

# Active Geelong

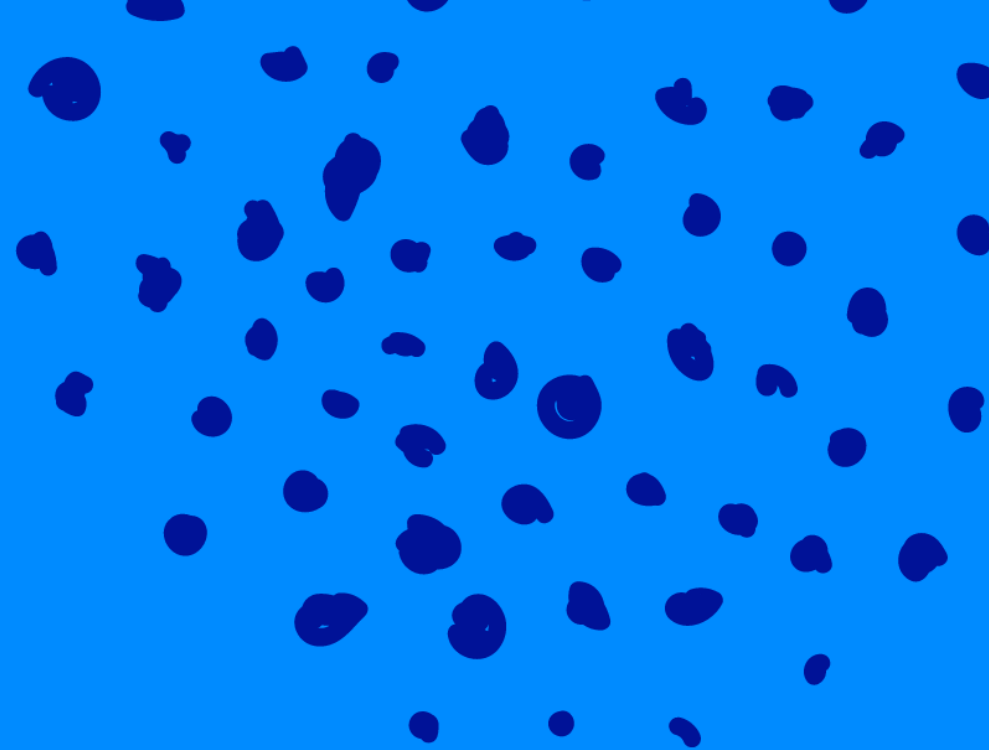
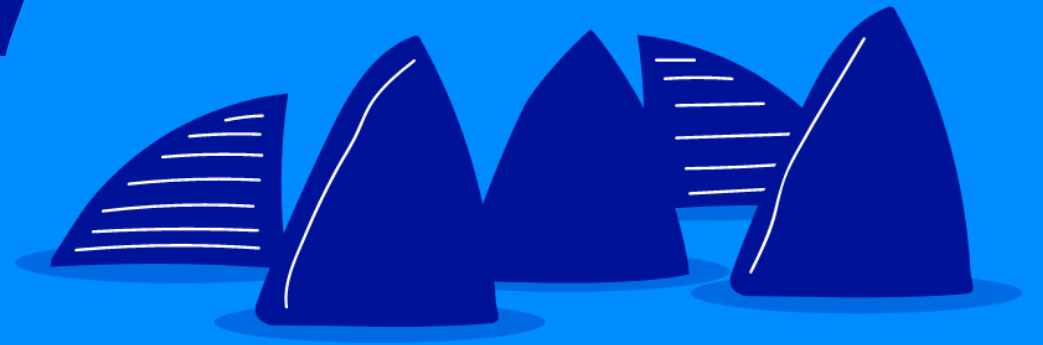
*THE MOVEMENT MOVEMENT*





OUR 10 YEAR GOAL

MAKE GEELONG  
AUSTRALIA'S MOST  
ACTIVE REGION

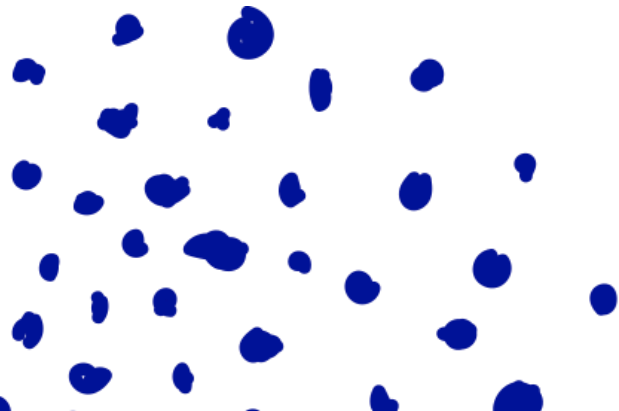




# OBEJCTIVES

## ACTIVE GEELONG IS AN AMBITIOUS PROJECT THAT AIMS TO:

- Make workplaces in the Geelong region the most active in Australia by 2030
- Make GP's in the Geelong region the most actively committed to promoting physical activity in Australia by 2030
- Ensure every person gets their minimum daily dose of physical activity, everyday by 2030
- Become a sustainable organisation and increase brand awareness





# OUR AMBASSADORS



Rory Costello  
Villawood Properties



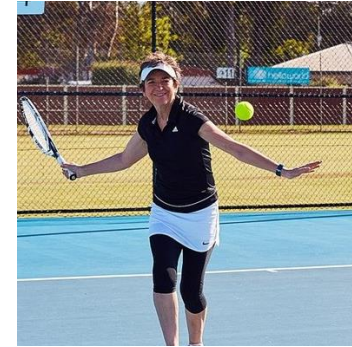
Peter Murrhiy  
CoGG Councillor



Jakara Anthony  
Winter Olympics  
Gold Medalist



Renee Garing  
Geelong Cats AFLW  
& Teacher



Kathy Turner  
GP



Keith Fagg  
Businessman



Jess Gulli-Nance  
Athlete



Kristy Harris  
Athlete & Mental  
Health Advocate



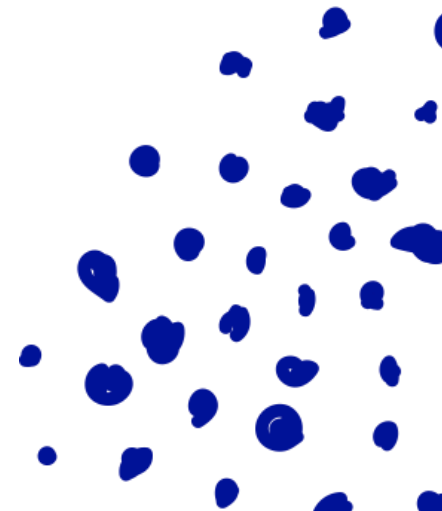
Erin Hoare  
Geelong Cats AFLW  
& Academic



Roxie Bennett  
Media Personality



Janet Ashton  
Personal Trainer & Nurse





# OUR PLAN 2023-24

## OUR GOALS

**AUSTRALIA'S MOST ACTIVE WORKPLACES ARE IN THE GEELONG REGION BY 2030**

**AUSTRALIA'S MOST ACTIVELY COMMITTED HEALTH PROFESSIONALS ARE IN THE GEELONG REGION BY 2030**

**EVERY RESIDENT IN THE GEELONG REGION INCREASES THEIR DAILY PHYSICAL ACTIVITY LEVEL BY 2030**

**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**

## ACTIVITIES

- Active Geelong Workplace Awards & Active Geelong Showcase events
- Active Geelong Walk & Talk events
- Expert Seminar Series (online)
- Group Model Build in collaboration with Barwon Health Healthy Communities
- Support the delivery of the 'Spring into Action' campaign

- Partner with the WVPHN to link Geelong based GP's and medical students to Active Geelong initiatives
- Coordinate a GP Physical Activity Special Interest Group which includes professional development on prescribing physical activity
- Pilot GP My Clinic Walks groups in 5 clinics
- Partner with Deakin Uni for a My Clinic Walks Evaluation

- Support local initiatives that encourage physical activity such as 'Workplace Sneakers' and 'Park Run'
- Partner with key organisations to inspire priority groups such as City of Greater Geelong, GISSA and Wadawurrung

- Active Geelong Website, Digital Resources and social media presence on LinkedIn, Facebook and Instagram
- Dedicated social media campaigns 'Move More in May' and 'Spring into Action'
- Active Geelong Ambassadors and Podcast

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

## TARGETS

- Active Workplace Awards: 7 sponsorships, 25 applications and 120 people at the event (November)
- Expert Seminar Series times 4 (including London Business School ROI calculator)
- Group Model Build times 1 with Barwon Health Healthy Communities
- Walk & Talk Events times 8
- Active Geelong Showcase attended by 120 people
- Showcase 10 Active Workplaces on Active Geelong website

- Deakin support engaged for 2 times medical students and evaluation plan approved and instigated
- 5 GP Clinics conducting My Clinic Walks Program
- 20 local GP's linked to the Active Geelong/PHN Physical Activity Special Interest Group
- Have 50 patients trial the Active Geelong Movement Motivator in clinical settings
- Initiate working partnership with VicHealth and apply for funding for sustainability of the program

- Support local initiatives that encourage physical activity such as 'Workplace Sneakers' and 'Park Run'
- Collaborate Independent Schools Association) with City of Greater Geelong to influence active transport in the region
- Encourage active website registration to gather local physical activity data
- Partner of GISSA (Geelong)
- Wadawurrung Walking Trail project
- "Develop relationships to engage with emerging priority groups GenU for Disability, Geelong Youth Engagement & GISSA for Youth, Wathawurrung for ATSI and CoGG for seniors

- Monthly e-newsletters the 'Move letter'
- Facilitate ambassador involvement in two, annual strategic brand awareness campaigns 'Move More in May' and 'Spring into Action'
- Develop and release 8 Active Geelong Podcast episodes
- Increase Social Media (particularly LinkedIn) presence and engagement numbers with monthly reports
- Media articles in local publications times 5 per year

- Maintain a full Board of Directors of 14 representatives who meet bi-monthly
- Maintain bi-monthly sub-committee meetings in the areas of Active Workplaces, Communications & Community, Finance & Legal and Health & Research
- Expand workforce to five sub-contractors (Chair, 2 times Executive Supports, 1 times PHN Coordinator, 1 times Workplace Coordinator
- Apply for four grants through the year
- Connect initiatives to endorers, partners and supporters, maintaining financial support

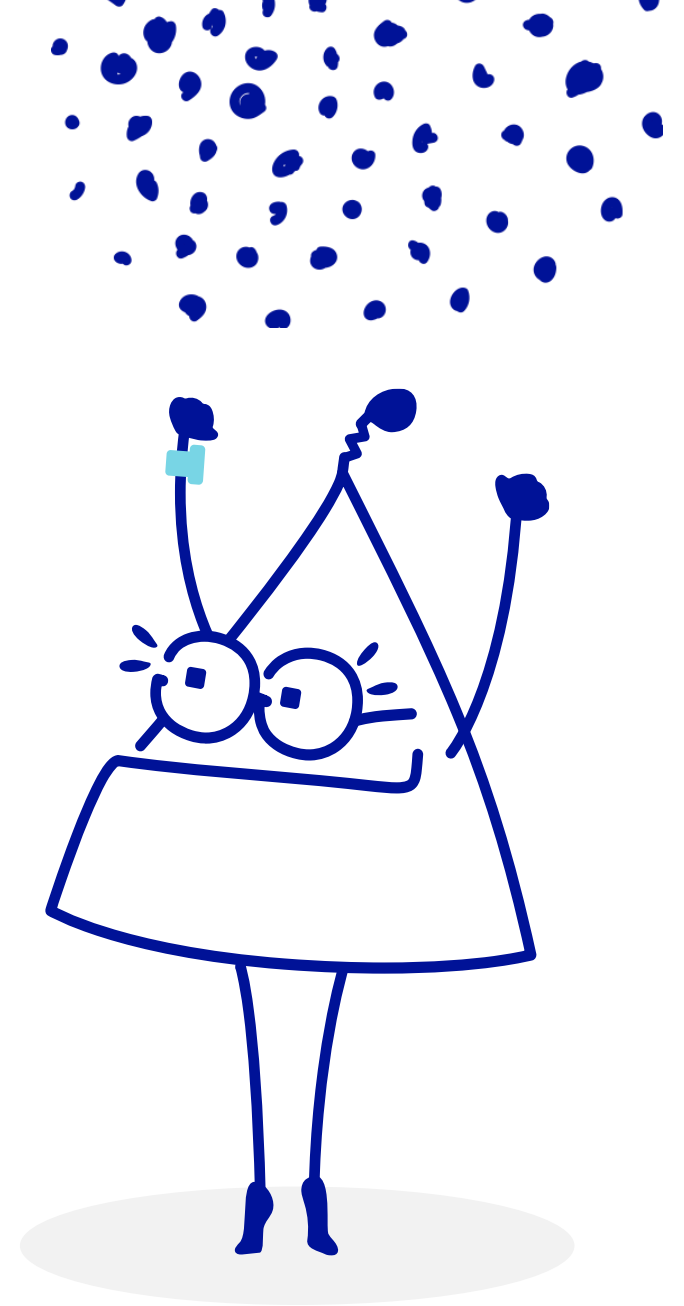


# ACTIVE WORKPLACE AWARDS



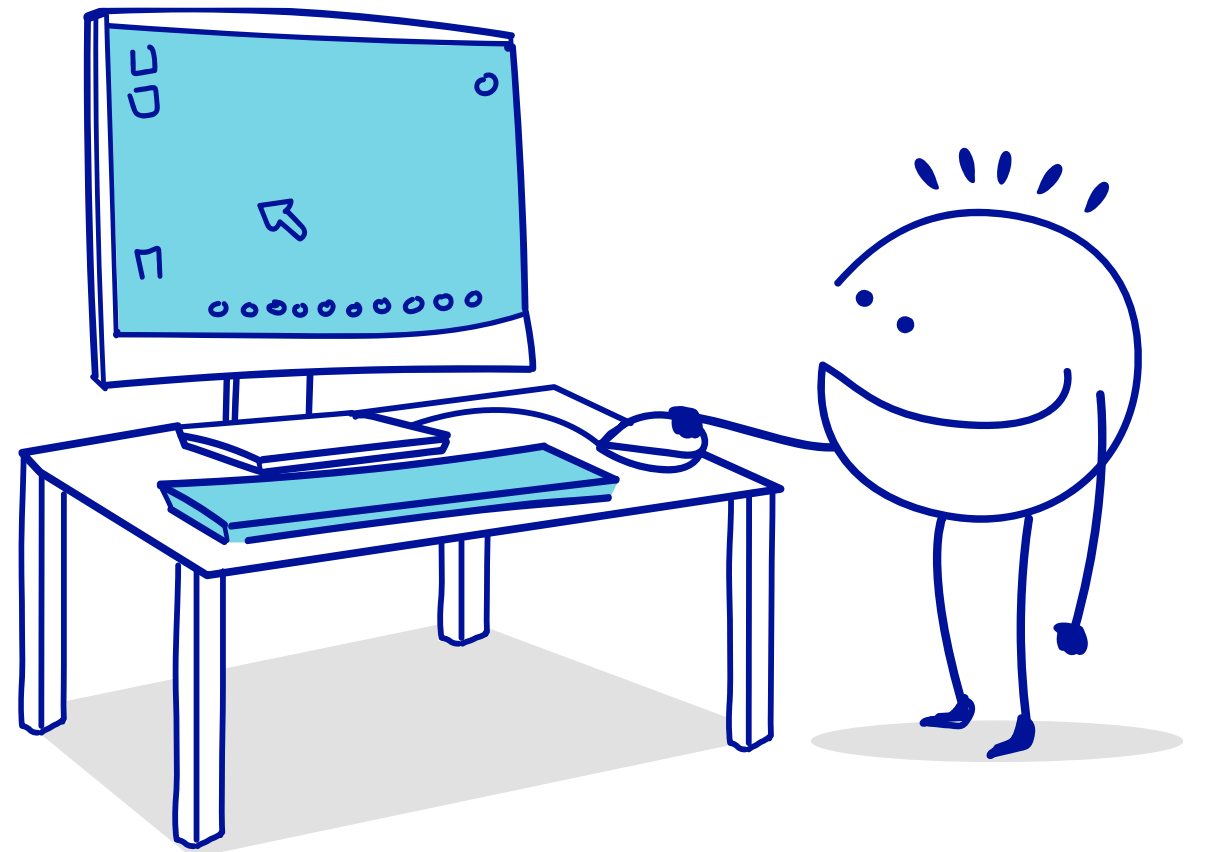
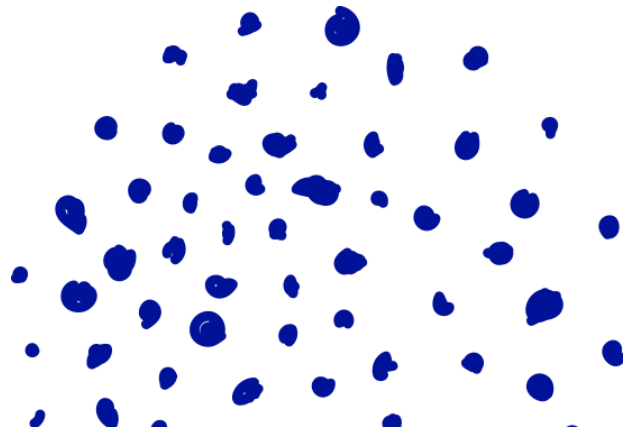


# MOVEMENT MOTIVATOR





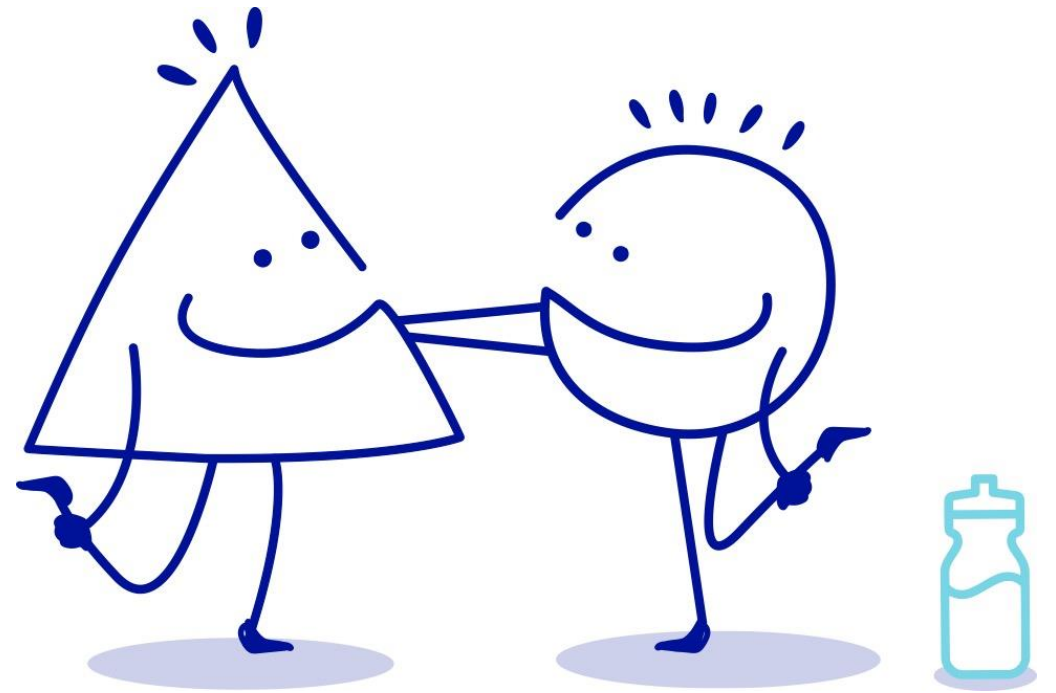
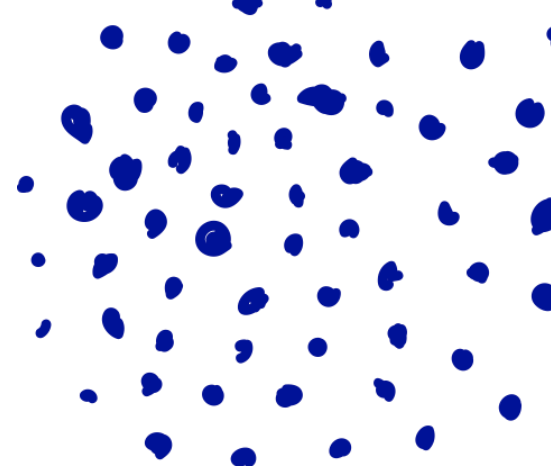
# EXPERT SEMINAR SERIES

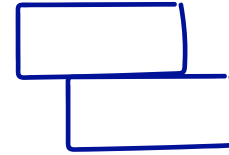




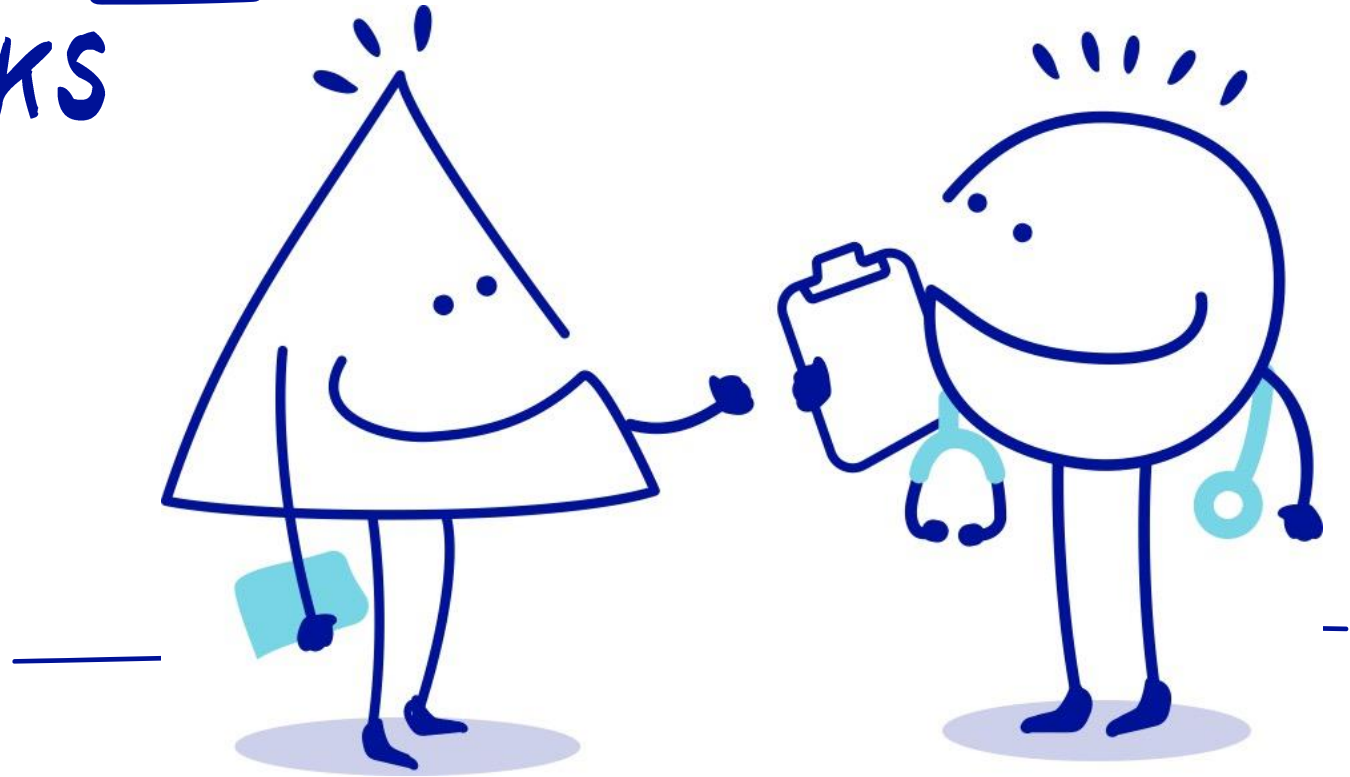
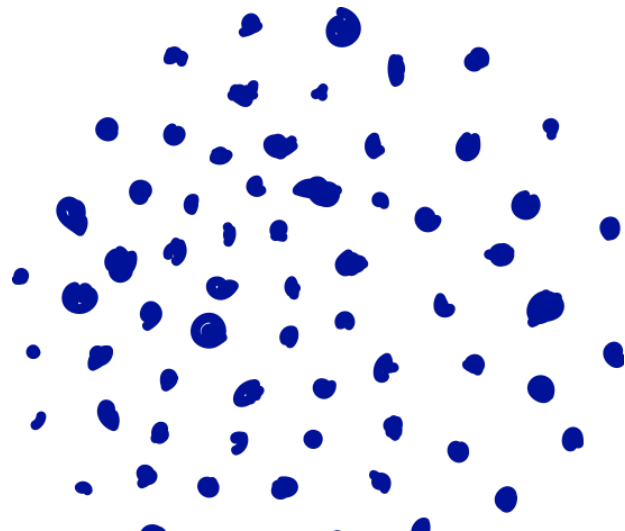
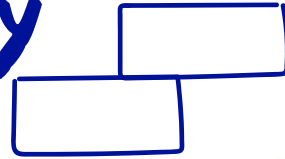


# GEE LONG INDEPENDENT SCHOOL SPORTS ASSOCIATION



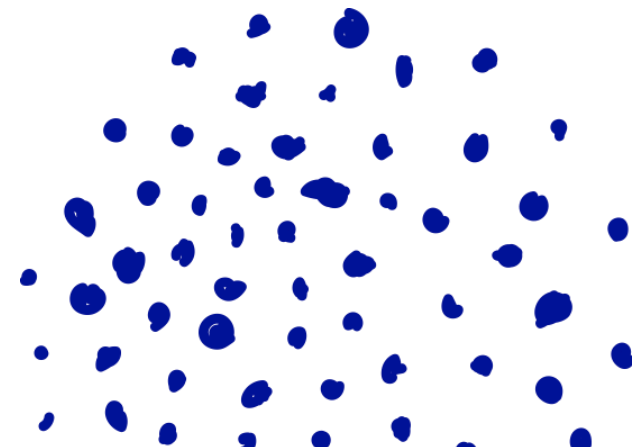


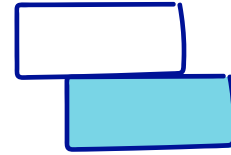
# MEDICAL COMMUNITY & MY CLINIC WALKS



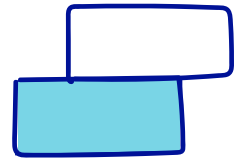
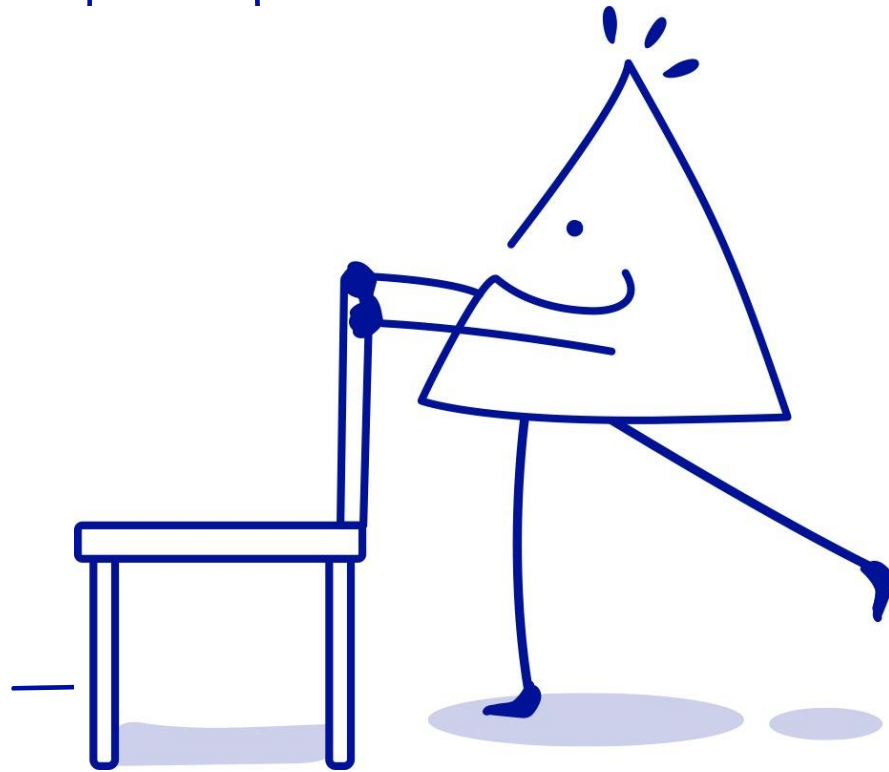
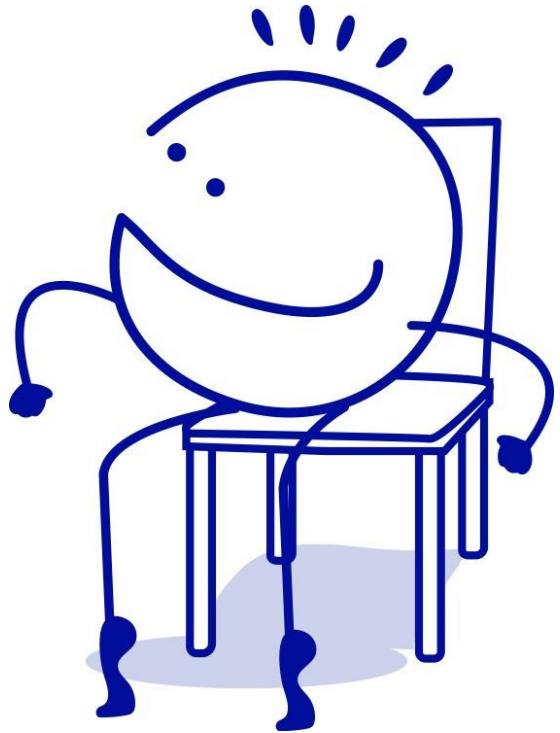
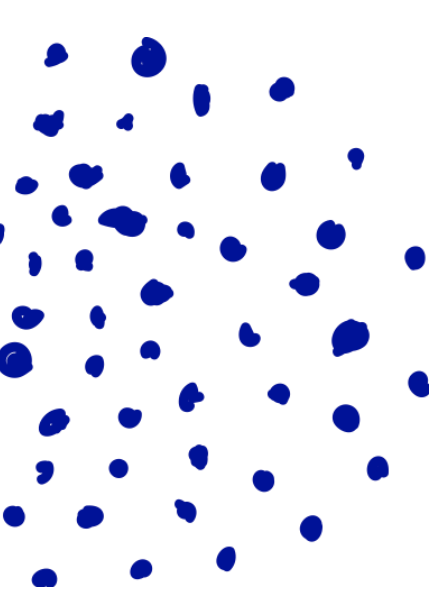
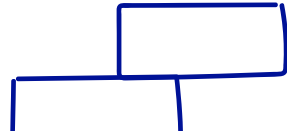


# AMBASSADORS



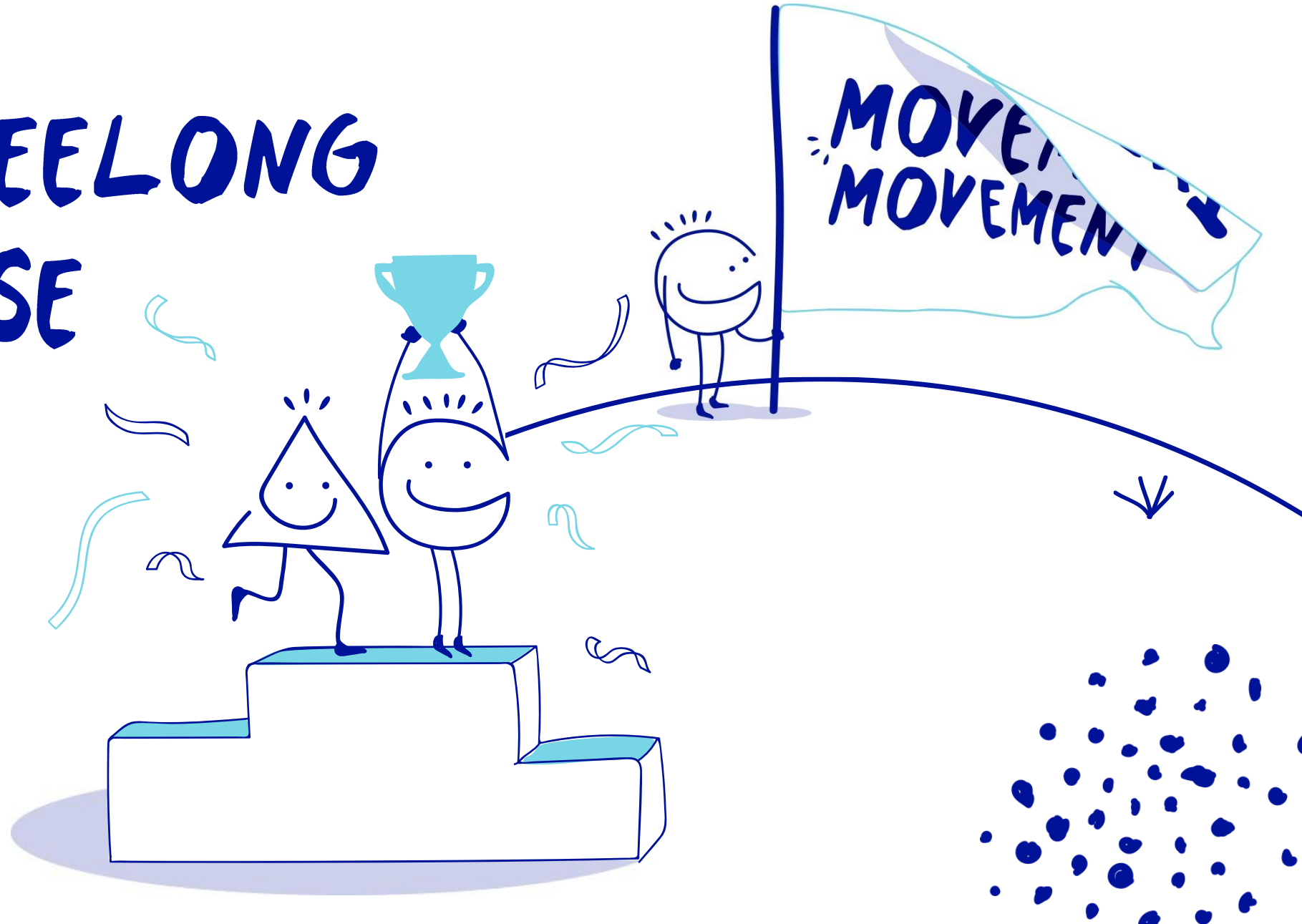


# WORKPLACES



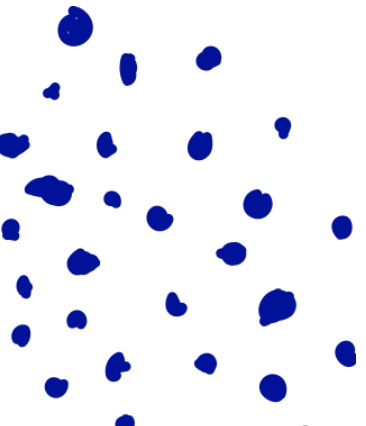
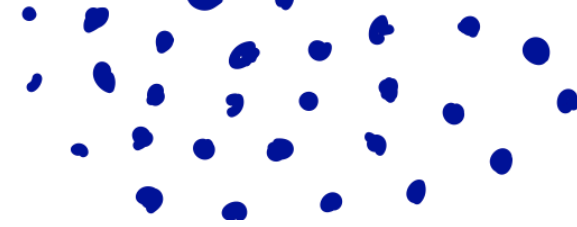
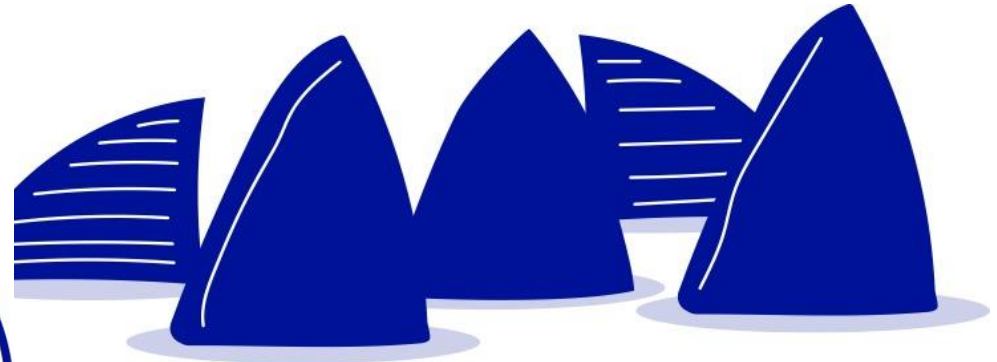


# ACTIVE GEELONG SHOWCASE EVENT





# ACTIVE GEELONG PODCAST





THANK  
YOU!

Active  
Geelong

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[movers@activegeelong.org.au](mailto:movers@activegeelong.org.au)