

Active  
Geelong



ANNUAL REVIEW 2020

# Active Geelong

A community of dedicated specialists collaborating to inspire proactive enjoyment of life, through easy access to physical activity, for everybody, every day.

 @activegeelong

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 Active Geelong

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Active Geelong Limited is a registered  
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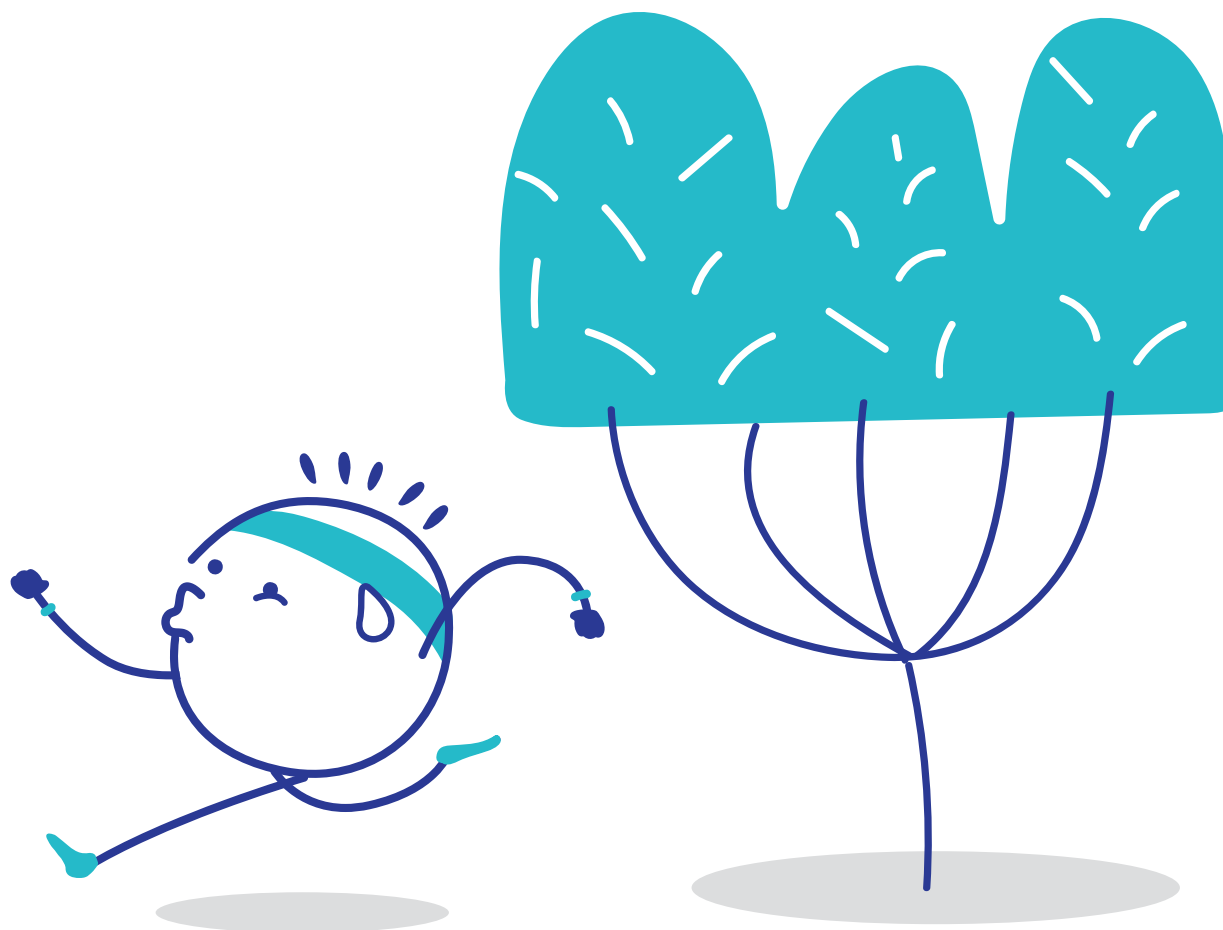
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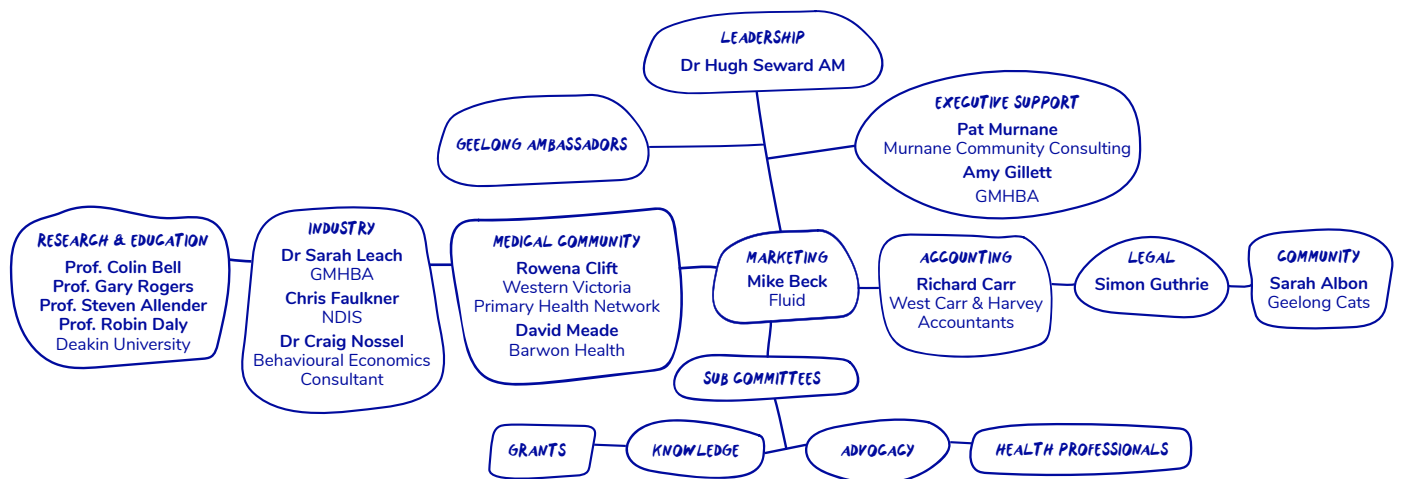
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# 2020: A YEAR OF COMMUNITY SUPPORT AND ENCOURAGEMENT

## OUR BOARD



# ABOUT ACTIVE GEELONG

## VISION

Geelong region 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, every day.

**RESEARCH REVEALS THAT 42%\* OF THE GEELONG POPULATION 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.**

With this in mind, Active Geelong is on a mission to make Geelong Australia's most active region.

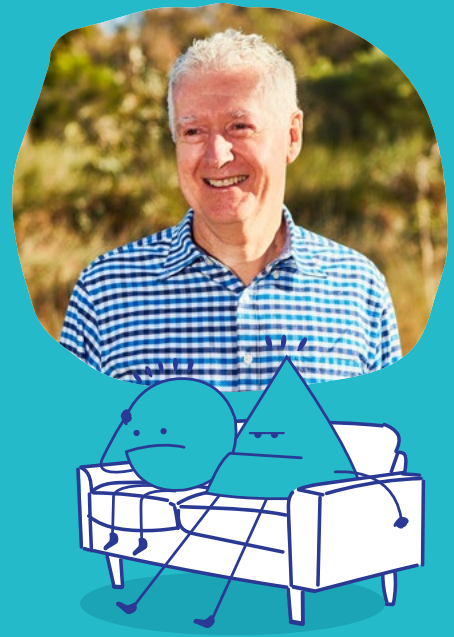
Active Geelong is a community of dedicated specialists collaborating to inspire proactive enjoyment of life, through easy access to physical activity for everybody, every day.

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



# CHAIR'S REPORT

Never before has Active Geelong's aspiration to boost levels of exercise and physical activity across our community been more important.



The COVID-19 pandemic has seen overall levels of physical activity drop. We remain uncertain how quickly they will bounce back even to their previous low levels where about half of our adult population do not get enough daily activity.

We witnessed two divergent groups during the lockdown. Active families, unable to participate in the regular winter organised sports, crowd the river paths and beach walks riding bikes, walking or jogging.

While the more troubling group were either truly hampered by the lockdown regulations and unable to pursue their preferred activity or chose the convenient excuse to have a rest until the restrictions were eased.

Active Geelong had to pivot to concentrate on encouraging "at home" activities or new family orientated games. From competitions for novel family activities to our ambassadors demonstrating home based programs, or the many exercise ideas on our social media platforms we found new ways to encourage an active Geelong region.

We have prepared a new walking campaign "It's not that far" to begin in 2021, when our postponed GP-led "My Clinic Walks" will also recommence.

We sponsored the virtual Run4Geelong and continue our collaboration with Festival of Sport and PlaySport. While our external face could not be widely seen, our planning has continued for postponed projects such as our Physical HACKtivity Days.

Deakin University medical students have joined Active Geelong in force and IPAN (Institute for Physical Activity and Nutrition at Deakin University) is working to pilot and develop Active Hospitals in 2021.

A Leaders for Geelong group have created an Active Events Guide for community and business events.

The London Business School Impact Consulting Club team have built tools to measure the financial benefit for companies with an active workforce.

Our most exciting project is in the early stage as we explore the concept of rewards to create behavioural change through the concept of our own Active Geelong purpose-built activity and rewards app. The Active Geelong Board has set our strategies for the next year as we engage more businesses and build connections across our community.

Our challenge is to prioritise the best of the many ideas our group devises to focus on the most achievable and to secure more financial support through grants and philanthropy to facilitate our ideas.

We need to grow our social and traditional media presence to enhance our community message while also connecting researchers with our community to enrich our understanding of ways to boost physical activity.

Active Geelong continues to encourage governments to prioritise the preventative power of physical activity to improve the health of our community. COVID-19 has changed the health priorities from government. Unfortunately, physical activity continues to sit near the bottom of the pile ignoring the role it can play to improve mental health, prevent cancer, diabetes, hypertension and heart disease.

Our challenge remains daunting but as we recover from COVID-19 it is more important than ever.

**DR HUGH SEWARD AM**  
Chair

# EXECUTIVE SUPPORT'S REPORT



The Board and Management of Active Geelong would like to thank the Geelong community for their ongoing support of our movement during 2020.

We are well aware of the challenges that all organisations are facing as a result of COVID-19, so to prioritise financial support for Active Geelong is a testament to the strength of our community and the value the community attributes to the work of Active Geelong.

Active Geelong would like to recognise the significant contribution from our backbone support organisation GMHBA. Their continued community leadership has been vital in supporting the day-to-day running of Active Geelong and helping us to grow from a fledgling organisation.

Of particular importance for Active Geelong this financial year was the \$50,000 community grant from the City of Greater Geelong for the expansion of our website, which has enabled Active Geelong to deliver increased levels of information to the public and provide greater capacity for our interaction with the Geelong community.

We thank and congratulate Fluid, the creative agency in Torquay, for their expertise and support of Active Geelong during this project.

Excellent examples of Active Geelong's contribution to the community during COVID-19 were the [Active Family Challenge](#), a social media campaign aimed at highlighting creative physical activity during lockdown; [Active at Home Exercise Program](#), developed by accredited exercise physiologist Jace Kelly, from the Core Health Group and Yvette Denning, Active Geelong project coordinator; and more recently the [Expert Q and A Series](#), a collection of conversations with leaders and experts in the physical activity space.

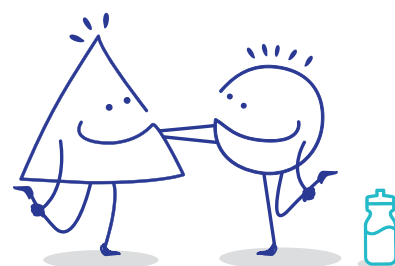
Active Geelong has continued its association with local agency Circus Media, who will now manage our social media communications program into 2021.

During 2020 Active Geelong entered into a partnership with the national organisation [PlaySport](#), who connect people with physical activity opportunities, which will be a major focus for us into 2021, as we seek to reactivate the community.

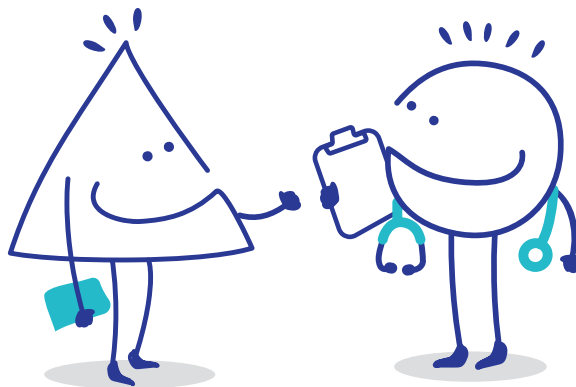
Although Active Geelong's capacity to interact with businesses during 2020 was limited, prior to the pandemic we did manage to conduct a "Group Model Build" workplace engagement with McColl's Transport, exploring the barriers to greater levels of physical activity in the workplace, and we thank Barwon Health and Deakin University for their support of this initiative. The findings of this engagement generally aligned with the research Active Geelong commissioned from the London Business School Impact Consulting Club on the return on investment for physical activity in the workplace.

During 2021 Active Geelong will look to expand its reach into the broader Geelong region to positively influence activity levels of the communities in the 14 regional population centres around our city.

**PAT MURNANE & AMY GILLET**  
Executive Support



# GMHBA: THE BACKBONE OF ACTIVE GEELONG



GMHBA a well-known Geelong based health insurance and care company, is one of the founding organisations of Active Geelong. The history between GMHBA and Active Geelong dates to the idea conception by Dr Sarah Leach, General Manager Health, People and Community at GMHBA and Active Geelong board member.

“GMHBA’s mission is ‘supporting the health of our community for generations’. I was reflecting on this, and on the rising tide of chronic disease in our region, and wondering ‘how could GMHBA further innovate and influence our community’s health?’” Dr Leach recalled.

“I knew of the world class research coming out of Deakin University, and the many excellent health services and initiatives in place across our region. I wondered if we would have a greater impact if we all worked collaboratively for a shared goal” she said.

Sarah took her idea to Dr Hugh Seward, sport and exercise physician, GP and Active Geelong Chair.

“Immediately Hugh was on board, as we both shared a vision of a healthier Geelong. Hugh knew that increasing physical activity was a health risk factor we could positively influence, if key organisations worked together.

By the end of the conversation, we aimed to make the region we love, the most active region in Australia” Dr Leach said.

And so, ‘The Movement Movement’ began.

Three years later GMHBA remains steadfast in its shared belief of a healthier, more active Geelong. It is an organisation that “practices what it preaches” with health embedded into its business practices and culture.

Starting internally, GMHBA has a robust staff health and wellness program that has received recognition from the Victorian Government for its efforts as part of the Achievement Program.

“Our staff health and wellness program contributes to our culture of health where walking meetings, standing desks and active breaks are all seen as normal. We have many staff who ride or walk to work, and we provide end of travel facilities to aid this.” Dr Leach said.

Beginning over 80 years ago, GMHBA has become a leading regionally based health insurer. Today GMHBA has diversified to include thriving health practices in dental care, physiotherapy, eye care and general practice.

Both general practices have walking groups that are part of Active Geelong’s My Clinic Walks program.

GMHBA prides itself on helping people to manage their health journey. They do this through the provision of member health programs, a “healthier at home” series and evidence based health events, articles and podcasts, which are freely available to the community.

“GMHBA, as the backbone organisation for Active Geelong, provides funding for the administration development of the initiative and the workspace and support for two Active Geelong employees. We host many of our meetings on GMHBA premises and support Active Geelong initiatives any way we can” Dr Leach reports.

“From the initial spark of an idea, to one day seeing the Geelong region become Australia’s most active, GMHBA will be there every step of the way”.





# OUR PLAN FOR 2021

## 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"
- Group Model Build – Stage 2
- London Business School Impact Consulting Club – Project Part 2
- Report launch for HR professionals.

- 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

# THE MOVEMENT MOVEMENT

In 2020 our Active Geelong Makers, Partners and Supporters stepped up and demonstrated their commitment to making Geelong Australia's most active region. Active Geelong is very grateful for the financial and in-kind support provided by these organisations.

## COMMUNITY LEADERSHIP

GMHBA is proud to provide the community leadership and backbone support for Active Geelong.



## MOVEMENT PARTNERS

Organisations providing both their engagement and their financial support to ensure the long term sustainability of Active Geelong.



## MOVEMENT MAKERS

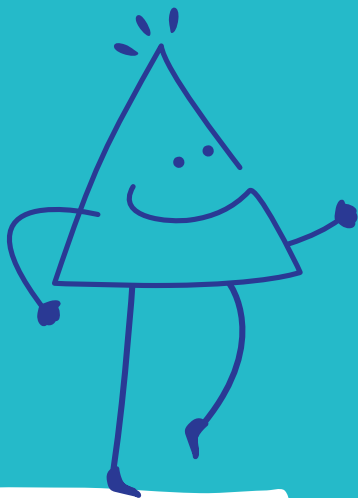
Organisations committed to providing their ongoing support, knowledge and expertise towards the long-term objectives of Active Geelong to make Geelong Australia's most physically active region.



## MOVEMENT SUPPORTERS

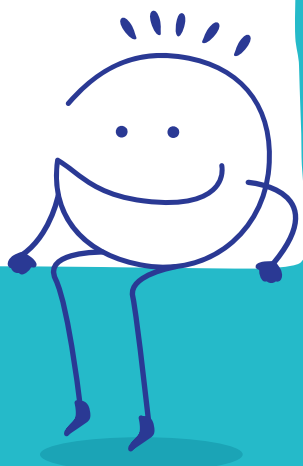
Organisations providing their support to ensure the long-term sustainability of Active Geelong.





## MOVEMENT ENDORSERS

Local, State and National health organisations who endorse the key initiatives of Active Geelong.



“

Inspiring community participation in physical activity when safe to do so has never been more important. Working together to transform the Geelong region into one of Australia's leading active and healthy communities is a wonderful opportunity that St John of God is passionate about supporting.

Our caregivers recognise and encourage the importance of a more physically active Geelong community and the role we can play in realising this vision. Together we can create a healthy and positive future that can make a real difference to the health and wellbeing of our community for many years ahead. ”

**Taanya Widdicombe**

Director Corporate & Service Development,  
St John of God Geelong Hospital

“

Active Geelong inspires employers and workers to lead healthy, balanced lifestyles through physical activity, which has real benefits for workplaces and communities in the region.

WorkSafe is proud to support these initiatives that take a prevention-led approach to health and safety. ”

**Colin Radford**

Chief Executive, WorkSafe

# OUR AMBASSADORS

Active Geelong's ambassadors are representatives from across the Geelong region who are living an active lifestyle. They are people from different walks of life who are demonstrating how to be active in all shapes and forms. They understand the importance of moving their bodies to stay healthy and well.



## JAKARA ANTHONY

Professional Mogul Skier

**When you're lacking motivation, what are some of the strategies you use to still get your daily activity in?**

"I aim to get my physical activity done when I know I have the most energy. For me that is in the mornings. Getting some physical activity in early also lets you start the day out with a feeling of accomplishment."



## JUSTIN GIDDINGS

Chief Executive Officer,  
Avalon Airport

**How do you keep active during your workday?**

"I get up early. Simple as that. I mean, Avalon Airport is a big facility so you tend to do a fair bit of walking anyway, but the You Yangs first thing in the morning is one of my favourite places to be. That run - or walk if I'm sporting a cricket injury - in that place is not just great for my fitness but for my mental health as well."

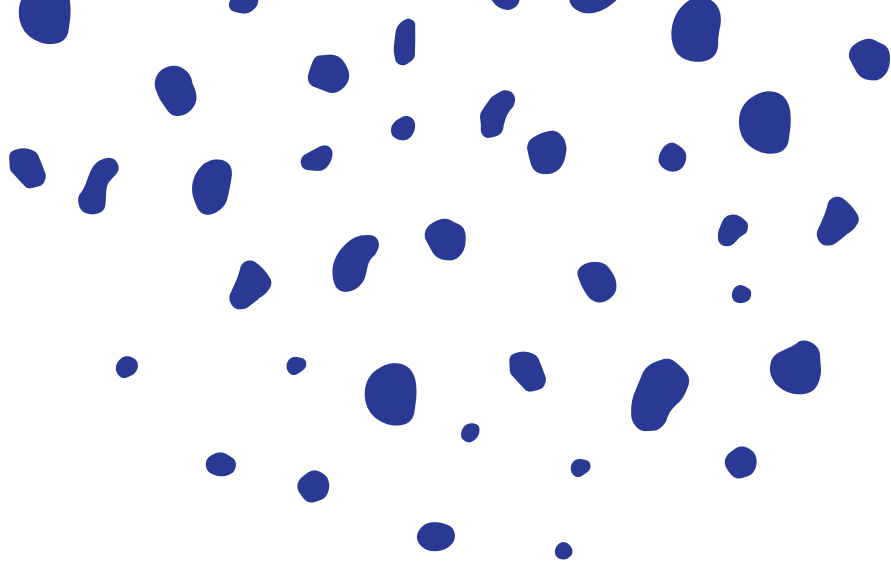


## JESS GULLI-NANCE

Financial Adviser,  
DFP Advisory Partners & Athlete

**When you're lacking motivation, what are some of the strategies you use to still get your daily activity in?**

Reminding myself that I know I will feel better after I exercise. Sometimes the hardest part is starting...so just start and you will most likely feel great once you are going.



**KEITH FAGG OAM**

Husband, father of three & former Mayor City of Greater Geelong

**What's your favourite motivational quote?**

"No matter how slow you are going, you are faster than the person on the couch!"



**CHRIS WARRIOR**

Community Relations Advisor, Oz Minerals

**Why did you decide to join the "movement movement"?**

"I want to encourage more of our local indigenous community to make choices that are active and support one another with a healthier lifestyle. As an Active Geelong ambassador, I can be a positive role model who supports, leads and facilitates conversations about being active with our mob to help tackle chronic disease."



**RORY COSTELLOE**

Executive Director, Villawood Properties

**How are you spreading the Active Geelong message in 2021?**

"One of my main things is to get people riding bikes to work. I still believe electric bikes will be a game changer in the future. If we can get people to commute by electric bike, even if they're not a strong rider, they'll be more active and use less fuel."





## OUR AMBASSADORS CONTINUED



### RICHARD COLMAN

World and Paralympic Champion

**Why did you decide to join the “movement movement”?**

“Sport has been life changing for me and has provided so many life skills enabling me to be successful. Around 80% of people with a disability don’t reach the recommended amount of physical activity. We have a huge challenge and opportunity to get people active with Active Geelong.”



### KATHY TURNER

GP

**What is the most important lesson you learnt about physical activity during the COVID-19 pandemic?**

“An important lesson learnt from COVID-19 lockdowns and the isolation was how much better we all felt after getting out for those precious moments of freedom, fresh air and exercise.”



### BRIAN COOK

Chief Executive Officer,  
Geelong Cats

**How do you keep active during your workday?**

“Always up at sunrise, walk my dog, have some walking meetings and not spend as much time at a desk.”



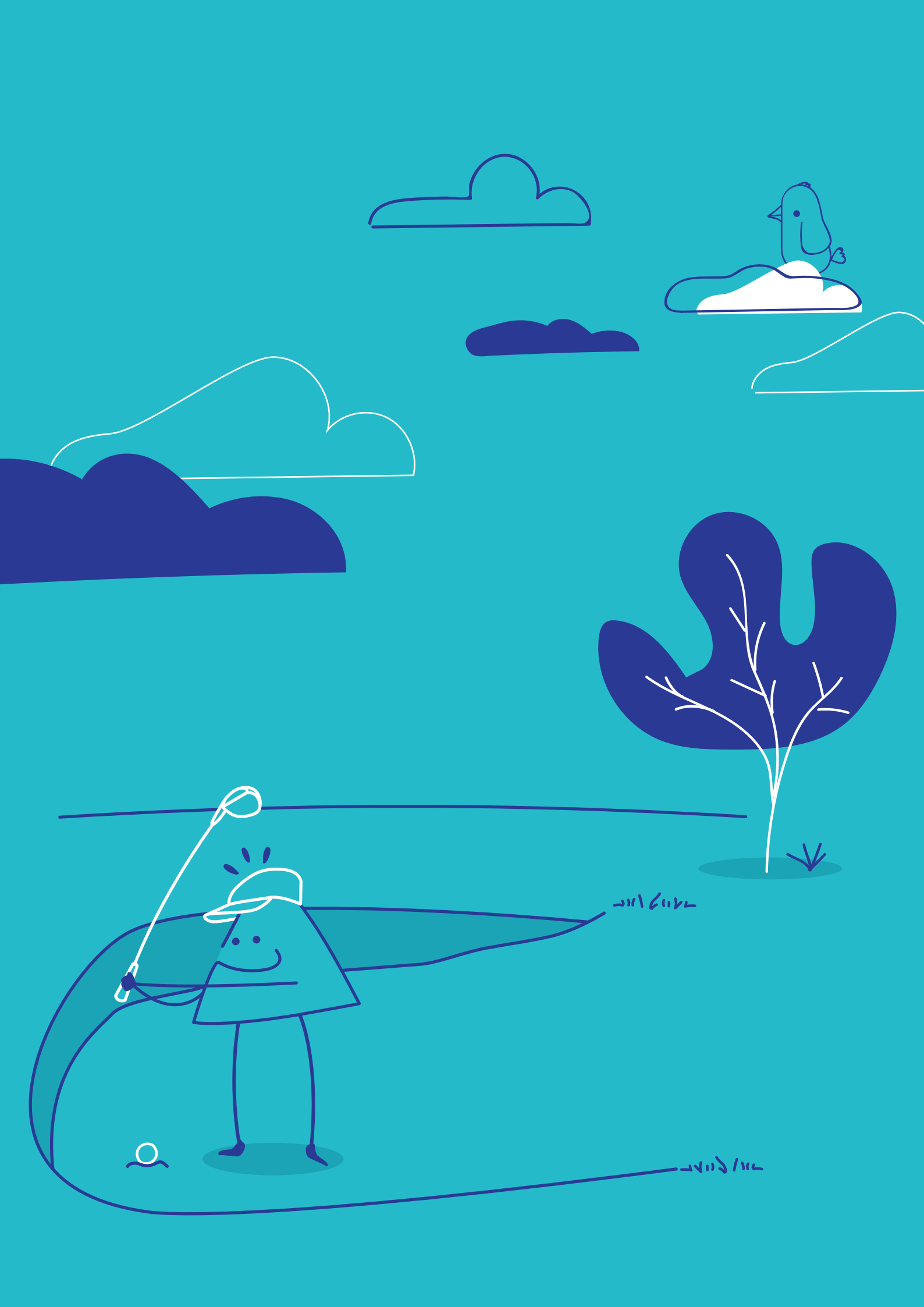
### ERIN HOARE

Athlete/ Postdoctoral Research Fellow

**Why did you decide to join the “movement movement”?**

“I am passionate about being active from a professional perspective for my sport, but also from a personal perspective for my mental health. During and after exercising I feel less stressed and feel a great sense of achievement. I can build social connectedness and develop skills such as teamwork and leadership.”





# Active Geelong

Help make Geelong Australia's most active region.  
Register to become a Movement Champion at  
**[activegeelong.org.au](http://activegeelong.org.au)**

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