



CHAIRPERSON'S ADDRESS

As we finally came out of two years of Covid restrictions we felt like we could breathe again. As 2022 has progressed there have been more and more opportunities to resume Active Geelong's agenda to raise the levels of Physical Activity across our entire region. During Covid we threw our energies into our social media messaging and encouraging activity at home or in family groups on our walking tracks. As city office buildings start to fill again we have begun morning walking programs with the lure of a free coffee, and several knowledge sharing events for workplaces have taken place with the support of Barwon Health.

The Movement Motivator has passed through several pilot trials now so is ready to undergo more extensive trials and then facilitate activity challenges across workplaces and community groups.

The highlight of the year was our inaugural Active Workplace Awards event where we were able to highlight the many businesses who embrace the active workplace in a huge variety of ways. Congratulations to the Geelong Football Club administration, Christian College, West Carr Harvey, Fluid, and Deakin University on their awards.

We have now set our priorities for 2023, we will roll out a busy schedule of workplace actions, a half day showcase event to increase awareness of the importance of Physical Activity, and in the hope of funding more administration support, recommence our GP and allied health group. Further plans include working with Wadawurrung to investigate walking paths around the bay, and investigating opportunities to promote the Mental Health benefits of activity. We are also



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restructuring our governance and meeting processes in 2023 to promote a more efficient and focussed organisation.

I would like to thank Michelle Hemley for her enthusiastic drive and organisational expertise, Pat Murnane for maintaining our funding through our generous supporters, Mike Beck and his team for the wonderful branding and promotional material, the executive committee and members of the board, especially those who retired during the year and the new members who have joined us. Finally thank you to all the organisations that provide support and funding as we strive to make our community healthier and happier through increased Physical Activity.

Dr Hugh Seward AM (Active Geelong Chair)





EXECUTIVE SUPPORT REPORT

Active Geelong has been able to significantly lift its presence in the community and face to face events through the 2021-22 year as the world comes out the other side of the COVID-19 pandemic.

Of significance were three face to face events for workplaces (Dec 21, March 22 and June 22) that were collaborations with our partners at Barwon Health Healthy Communities, that engaged over 70 attendees across these events (with many representatives coming to more than one event). This led to Active Geelong launching the Active Geelong Active Workplace Awards in June 2022 as a way to celebrate success and build case studies from all the workplaces in the region doing great things to advocate for physical activity.

Active Geelong was also able to complete the significant work of building out the Movement Motivator WhatsApp project and began piloting the initiative through May 2022, with many learnings to continue building the program into a product that can be utilised by organisations, GP clinics and the community in 2023 and beyond.

Active Geelong enjoyed fantastic engagement from our Ambassadors in 2021-22 which allowed us to gain traction online and at community events. Major wins in this space included:

- Roxie Bennett MC'ing two workplace events and Peter Murrhly one other
- Janet Ashton representing Active Geelong at the Mothers Day Classic event May 22 (which Active Geelong sponsored)
- Michelle Hemley representing Active Geelong at the Female Athlete Network event Dec 21 (which Active Geelong sponsored)



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- Establishment of the 'What's On in Geelong' social media post and newsletter at the start of each month
- Significant contributions to social media (in addition to those Ambassadors mentioned above) from Renee Garing, Kristy Harris, Rory Costelloe, Keith Fagg, Jess Gulli-Nance, Jeremy Taylor and Kathy Turner

Recommendations for moving forward:

- Develop further opportunities for consistent networking for workplaces in the Geelong region with the establishment of monthly 'Walk & Talk' networking events
- Utilise our Ambassadors through social media and a series of 'Lunch & Learn' events
- Focus Active Geelong event funding into two major internal event opportunities per year

Michelle Hemley (Active Geelong Executive Support)

