated with \$2 million, and that has been increased to \$8 million by investing a further \$6 million. There is also the contribution, as I mentioned, from the Australian Football League of \$2 million, bringing the total amount to \$10 million. Funding to the value of \$1.63 million has so far been approved to support 56 projects in the 2005–06 year. There are a number of examples, such as \$20 000 to the Torquay Football Netball Club to refurbish and enlarge its kitchen; \$50 000 to Wandella football and netball club, which is near Kerang, to extend its existing clubrooms; and \$50 000 to the Moe football club to improve lighting on both the football grounds and the netball courts. They are just some examples. It is available right across country Victoria, and it has been wholeheartedly endorsed by those who have received the grants.

Mr RICH-PHILLIPS — Minister, I would like to ask you about the world swimming championships. Can you tell the committee how much the temporary pool at Rod Laver Arena is going to cost to install and decommission, and given that we have just spent \$50 million or \$60 million upgrading MSAC for the Commonwealth Games, why are we not able to accommodate the main swimming events for the world championships at MSAC?

Mr MADDEN — There are a number of issues there, and I am happy to refer to all of them. Basically the FINA world swimming championships is a multidisciplinary aquatic event, which is a big title for a lot of sports all based in the water. You have got the likes of swimming, which is obviously the highest in profile; diving, synchronised diving, water polo — I think I have covered a few of them; any more?

Mr HERTAN — Open water.

Mr MADDEN — Open water swimming as well. Those sports will be delivered over about two weeks. You need a number of facilities to hold each of those sports, but as well as that you need warm-up facilities. Whatever the configuration of the event, initially as proposed down at the Melbourne Sports and Aquatic Centre, we would have been bringing in a number of temporary pools to put in around the precinct. The alternative which we have decided upon is to locate the swimming element of the championships in the Rod Laver Arena. We are bringing in a temporary pool for that, but it means we are not having to use an additional temporary pool somewhere else. We will have the water polo, as I understand, at the Melbourne Sports and Aquatic Centre, and we will have greater capacity at Rod Laver Arena. Swimming is a high demand sport, and we saw that with the Commonwealth Games. We are pretty confident that the arrangement will certainly suit everybody in relation to demand for tickets, catering for each of those sports and particularly for the warm-up as well.

The other issues that are worth appreciating or recognising are that we have 2500 elite competitors from every nation — so not as many as in the Commonwealth Games but more nations than the Commonwealth Games, so the profile of the event is worldwide — and more than 2000 international media are coming to the host city. As well as that we expect in the order of 12 000 interstate and international tourists and 6 million television viewers worldwide. We would anticipate at this stage an economic benefit of over \$80 million, but I expect that would be reassessed going into the championships.

The temporary pool that you requested information on at the Rod Laver Arena for swimming, and synchronised swimming will be held there, will allow for up to 12 500 people to enjoy the events. Whilst the numbers at the Melbourne Sports and Aquatic Centre are less than that, of course, you realise the actual final figure was not 10 000, because by the time you allow the media, VIP, and the number of seat kills for television cameras you end up with less than you may normally hold at a venue. While Rod Laver Arena holds more than 12 500 normally, by the time we finish we will have in that order. The Melbourne Sports and Aquatic Centre at Albert Park will be used extensively for water polo and for diving, but it will be the best water polo facility, no doubt, ever seen. Then St Kilda beach will stage the open water swimming.

I do not have the exact details for you of the cost of the pool, but I am happy to provide that to you in some form. Currently the business plan for the world swimming championships is being finalised, and we would expect to be able to make further detailed announcements in relation to that in the not-too-distant future. With the majority of these sorts of mega-events there is an event cost and then we supplement that cost, so we do not pay for the overall

event but we provide for a ratio of funds to that which is in the order of about two-thirds. We provide about two-thirds of the funding for the event overall. That comes out of government appropriation, but the overall cost of the event is much greater, of course, because you have revenues which are spent on the event itself, particularly from television, marketing and licensing rights. That was the sort of ratio with the Commonwealth Games — about two-thirds — and there is potential from other revenue sources. We expect that to be very similar for the 2007 world swimming championships. The other components worth appreciating with the temporary pool —

The CHAIR — Excuse me for interrupting, we are trying to keep answers to 4 minutes and we have gone over 5 minutes. You have taken on notice a question.

Mr MADDEN — Yes, the detail about the exact costs of the pool I am happy to provide at a later date.

The CHAIR — The establishment and the decommissioning — okay.

Mr MADDEN — If the specifics are available at this time because again they might be around-about figures because the business plan is being finalised. I will provide what I can.

The CHAIR — You can give them definitively or approximately.

Mr MADDEN — Yes.

Ms GREEN — Minister, in response to an earlier question about country football and netball, you talked about partnership with the AFL and also probably touched a little bit about increasing access to community sport and recreation facilities. About a month ago you made an announcement about partnerships between the AFL and inner-city being used, and I spent a fair bit of my misspent youth at Windy Hill, so I was a bit interested about how that partnership between the state government, the AFL, the clubs and local councils to upgrade those former venues will assist Victorian clubs and the local community.

The CHAIR — You might like to mention the results of the Essendon and Demons match last weekend, too!

Ms GREEN — I was not going to talk about that.

Mr MADDEN — Obviously we have a few football tragiics here, but that is all right. It is a very good question. The announcement the other week was quite a significant one because we have had an ongoing concern about these facilities for some years. The issue was raised through the AFL some time ago, I understand, when the AFL approached the Premier on this matter. It was also recognised in a number of these communities that the decline of what were iconic grounds was not reflecting well on the community but also not reflecting well on the sport, and some of the councils as well. The councils, in a number of these cases, own the land, but the rental might have been atypical rent for the fact that they had staged games there many years ago. The games have not been played there; the facilities were falling into decline. The clubs themselves did not necessarily feel they had an obligation to maintain all the stands if they were not being used, given that they were really local government assets. But in order to bring about a resolution to this we needed to bring some money to the table, to facilitate money from the AFL, from local government, and from the football clubs themselves.

What we will see coming from this is not only bringing some of those facilities up to a better state of order, but opening up the whole facilities to the community. Given that these facilities are iconic in those local communities, you would expect those communities to want to use them, particularly if there is green open space, because it might mean the demolition of some of these stands, it might mean bike paths, it might mean access to some of those club facilities as well. We are excited about the ability for all these groups to come together. These team players will make a contribution.

Ours is a \$14 million contribution. That is part of the \$55 million AFL club facilities funding program. That was announced by the Premier and that, as I said, will be funded from a number of contributors. It is a model not unlike the one we used at Kardinia Park. That has been an upgraded facility, but it has also meant we have a number of community groups involved in that. The facilities that are being upgraded as part of the funding program will be Punt Road, Princes Park, Moorabbin, Windy Hill, Victoria Park, some money at Waverley Park, and Arden Street. At the end of the day I anticipate some will start sooner than others because we are very much in the hands of the clubs and local governments to manage these projects. Some will start sooner than others, given that there will

obviously be a lot of community consultation as to how these projects should or should not roll out. I am very confident that we will see these projects achieve a very successful outcome for everybody involved.

The CHAIR — Thank you, Minister. Could I have clarified the funding amount? Did you say \$14 million or \$12 million?

Mr MADDEN — Yes, \$14 million. I think we may have mentioned \$12 million at the announcement, and prior to that we had announced \$2 million, I think, for Arden Street. The overall program is \$14 million.

The CHAIR — And looking at the budget papers, Arden Street is quite distinct from the output initiatives on page 337?

Mr MADDEN — Yes.

The CHAIR — Good; thanks, that has clarified it.

Mr MADDEN — They have already been announced, yes.

Mr CLARK — Could I clarify a couple of performance measures on page 261 of budget paper 3 — the final two. One of them is for ‘Olympic Park rectangular stadium — design completed and construction proceeding’, with a measure ‘qtr 4’ and then on the following line ‘State Volleyball Centre’ with a series of measures of ‘qtr 4’. In relation to Olympic Park are you still expecting that design will be completed and construction proceeding by quarter 4 this year? In relation to the State Volleyball Centre, what exactly does it mean to have quarter 4 listed in successive years?

Mr MADDEN — All right. If you just refer me to the line on the page there.

Mr CLARK — At page 261 the — —

Mr MADDEN — Yes, down the bottom there? Sorry, yes — —

Mr CLARK — The final two performance measures.

Mr MADDEN — Yes.

Mr CLARK — The first one, ‘Olympic Park rectangular stadium’ with ‘qtr 4’ for ‘design completed and construction proceeding’. Are you still expecting that time line to be met? And then for the following one you have a series of ‘qtr 4’ references. Is that simply saying that you are making a progress payment in every quarter 4, or does it mean something else?

Mr MADDEN — Yes, the State Volleyball Centre, just so you understand the arrangement there, is being delivered by the local government in that region. I think it is the Dandenong council — yes, it is. They are basically involved in the management of that project. So we are granting some funds to the project and facilitating it, but we are not actually building the thing ourselves; that is being done by the council. That is why progress payments are described there. We will make progress payments to the council when those progress payments need to be met, and we would expect that we would make those progress payments as they are scheduled there.

Mr CLARK — Does that mean that you expected to make one progress payment in quarter 4 of 2005–06 and that you expect to make another progress payment in quarter 4 of 2006–07?

Mr MADDEN — Yes. There are number of progress payments, I am informed, and it is expected that the final progress payment for the financial year would be made in that quarter 4. That is not to say the project will or will not be finished then. It is just to say the final progress payment in that particular year will be made by quarter 4. So again we are not managing the contract, the City of Greater Dandenong is, and it has to manage the stakeholders down there, given that we have the volleyball competition and the basketball competition there. That will be managed by the council and we will make those payments accordingly.

Mr CLARK — It is a rather meaningless performance measure to say that you are making your progress payment at quarter 4 on the basis you have described.

Mr MADDEN — Put it this way: we are not building it; we are making a grant to them through progress payments. We will make those progress payments based on the performance measures of the project.

Mr CLARK — I do not question that. It is just that the numbers in the budget papers are pretty meaningless and uninformative.

Mr MADDEN — I think they are fairly clear. We will make a progress payment. It clarifies that we are not the agency delivering the project. We are funding some of the project, and we will make the payments on performance measures, and we expect those performance measures to be delivered by quarter 4. The great aspect of this facility is that when the project was initiated, the facility was not being used completely by basketball, so there was one basketball court, in a sense, spare in terms of the rostering. It meant it was a bit of an underperforming asset and we could put volleyball in there and build some more volleyball courts and take up some of the under-utilised basketball courts. But what we have seen since that was initiated is a huge participation again following on from the participation statistics right through that corridor, and I understand there are now 90 more teams playing basketball than when it was initiated and we had started to discuss the project. There are somewhere in the order of 755 teams in total, so they need the basketball courts more than ever. We are actually adding a basketball court rather than taking away a court, so in a sense they get an extra court or two from the beginning of the project.

At the same time we have seen an increase in volleyball with registered participants growing by 45 per cent. The area has not only seen extensive growth right through that corridor, but we have also seen greater increases in participation and a greater need for use of those facilities. That investment will be a fantastic outcome, and it is great that the council is prepared to manage the project and work with its community to make sure they and us are investing in the project.

Mr CLARK — And Olympic Park?

Mr MADDEN — Sorry, Olympic Park — I was getting very excited about the State Volleyball Centre.

Mr CLARK — Are you still expecting design to be completed and construction proceeding by quarter 4, 2006–07?

Mr MADDEN — To my understanding, the advice I have from my department is that we expect the design to be completed. There has been a significant amount of design work done, and that will be refined, if it needs to be, as the project proceeds, but my understanding is that, given the advice I have received, construction would proceed in that quarter 4.

The CHAIR — We have time for two more questions. Minister, if you do not mind, can the answers be around about 3 minutes? That way everyone has a chance to ask.

Mr SOMYUREK — Minister, in your presentation you referred to the increasing healthy activity in the community as a priority for 2006–07, and in your previous answer to Mr Clark's question, you talked about the specifics of the participation rates. I would like you to look at the macro picture in terms of participation rates. I notice from the ERASS national participation data 2001-2004 handout that you gave to committee members, Victoria was third — it is a little bit difficult to tell from this — maybe even fourth, in terms of participation in 2001, yet there has been an exponential increase in participation rates in Victoria to the extent where participation in sport in Victoria is the highest in the nation. What do you attribute this to?

Mr MADDEN — I think there are a number of reasons. We have seen that strategic investment, as I have mentioned before, in increasing participation from underrepresented groups and trying to encourage those groups, particularly the likes of women, people of all abilities, indigenous communities and migrant communities, to participate. A number of these target groups not only feature as underrepresented across the board in terms of participation, but sometimes they are not part of that culture of participation — for whatever reason they are not necessarily included. We have tried to develop not only targeted programs to increase participation but also a culture of inclusion. We have tried to encourage that in as many ways as possible. You would have to believe, given those participation figures, that inclusion is certainly a theme we are seeing. That was also reflected in the Commonwealth Games. Those sorts of themes as a state reflect not only in terms of the events and the sort of things we are doing as a government but in particular sports. I am very confident that we will see greater levels of

participation based on that culture of inclusion. It is amazing what a little bit of work will do. We can really do more things by encouraging that right across the board.

Ms ROMANES — It cannot get much higher.

Mr MADDEN — That is right, but what you see is with a bit of effort and partnership and networking and collaboration people develop a culture of it and then that prevails, rather than just having to continue with initiatives time and time again.

The CHAIR — Thanks. Mr Rich-Phillips, and that will be it for this portfolio.

Mr RICH-PHILLIPS — Minister, I would like to ask you about the Go for Your Life program. Can you tell the committee what the breakdown is in the budget for that program between funding that goes for activities and grants as opposed to the advertising and promotional side of the package? Which minister has overall responsibility for Go for Your Life?

Mr MADDEN — It is a good program, Go for Your Life. It has a high recognition rate among the community, I understand. One of the great things is we have a number of initiatives across government, in all the areas of government that are related to physical activity, whether it is in sport, whether it is in health or whether it is in even transport in the Department of Infrastructure where they have themes around cycling or walking which they are trying to increase awareness of. It is important for us to collaborate across government so the messages about physical participation and activity are the same, rather than creating confusion about them. That was one of the reasons to establish the Go for Your Life campaign. We have great clubs, we have great people, we have great facilities, we have great opportunities for people to be active, but there is a tendency for some people to not take that up. Also, this was very much about the government branding our physical activity initiatives in a way that made sense to people. Rather than have it branded from a departmental point of view where they have to try and fossick through the departments to find out where these initiatives are, by locating it all basically under the one theme it gives a central point of reference to the community, a central understanding but also a central point of access.

Some of that expenditure has been on the likes of communicating the theme, as you mentioned, through extensive advertising campaigns. Some of it has been through the web site. The web site has also been about healthy eating, healthy lifestyle — it is not just about physical participation. It is also about aligning ourselves with other groups that are trying to sell a similar message. Recently, I understand, the Council of Australian Governments sought to have an Australian better health initiative to address risk factors for chronic disease such as diabetes and cardiovascular disease. Because of that the vast majority of the Go for Your Life program has been transferred across to my colleague Bronwyn Pike, the health minister. She basically carries responsibility for that now. But you can see, as I mentioned in those participation rates, one would believe the notoriety of the campaign has something to do with the success rates of increased participation. We as a department will continue to play a key role in the delivery of the Go for Your Life initiatives.

I understand that the Go for Your Life physical activity grants program has funded 59 community-based projects to the value of \$2.03 million to support increased physical participation; the Go for Your Life community walking grants have provided \$310 000 in funding for 31 primary care partnerships across the state to facilitate participation in walking; four Go for Your Life physical activity projects, investing \$1.74 million over four years to target identified population groups for physical activity, as I mentioned before — —

The CHAIR — They would be underperforming in terms of participation, is that what I take from that?

Mr MADDEN — Absolutely.

Mr RICH-PHILLIPS — Is that a promotion campaign?

Mr MADDEN — No it is not. The \$1.74 million is not really associated with public promotion. It is about targeting groups and supporting them in terms of allowing them to participate and facilitating their participation. Then there is funding of \$1.2 million over four years to connect Australia and ensure that the public and professionals working in the field of physical activity promotion have access to the best possible information and resources about physical activity. One of the things we have found out about physical activity is that people operating in different spheres are not necessarily communicating to one another or collaborating. This is an

opportunity to get the professionals to do that and build some research work into the back of that, so that we have a better understanding of why people do or do not participate.

Mr RICH-PHILLIPS — Minister, the other part of the question was the cost of the advertising and promotion aspects of that.

Mr MADDEN — That does not sit in this portfolio, so I could not answer that in that relation to what is spent on advertising for the Go for Your Life program.. I understand that comes out of the Premier's unit. I understand it is coordinated within the Premiers unit.

The CHAIR — I thank departmental officers from the Department for Victorian Communities and those from the sport and recreation portfolio. Minister, there will be a couple of follow-up questions that will be forwarded to you along with a request to provide those answers within a fortnight after this week. Thank you very much a good afternoon to those who are leaving us.

Witnesses withdrew.

