

# Active Geelong

ANNUAL REVIEW 2018



# ACTIVE ENJOYMENT OF LIFE, EVERYBODY, EVERYDAY.

Active Geelong Annual Review 2018

## Active Geelong

Visit [activegeelong.org.au](https://activegeelong.org.au) today to find out  
more and join the movement movement!

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Active Geelong Limited  
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ABN 20 619 281 775

Printed March 2019



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# INTRODUCTION TO ACTIVE GEELONG

Active Geelong is a community of dedicated specialists collaborating to inspire pro-active enjoyment of life, through easy access to physical activity for everybody, everyday.

It is a collective impact initiative created to support, coordinate and promote physical activity initiatives in the Geelong region.

## VISION

Geelong to be recognised as one of Australia's leaders in active and healthy communities.

## MISSION

Inspire community participation in a growing number of accessible, enjoyable physical activity opportunities: For everybody, everyday.

## PURPOSE

To inspire and empower movement.









# A WORD FROM OUR CHAIR

Active Geelong completed its first year of existence in 2018 and the continuing enthusiasm from both those committed to our concept, and those hearing our message for the first time, continues to excite us.



We have unashamedly spent this year building on our list of supporters and consolidating our base across our community to prepare for a sustainable contribution to the health and wellbeing of Geelong.

With the energetic efforts of Pat Murnane our list of financial contributors as Makers (16), Partners (6) and Supporters (12) continue to grow with rarely a knock back. This provides some financial security to continue our building phase, along with grants from Geelong Connected Communities, Geelong Community Foundation and City of Greater Geelong.

Our community support from City of Greater Geelong and G21 – Geelong Region Alliance has been encouraging with a greater understanding of how we can collaborate in the near future.

Headlined by Fluid's imaginative animation, the Active Geelong website has been launched along with a social media presence on Facebook and Instagram.

We began promoting our public profile with sponsorship and presence at the Self-Care Sunday Wellness Festival in October.

A Leaders for Geelong group delivered an instructive guide for Active Geelong to engage with workplaces and delivered their report, along with an insightful role play presentation at the Committee for Geelong Leadership breakfast in October. It has been wonderful to find that the entire team have joined the Active Geelong Advocacy Sub-Committee providing exposure across many workplaces in Geelong.

Our Committees have begun to generate positive action with the Knowledge Sub-Committee workshopping our approach to measurement, workplace implementation and GP research.

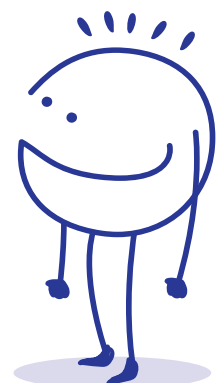
With the Western Victoria Primary Health Network and Deakin's GLOBE Institute our group of GP Activity Ambassadors are developing a research project to enhance the role of GPs in physical activity prescription

and scoping a roll out of GP Clinic based walking groups. The Advocacy Sub-Committee has met and generated a lot of excitement about their potential to influence our activity agenda in Geelong's workplaces.


Our list of Ambassadors is growing, and we look forward to their support to enhance our exposure in the community.

We have commissioned a report to guide our principles and brand development which will support our programs and messaging.

The continuing support of GMHBA providing access to the brilliant services of Amy Gillett to administer and manage our infant organisation, and the leadership of Sarah Leach have provided a strong foundation for our progress this year.





A man in a grey hoodie and brown pants is leaning over a young boy in a striped shirt who is lying on his back on the grass, holding a red football. Another young boy in a red hoodie is sitting next to them, holding a yellow and black football. They are all smiling and laughing. The background shows a grassy field, a body of water, and a cloudy sky.

The year ahead now provides plenty of challenges as we begin our workplace engagement, GP research, development of our Walking Plus program, develop community awareness events and plan our official launch.

I would like to thank the Active Geelong Board for their continuing support for our aspiration to make Geelong Australia's most active city.

**Hugh Seward**

Chair, Active Geelong



# OUR GOALS

Research reveals that 54% of Greater Geelong adults do not meet current physical activity guidelines of participating in at least 30-60 minutes of physical activity on at least 5 days of the week<sup>1</sup>. It has been estimated that 10% of premature deaths are attributable to physical inactivity, costing the national health budget \$1.5 billion per year<sup>2</sup>.

Participation in regular physical activity can help prevent:

- Cardio vascular disease
- Type 2 diabetes
- Depression and anxiety
- Hypertension
- Obesity
- Dementia
- Sleep disorders
- Certain cancers, including colon and breast.

Active Geelong is a collective impact initiative that brings together leading businesses, doctors, researchers and individuals to address inactivity in the Geelong region. Geelong is ideally placed to be Australia's most active city thanks to the environment, weather, infrastructure and access to world leaders in physical activity research.

Our 10 year goal is to make Geelong Australia's most active city by 2029. Made up of little steps like:


- Australia's most active workplaces are in Geelong by 2022
- Australia's most actively committed GPs are in Geelong by 2022
- Every person gets their min. daily dose of activity, everyday by 2025.

<sup>1</sup> The City of Greater Geelong Municipal Health and Wellbeing Plan 2018-2021: Demographics and health profile background document.

<sup>2</sup> Econtech 2007. Economic modelling of the net costs associated with non-participation in sport and physical activity. Canberra: Econtech.







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# KEY INITIATIVES

In 2019 and beyond Active Geelong will work with workplaces, local GPs and health professionals and the broader community to increase physical activity in the Geelong region through innovative ways that will increase access, provide new opportunities and support activities that promote physical activity.

Some key initiatives include:

## EMPOWERING ACTIVE WORKPLACES

In collaboration with our connected and motivated network of local organisations and influencers we're going to support the delivery of programs and initiatives that help make movement accessible through fun and social interaction.

## INNOVATING WITH THE MEDICAL COMMUNITY

The Active Geelong Knowledge Sub-Committee is working with the Geelong GP Active Ambassadors to identify barriers and opportunities to enable and empower GPs to encourage and motivate patients to be more active. A number of evidence-based initiatives will be trialled throughout the year.

## INTRODUCING WALKING PLUS

Connecting experts in physical activity with the broader community we will introduce 'Walking Plus' – a walking program that integrates resistance, flexibility, impact loading and balance.

## ENGAGING WITH THE GEELONG COMMUNITY

Using the expertise of the Active Geelong Advocacy Sub-Committee we will inspire pro-active change and build connections that will motivate and empower movement and enhance wellbeing for the whole Geelong community.









# OUR SUPPORTERS

Active Geelong is a collective impact initiative that engages the combined support of organisations, institutions, agencies and businesses to mobilise the community to make Geelong Australia's most active city.



## COMMUNITY LEADERSHIP

GMHBA is proud to provide the community leadership for Active Geelong. In collective impact terms GMHBA is the backbone organisation providing support for the successful delivery of Active Geelong.



## MOVEMENT MAKERS



## MOVEMENT PARTNERS



## MOVEMENT SUPPORTERS



## MOVEMENT ENDORSERS



## MOVEMENT AMBASSADORS

Jakara Anthony  
Richard Colman  
Brian Cook

Keith Fagg  
Justin Giddings  
Jess Gulli-Nance

Erin Hoare  
Kathy Turner  
Chris Warrior

Visit [activegeelong.org.au](http://activegeelong.org.au) today to find out more and join the movement movement!