

OUR GOALS

AUSTRALIA'S MOST ACTIVE WORKPLACES ARE IN THE GEELONG REGION BY 2022

AUSTRALIA'S MOST ACTIVELY COMMITTED HEALTH PROFESSIONALS ARE IN THE GEELONG REGION BY 2022

EVERY RESIDENT IN THE GEELONG REGION INCREASES THEIR DAILY PHYSICAL ACTIVITY LEVEL BY 2025

BUILD A SUSTAINABLE ORGANISATION

OBJECTIVES

SUPPORT WORKPLACES TO BE ACTIVE BY FILLING THE GAPS IN WORKPLACE PHYSICAL ACTIVITY PROGRAMS

IMPLEMENT INNOVATIVE PROGRAMS THAT HELP HEALTH PROFESSIONALS TO SUPPORT THEIR PATIENTS' PHYSICAL ACTIVITY JOURNEYS

CONNECT AND INSPIRE OUR COMMUNITY TO GET ACTIVE AND INFLUENCE THE BUILT ENVIRONMENT

BE KNOWN AS THE GO-TO ORGANISATION FOR PHYSICAL ACTIVITY ENGAGEMENT IN THE GEELONG REGION

BEING A SUSTAINABLE AND EFFECTIVE ORGANISATION

KEY RESULTS

- Active Geelong resources are accessed by more local businesses each month
- 100 businesses in the Geelong region sign up to be a Movement Champion
- 5 business walking groups are established

- 50 GPs/med students/clinics in the Geelong region are involved in Active Geelong initiatives
- 50 health professionals in the Geelong region are involved in Active Geelong initiatives
- Offer at least one training session on P.A. prescribing to health professionals
- Pilot GP My Clinic Walks groups in 5 clinics

- 1,000 people in the Geelong region complete the Active Geelong registration
- Support a minimum of 3 local events that encourage physical activity
- Increased understanding of the PA guidelines
- 50 registrations on PlaySport

- Brand awareness is raised
- Double the FY20 number of Facebook page likes and Instagram and LinkedIn followers
- Endorsement from G21 LGAs

- Engage with philanthropic organisations
- Aspire to increase grant income
- Engage with businesses
- Increase partnership income

INITIATIVES

- Workplace program development, including supporting resources
- Digital strategy Development
- Walking campaign – “It’s not that far”
- London Business School Impact Consulting Club
 - Part 2 & report launch for HR professionals.
- London Business School Impact Consulting Club
 - Model Build – Stage 2

- ACGP partnership – “Healthy Habits” program
- Med student engagement: 1. Active hospitals 2. med school v med school comp 3. Curriculum integration
- Active Hospitals/Active Aged Care – reduce impact long-term sitting
- Telehealth resource development – prescribing exercise for chronic disease
- My Clinic Walks walking groups
- Health professionals training

- Encourage active participation (improved user experience)
- Retention focus – development of existing “customers”
- Physical activity app development exploration
- Participation in Geelong Design Week
- Walking AFL/ Marngrook
- Development and implementation of Movement Champions program
- “Physical HACKtivity” Days
- Clear plan of action is developed for engaging with emerging priority groups
- Integration of mental health benefits and messaging

- Case studies and deep dives on small group making changes
- Leverage partnerships
- Facilitate ambassador involvement
- Develop and implement digital strategy with outcome measures and implementation of Movement Champions program
- All brand and advertising opportunities are fulfilled
- Agency advocacy engagement

- Maintain current partnerships and increase
- Run effective and engaging board and sub-committees
- Develop an Advocacy Agency Network in all population centres across the Geelong region
- Initiate Health Professional and Grants sub-committees
- Refine resources plan – committees, volunteers
- Connect with Endorsers
- Align initiatives to endorsers, partners and existing plans