

30 June 2025

Healthway

healthway@healthway.wa.gov.au

ATTN: Perth Entertainment and Sporting Precinct Project Team

pesp@mainroads.wa.gov.au

Subject: Perth Entertainment and Sporting Precinct

Thank you for the opportunity to provide feedback on the Perth Entertainment and Sporting Precinct.

Healthway - the Western Australian Health Promotion Foundation - is the only State Government agency dedicated to health promotion efforts in WA.

We are pleased to provide the following submission and offer our continuing support to maximise opportunities for the Perth Entertainment and Sporting Precinct (PESP) to contribute to the health and wellbeing of the WA community.

Yours sincerely



Carina Tan-Van Baren
Executive Director, Healthway

Ph: 08 9488 6839

Em: carina.tan-vanbaren@healthway.wa.gov.au

About Healthway

Healthway is the only State Government agency dedicated to health promotion efforts in Western Australia (WA). We work across systems to create healthy environments, motivate behaviour change and influence policy to reduce and eliminate barriers to good health.

Healthway is about creating healthy environments to support our community to make better informed choices about health and leading a healthy lifestyle, reducing the need for hospital and clinical care. We do this through health promotion campaigns and education, grants and partnerships with sports, arts, racing and community organisations, research, and advocating for and coordinating policy and systems change across government and non-government organisations.

Submission

Healthway is pleased to provide this submission to maximise opportunities for the Perth Entertainment and Sporting Precinct (PESP) to contribute to the health and wellbeing of the WA community and is also available to support implementation of its recommendations.

Our recommendations align clearly with the vision of creating a vibrant, multi-purpose destination enhancing Burswood Park, delivering new amenity and improved accessibility for visitors and nearby residents, and strengthening connections between Optus Stadium, Perth city and surrounds.

Planning is a powerful tool to influence long-term health promotion. The planning and design of any environment directly affects the health and wellbeing of people who use and inhabit the space. A well-planned PESP will provide a place for people to connect with community, participate in physical activity, meet with friends and family, and access healthy environments, including healthy food and drink. These factors all underpin good population health and wellbeing.

The recommendations provided in this submission are consistent with best practice in planning health enhancing environments, as well as the latest evidence on community sentiment and support for policy change, from the National Heart Foundation's *What Australia Wants*^{1, 2} survey. The survey found:

- One in four Western Australians believe their neighbourhood doesn't support their physical activity¹.
- Strong support for redirecting road funding into active transport infrastructure (66 per cent) and public transport funding (68 per cent).
- Widespread support for speed limit reductions in neighbourhood streets (65 per cent)^{1, 2}.
- Proximity to amenities, shops and services and fresh food are important considerations for Western Australians when deciding where to live^{1, 2}.

These recommendations are also align with Healthway's Strategic Plan 2024-2029³ and other key state health strategies and documents including:

- State Public Health Plan 2025-2030⁴.
- Western Australian Health Promotion Strategic Framework 2022-2026⁵.
- Liveable Neighbourhoods, Department of Planning, Lands and Heritage⁶.

- WA Bike Network Plan, Department of Transport⁷.
- Active Living for All, Government of Western Australia⁸.

Healthway's recommendations are set out in four key health and wellbeing categories for ease of reference. We would be happy to provide more detail in any or all of these categories as needed.

1. Smoke and vape-free environments

Smoke and vape-free environments are a powerful tool to influence long-term health promotion⁹, creating safer and more welcoming places for all Western Australians and visitors. These environments are widely supported by community¹⁰, consistent with recent legislation on creating smoke and vape free workplaces¹¹, and have been successful locally, for example through the City of Vincent's smoke and vape free town centres¹².

Recommendation: Make the entire PESP smoke and vape-free, with appropriate signage.

2. Alcohol environments

Western Australians are inundated with alcohol-dense environments, the key factor in high-risk population-level alcohol consumption^{13, 14}. The alcohol industry's saturation and the availability of its products - through outlet density, low-cost alcohol, product variety and high percentage alcohol - is a major health concern^{15, 16}.

Research shows that parents in WA are particularly concerned with alcohol environments and their impact on children, with strong support for government action to manage these environments¹⁷. Reducing alcohol harm through managed environments is consistent with existing legislation on alcohol free public spaces¹⁸, and there are local case studies of successful management of alcohol environments, such as the Optus Stadium policy of lower alcohol percentage products sold on matchdays^{19, 20}. Further action is required to champion community voices demanding for better management of alcohol environments to protect children¹⁷.

Recommendations:

- Avoid alcohol-led events at the PESP to ensure the whole community can enjoy the space year-round.
- Require vendors to offer high proportions of non-alcoholic drinks (e.g. 75 per cent) when selling alcoholic beverages.
- Limit the number of vendors selling alcohol, through policy, to reduce the oversaturation of alcohol availability.
- Restrict the promotion of alcoholic drinks and alcohol industry brands within the PESP (outside of point-of-sale), including alcohol sponsorship of PESP activities.

3. Active living environments

Physical activity is essential for good mental health and physical health, reducing population demand on hospital beds and absenteeism from work^{8, 21}. And community environments are essential to underpinning active living, such as streets and green spaces that promote physical activity.

Supporting active environments aligns with government priorities, including but not limited to the *WA Road Safety Strategy*²²; *Active Travel to School Roadmap 2023-2030*²³; *WA Health Promotion Strategic Framework*⁵; and the *State Public Health Plan*⁴, as well as the forthcoming *Perth and Peel Urban Greening Strategy*²⁴ and the *WA Play Strategy*²⁵.

There is also widespread community support for redirecting subsidies²⁶ and investment from car-dependent environments to active spaces that support public transport, walking and cycling^{1, 2}.

The Heart Foundation of Australia's *Healthy Active by Design* framework²⁷ notes that, to support active living, healthy planning principles are required at all levels and stages of the planning process, including project and policy initiatives.

Recommendations: Examples that could be applied at the PESP include, but are not limited to:

- Street design - The Healthy Streets design guidance²⁸ contains a range of practical suggestions relevant to the PESP, including street design speeds for cars, provision of footpaths and cycle paths, and provision of shade, shelter and places to stop and rest. Specific examples of these are provided in Appendix 2. To maximise opportunities for community health and safety, Healthway encourages the use of the Healthy Streets design guidance in the development of the PESP.
- Large-scale secure bicycle storage - For example, utilising the multi-use building (see Appendix 1) to accommodate thousands of bicycles, reduce pressure on public transport and increase community physical activity.
- Free sports equipment - For community use in park areas, for example, using [SportsBox](#) access lockers.
- Increasing public transport frequency to reduce parking demand. Avoid excessive car parking supply. Charge market value for the limited parking supply, to manage demand.
- Dedicate income from parking charges towards a frequent and reliable CAT bus from Perth Bus Station, to provide a viable transport option for non-drivers and drivers not wishing to be charged heavily for parking.



Figure 1: 10 Healthy Streets Indicators. Image reproduced directly from Healthy Streets [website](#).

4. Healthy food and drink environments

Healthy food environments manage the price and proximity of healthy foods, while increasing the price of 'junk' foods and removing the ease of availability. Increasing access to healthy food environments is widely supported by community¹⁰, with Western Australians considering access to healthy food when deciding where to live^{1, 2}. Consistent with Healthway's positions on junk food advertising²⁹, healthy information environments can reduce exposure to industry messaging encouraging consumption of junk food.

Recommendations:

- For prospective PESP retailers, consider incentivising healthy food vendors (e.g. reduce rent for healthy retailers) and/or charging a surcharge/levy on retailers of unhealthy foods. A list of healthy food vendors is available below.³⁰
- Ensure healthy options are available in-line with the [Fuel to Go & Play](#) traffic light criteria. This method rates food and drinks in three categories - green, amber or red - based on the nutritional value according to the *Australian Guide to Healthy Eating*. Vendors meeting these requirements are listed below³⁰. Offerings should aim for:
 - **Green items** - at least 40 per cent (e.g. fruits, vegetables, pastas, rice dishes and soups³⁰)
 - **Red items** - less than 30 per cent (e.g. fried food, soft drinks and cakes³⁰).
- Restrict the promotion of unhealthy food and drink products and brands, including in the sponsorship of PESP activities.

Healthy planning working group

Healthway proposes the implementation of the above recommendations through a coordinated healthy planning working group. The working group would facilitate the healthiest possible environment for the PESP and include representatives across government portfolios.

Appendix 1



Appendix 2

The following examples have been extracted from the Healthy Streets checklist for new developments.²⁸

- Footpaths on both sides of streets that are a minimum of 2m wide at all points.
- Shade for more than 75 per cent of footpaths (or predicted shade coverage within 10-20 years) by using a combination of mature trees and other shade options.
- Design for 30km/h speeds by ensuring lane widths are a maximum of 2.5m wide with forward visibility below 80m, and 3m wide for forward visibility below 40m.²⁸
- Spaces of at least 3m² for people to dwell and meet every 100m, along both sides of the street.
- If the speed limit is more than 30kmh or there are more than 2500 vehicles expected per day, there is a separated cycle track which is at least 2.5m wide.
- All side road and car park entrances have tight corner radii to ensure vehicles are turning in and out under 15kmh and people crossing can do so step-free on their desire line (e.g. raised tables or dropped kerbs).
- For streets where there are more than 200 motor vehicles in the peak hour, there is a step-free (e.g., raised wombat crossing) on every arm of the intersection.
- Provide step free mid-block wombat crossings on every street section longer than 100m.
- There is pleasant, ambient lighting that creates a relaxing, continually lit walking environment.
- There are places to stop and rest, such as benches and seating areas, every 50m.
- There are places to shelter from the rain every 100m along both sides of the street.
- More than 20% of the street is soft landscaping such as tree pits, native plant areas, permeable paving, grassed verges.
- Street furniture (e.g., benches, bins, cycle stands, post boxes, signage) is designed to add to the sense of place.
- Provide at least 4 bicycle stands every 100m.
- The only parking and loading allowed on the street is for essential deliveries, servicing and disability access.

References

1. National Heart Foundation of Australia. What Australia Wants – Living locally in walkable neighbourhoods: National Heart Foundation of Australia. First published 2020. Accessed 24/04/2025. Available from: https://irp.cdn-website.com/541aa469/files/uploaded/What_Australia_Wants_Report_.pdf. 2020.
2. National Heart Foundation of Australia, McCrindle Research. What Australia Wants. Neighbourhood design. Healthy Active By Design. Victoria Australia. Published June 2025. Accessed 23/06/2025. Available from: https://irp.cdn-website.com/541aa469/files/uploaded/What_Australia_Wants_-_National_Heart_Foundation_FINAL.pdf and <https://www.healthyactivebydesign.com.au/community-walkability>. 2025.
3. Healthway. Strategic Plan 2024-2029 Creating a healthier Western Australia together. Accessed 24/04/2025. Available from: <https://www.healthway.wa.gov.au/wp-content/uploads/Healthway-s-Strategic-Plan-Feb-2024-FINAL-version.pdf>. 2024.
4. Department of Health. State Public Health Plan for Western Australia 2025–2030. Accessed 05/06/2025. Available from: <https://www.health.wa.gov.au/~media/Corp/Documents/About-us/Public-Health-Act/State-Public-Health-Plan-2025-2030.pdf>. 2025.
5. Department of Health. Western Australian Health Promotion Strategic Framework 2022–2026. Accessed 05/06/2025. Available from: <https://www.healthway.wa.gov.au/wp-content/uploads/Healthway-s-Strategic-Plan-Feb-2024-FINAL-version.pdf>. 2022.
6. Western Australian Planning Commission. Liveable Neighbourhoods. Updated draft 2015. Accessed 13/06/2025. Available from: https://www.wa.gov.au/system/files/2021-05/FUT-LiveableNeighbourhoods_2015.pdf. 2015.
7. Department of Transport. Western Australian Bicycle Network Plan 2014-2031. 2017 Update. Accessed 13/06/2025. Available from: <https://transport.wa.gov.au/active-transport/programs-initiatives/wa-bicycle-network-plan>. 2017.
8. Government of Western Australia. Active Living For All. 2017-2019. A Framework for Physical Activity in Western Australia. Accessed 02/05/2025. Available from: https://www.dlgsc.wa.gov.au/docs/default-source/sport-and-recreation/active-living-for-all-2017-19.pdf?sfvrsn=709284e5_1. 2017.
9. Purcell KA, Scollo MM, Tumini V, Barnsley K, Freeman B. In: Greenhalgh EM, Scollo MM, editors. Tobacco in Australia: Facts & issues. Melbourne: Cancer Council Victoria; 2020.
10. Hanley-Jones S, Purcell K, Barnsley K, Freeman B. In: Greenhalgh EM, Scollo MM, Winstanley MH, editors. Tobacco in Australia: Facts & issues. Melbourne: Cancer Council Victoria; 2025.
11. Make Smoking History. Info Hub - Smoking & The Law. Smoke-free workplaces. Accessed 27/06/2025. Available from: <https://www.makesmokinghistory.org.au/info-hub/smoking-the-law/smoke-free-workplaces>. 2025.
12. City of Vincent. Smoke-free town centres. The City of Vincent has introduced Fresh Air - You're Welcome: the Smoke-Free Town Centres project as part of its Public Health Plan. Accessed 27/06/2025. Available from: <https://www.vincent.wa.gov.au/our-neighbourhood/health-safety/healthy-environment/smoke-free-town-centres>. 2025.
13. Cancer Council Western Australia. Alcohol Use in Western Australia. Drinking patterns and harms. Cancer Council WA. Fact Sheet. Accessed 26/06/2025. Available from: <https://cancerwa.asn.au/assets/public/2022/07/2021-03-04-Factsheet-Alcohol-use-in-WA-drinking-patterns-and-harms.pdf>. 2021.
14. Cancer Council Western Australia. Alcohol Use in Western Australia. Long term harms from alcohol. Published March 2021. Accessed 27/06/2025. Available from: <https://cancerwa.asn.au/assets/public/2022/07/2021-03-04-Factsheet-Alcohol-use-in-WA-long-term-harms.pdf>. 2021.
15. Cancer Council Western Australia. A guide to the alcohol industry in Australia: Major alcohol producers and distributors. Accessed 01/05/2025. Available from: <https://cancerwa.asn.au/assets/public/2023/08/A-Guide-to-the-Alcohol-Industry-in-Australia-2023.pdf>. 2023.

16. National Drug Research Institute. Restrictions on the sale and supply of alcohol: evidence and outcomes. Perth: National Drug Research Institute, Curtin University of Technology, 2007.
17. Johnston, R., Guerrini, B., Santoso, E., Mancini, V. & Mitrou, F. (2025). Parents' attitudes to children's and young people's exposure to alcohol in WA community settings. Prepared for the Cancer Council Western Australia by The Kids Research Institute Australia. Accessed 27/06/2025. Available from: <https://cancerwa.asn.au/assets/public/2025/05/Parent-Attitudes-to-Community-Alcohol-Report-Final-May-2025.pdf>.
18. Alcohol Think Again. Alcohol and the law. Alcohol Think Again. Public places. It is against the law for anyone to drink in a public place, like on the street, in a park or at the beach. Accessed 27/06/2025. Available from: <https://alcoholthinkagain.com.au/alcohol-and-our-community/alcohol-and-the-law>. 2025.
19. Racing Gaming and Liquor - Government of Western Australia. Venueslive Management Services (WA) Pty Ltd. Optus Stadium. Licence reference: 638210171017. Licence type: LIQ-Tavern Restricted. Accessed 27/06/2025. Available from: <https://portal.dlgsc.wa.gov.au/licencesearch?status=Current&suburb=BURSWOOD&group=Liquor+Premises>. 2025.
20. Peter Law. WA's chief health officer wants full-strength beer banned at Perth stadiums. The West Australian. Published 07/01/2018. Accessed 27/06/2025. Available from: <https://thewest.com.au/sport/perth-stadium/was-chief-health-officer-wants-full-strength-beer-banned-at-perth-stadiums-ng-b88707448z>. 2018.
21. Milton K, Cavill N, Chalkley A, Foster C, Gomersall S, Hagstromer M, et al. Eight Investments That Work for Physical Activity. J Phys Act Health. 2021;18(6):625-30.
22. Government of Western Australia. Driving Change 2020-2030. Road Safety Strategy for Western Australia. Accessed 05/06/2025. Available from: https://www.wa.gov.au/system/files/2021-07/Driving-Change-Road-Safety-Strategy-2020_2.pdf. 2020.
23. Department of Transport. Active Travel to School Working Group. *Active Travel to School Roadmap 2023-2030*. Department of Transport Western Australia. Accessed 24/04/2025. Available from: https://www.transport.wa.gov.au/mediaFiles/active-transport/AT_P_ATSchoolRoadmap.pdf.
24. Government of Western Australia. New State-led approach to greening Perth's urban communities. Hon. John Carey. Hon. Reece Witby. Media Release. Accessed 13/06/2025. Available from: <https://www.wa.gov.au/government/media-statements/Cook-Labor-Government/New-State-led-approach-to-greening-Perth's-urban-communities-20240209>. 2024.
25. Government of Western Australia. Nation-leading boost to kindy access for WA families. Hon. Roger Cook and Hon. Sabine Winton. Media Release. Accessed 13/06/2025. Available from: <https://www.wa.gov.au/government/media-statements/Cook%20Labor%20Government/Nation-leading-boost-to-kindy-access-for-WA-families-20250609>. 2025.
26. Department of Infrastructure T, Regional Development, Communications and the Arts; Australian Infrastructure and Transport Statistics: Yearbook 2024. Accessed 29/04/2025. Available from: <https://www.bitre.gov.au/sites/default/files/documents/australian-infrastructure-and-transport-statistics--yearbook-2024--january-2025.pdf> // Footnote: The state government collects \$2 billion in road related revenue annually (registration, stamp duty, licencing, parking levies), however, expenditure of state funds on roads exceeds \$2.3 billion, representing a subsidy of \$300 million annually. 2025.
27. National Heart Foundation of Australia. Healthy Active by Design. Design Features. Website. Accessed 09/06/2025. Available from: <https://www.healthactivebydesign.com.au/design-features>. 2025.
28. Healthy Streets checklist for new developments. Accessed from: <https://www.healthystreets.com/resources#new-development-check>.
29. Healthway. Australian Government public consultation: Feasibility study on options to limit unhealthy food marketing to children. Submission to Australian Government Public Consultation on Policy Options to Limit Unhealthy Food Marketing to Children. Published March 2024. Accessed 27/06/2025. Available from: <https://www.healthway.wa.gov.au/wp-content/uploads/Healthway-Consultation-on-the-Feasibility-of-Options-to-Limit-Unhealthy-Marketing-to-Children-March-2024.pdf>. 2024.
30. Fuel to Go & Play. Healthier Vendor Guide. Your guide to sourcing healthier food and drink vendors for community events & sporting clubs. Accessed 13/06/2025. Available from: <https://www.fuelto.go.com.au/wp-content/uploads/2024/11/HVG-Summer-2024-25.pdf> // Footnote: The

'Traffic light' system is based on the Department of Health's - 'Healthy Options WA - Food and Nutrition policy. . 2024.