

Active Geelong

EVENTS GUIDE

HELPING YOU PLAN
AN ACTIVE EVENT



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HELPING YOU PLAN AN ACTIVE EVENT

Welcome to the Active Geelong Events Guide. Whether you are hosting a conference in a function room or a virtual planning day by Zoom/Microsoft Teams, this guide will enable you to incorporate physical activity into your event.

Active Geelong plays a key role in helping Geelong and its businesses/ community groups to be as active as can be.

Active Geelong is a community of dedicated specialists collaborating to inspire pro-active enjoyment of life, through easy access to physical activity, for everybody, every day. Its aim is to make the Geelong region Australia's most active.

It is a collective, collaborative movement on a mission to:

- Make Geelong workplaces the most active in Australia by 2022
- Make Geelong GPs the most actively committed to promoting physical activity in Australia by 2022
- Ensure every person gets their minimum daily dose of physical activity every day by 2025
- Be recognised as a movement that embraces the whole community



HOW TO USE THIS EVENT GUIDE

This guide will help you to incorporate physical activity into your next event.

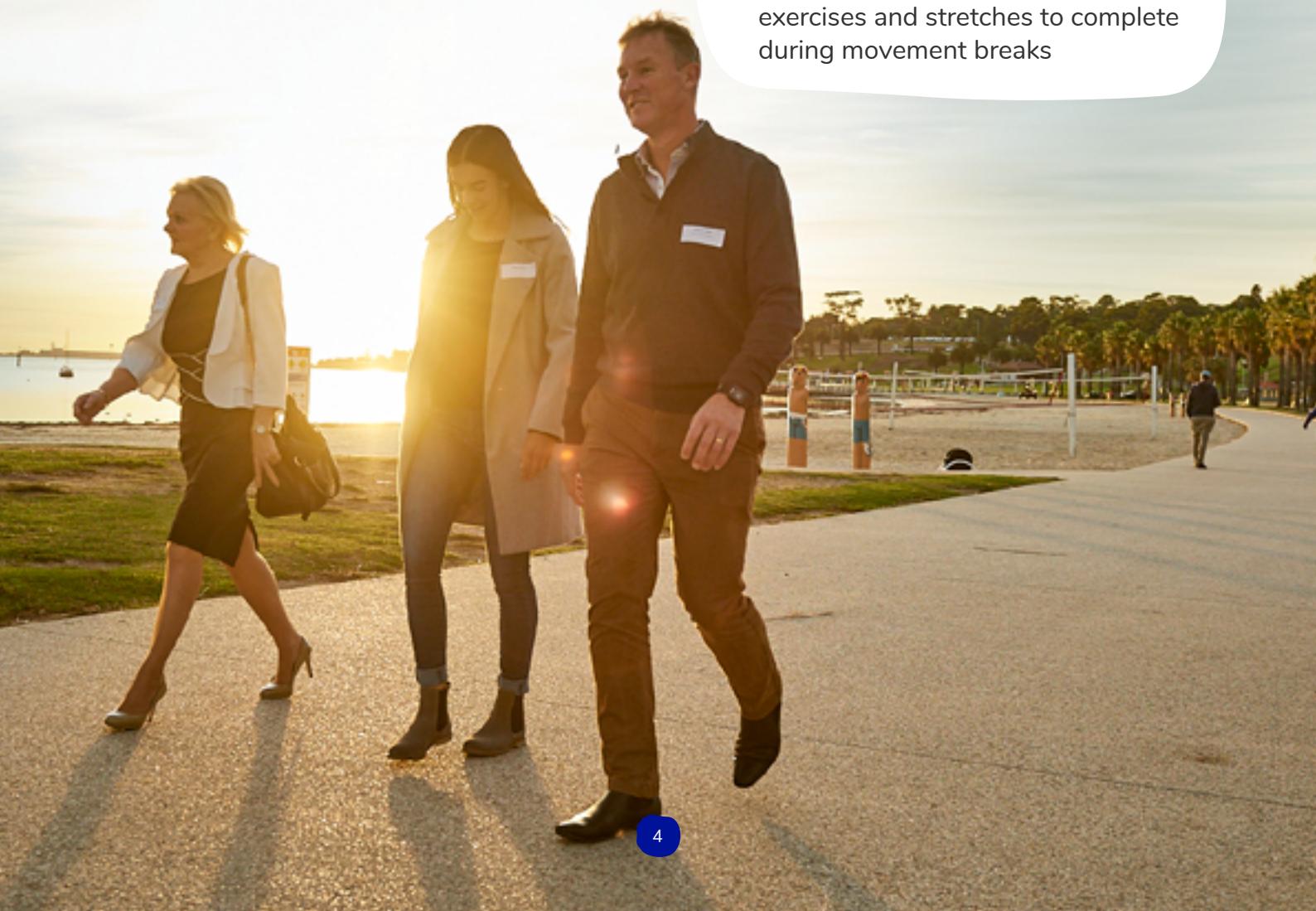
LEARN:

- The immediate benefits that physical activity can have for your audience
- How to incorporate exercise into your event
- How to encourage active travel and incidental exercise before, during and throughout
- How catering choices can keep your audience active and engaged

TIPS

If you are planning an event this guide is a must have addition to your preparation.

- Aim to keep the group engaged and active.
- Getting active will increase endorphins making your audience more alert and engaged.
- Tailoring healthy food choices can help to ensure the optimal performance of the audience.
- Refer to the Exercise Guide for exercises and stretches to complete during movement breaks



BENEFITS TO YOUR EVENT

Incorporating physical activity can have multiple benefits for your next event:

MOOD BOOSTER

Moderate aerobic exercise has been proven to improve reaction speed and improve problem solving abilities. Just the things you need for a productive day at your event!

THINK MORE CLEARLY

Just 15 minutes of moderate stationary workouts can result in faster reaction times on memory tasks immediately after the exercise.

BOOST YOUR METABOLISM

Convert calories into energy within minutes, fight off the effects of that lunchtime fatigue!

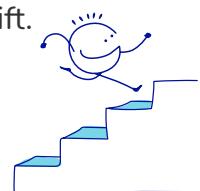
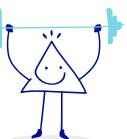
HELP MAKE GEELONG AUSTRALIA'S MOST ACTIVE REGION

By incorporating physical activity you'll be leading the way in helping Active Geelong achieve its aim of making Geelong Australia's most active region.

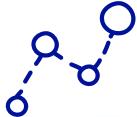


TYPES OF ACTIVITIES TO MAKE YOUR EVENT MORE ACTIVE.

- Use active transport – access events by foot, bike or public transport.
- Utilise park and walk guides to encourage active travel to and from the event. Participants with increased oxygen flow will be in a stronger position to participate actively from the beginning of the day.
- Schedule events at centres with a gym to encourage physical activity outside of the event timeframes.
- Provide a map/flyer with local running/walking tracks.
- Sit less – Put up posters or have tabletop cards that inform 'It's OK to stand'.
- Set a movement break – See attached Exercise Guide for guidance on what to perform.
- Incorporate stretching during the event. This will assist with blood flow and alertness.
- Utilise walking meetings/groups.
- Incorporate a group exercise session prior to and/or at the end of the day.
- Encourage the use of stairs (if available) as opposed to a lift.



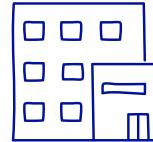
EVENT CONSIDERATIONS TO BOOST ACTIVITY



TRAVEL AND PARKING

Considering parking options is important for any event to ensure participants arrive at the event on time, energised and ready for the day.

- Encourage parking away from venue with a short walk to the event premises. Advise of free parking spots nearby as an added incentive to walk. [See Useful Resources](#).
- Encourage public transport, cycling (if appropriate). Let people know of the next closest bus stop and how long it will take them to walk.
- Utilise the free Geelong Park/Ride map [see Useful Resources](#).



VENUE CHOICE

The choice of venue/platform should allow for the incorporation of physical activity.

- If event is in a hotel, confirm there is a gym/pool. This can encourage physical activity between event days.
- Check for accessibility and floor space to allow for static/stretching exercises. Use the Exercise Guide for movement breaks.
- Accessible by public transport/cycling.
- If the event is virtual, ensure the software platform is appropriate e.g. can incorporate breakout rooms for activities.





FOOD AND DRINK

The choice in food and drink is central when considering the engagement expected from participants. The type of food that you choose will have an impact on mood, energy levels and concentration.

- Provide small meals at increased frequency (compared to single large meals). Light fresh meals help to keep people alert, a heavy lunchtime meal can make people drowsy.
- Offer platters and finger food and suggest eating from a standing position.
- Provide reusable drink bottles/bottles of water or ask people to bring their own bottle. Consider putting water refill stations away from where participants are sitting so they are encouraged to move to get a refill.

PLANNING



To help make your event an active success it's important to plan, prepare and consider the ways you can build physical activity in.

Think about all elements of the event and where there may be opportunities to incorporate movement:

- During event planning incorporate time for movement, e.g. stretching breaks between speakers, extra time in the lunch break to encourage a walk, breakout activities that can be done standing up/moving, etc.

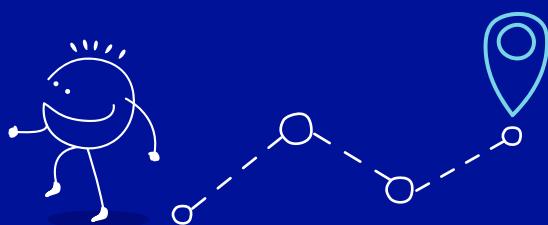
- To reduce sedentary time consider the duration of your event and how many breaks may be required. You should aim to encourage a standing break at least every 60minutes.
- Communicate prior to your event the ways to be active e.g. in your event details email include park and walk options (identify alternative parking and advise time to walk), advise of bicycle parking, set expectations and let attendees know that it's ok to stand during presentations and provide options for walking at lunch breaks. Encourage taking phone calls/check emails standing up.
- Incorporate an exercise component in the day and let your audience know. A suggestion is to look at incorporating this twice during the day but once at a minimum. These can be called Movement breaks. Consider advising on an appropriate dress code, e.g. flat shoes or sneakers. Also consider if you need to book someone to run this session. There are lots of great physical activity providers in the Geelong region – playsport.com/activegeelong.
- Is networking part of your event? If so, consider making it a walking activity – identify a walking track around the venue and challenge participants to meet 3 new people as they walk along the track.

USEFUL RESOURCES

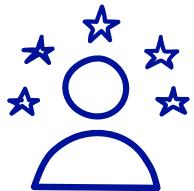
Visit our website – activegeelong.org.au

City of Greater Geelong – [active travel](#)

City of Greater Geelong – [parking](#)



ACTIVE GEELONG ACTIVE EVENT RATING



This checklist page is a useful resource for your Active Event Planning.

Review the questions on the opposite page to see how active your event is.

Events that achieve a score of 7 or higher can be endorsed by Active Geelong.
Email movers@activegeelong.org.au for your endorsement.

0-3

Your event isn't very active.
Are there some movement activities you could include?

4-6

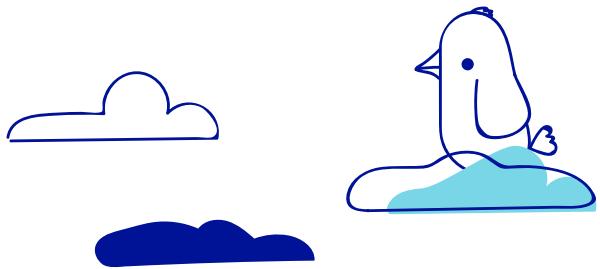
Your event is well on the way to meeting Active Standards

7-10

Well done! Your event is an Active Event. Please let Active Geelong know so your event can be endorsed.



CHECKLIST



**CHECK YOUR SCORE TO SEE HOW “ACTIVE”
YOUR EVENT IS.**

- Have you identified park and walk options and communicated to participants?
- Have you included active travel links and communicated to participants?
- Have you considered food options (e.g. light, healthy options)?
- Have you allowed space for exercise during movement breaks?
- Have you scheduled appropriate movement breaks/standing breaks to allow for standing, stretching, movement, etc.? We recommend two movement breaks during a full day event.
- Have you advised attendees it is ok to stand during presentations?
- Have you advised of lunchtime walking options and allowed time in the event schedule?
- Have you advised attendees of appropriate dress code? E.g. sneakers, flat shoes.
- Have you booked someone to run the exercise session, if required?
- Have you incorporated a walking networking activity?



Active Geelong

Help make Geelong Australia's most active region.
Register to become a Movement Champion at
activegeelong.org.au

 @activegeelong

 @activegeelong

 Active Geelong

activegeelong.org.au
movers@activegeelong.org.au