



Lucy Byrne

PROFILE

Lucy Byrne

The University of Tasmania is proud to support its valued employees to share their knowledge and expertise with business and communities across the state, nation and the globe.

I recommend Lucy Byrne, and fully encourage her in her endeavours, to improve health and wellbeing outcomes for individuals and communities, through increasing participation in physical activity.

If you engage Lucy's experience and passion, I strongly believe you will be happy with the outcomes for your community.

Professor David Sadler

Pro Vice Chancellor (Students and Education),
University of Tasmania

"don't re-invent the wheel - Lucy can assist you to create a physical activity intervention program for your community"



After growing up in rural Tasmania, Lucy Byrne moved to Victoria to study Recreation Management at Victoria University. She graduated in 2000 with the Parks and Leisure Australia award for 'Student of Excellence'.

Following experiences at Melbourne Sports and Aquatic Centre and Melbourne Juvenile Justice Centre, Lucy started her career in recreation as an Activity Officer for a resort on the east coast of Tasmania. Succeeding this Lucy pursued her interest with young people and recreation and became the Program Manager at Ashley Youth Detention Centre - Tasmania's only youth detention facility.

She then took time out of her working life to travel around the world and returned to Tasmania to commence a position with the Launceston City Council as Youth and Community Officer for Launceston City Council.

Lucy then moved onto the Parks and Recreation Department of Launceston City Council as the Recreation Planning Officer where she was involved in strategic recreation planning, event management, program coordination and facility development.

In 2008 Lucy was offered a position with The University of Tasmania to develop and manage a highly successful community driven project - Active Launceston.

This partnership project aims to improve the health and well being of the Launceston community through increased participation in physical activity. Active Launceston has been awarded numerous prestigious awards including the Premier's Physical Activity Council's Active Towns Award and the Heart Foundation Local Government award for a healthy weight project. In 2009 Lucy was awarded the Vice Chancellor's Award for outstanding community engagement for her work with the Active Launceston project.

Lucy has presented at two international conferences in Florida USA, and Stockholm Sweden on the results of the Active Launceston project.

Lucy has also undertaken a part time teaching role with TAFE Tasmania in the Children's Services Department and was selected to represent Tasmania by Rotary International for a Group Study Exchange to

Brazil in 2007. During 2011 Lucy completed the prestigious Tasmanian Leaders Program which is designed to support and educate the emerging leaders of the state of Tasmania.

Lucy is now available for consultancies in the areas of strategic recreation and leisure planning, event management, health promotion, and community wide physical activity program development. She has recently completed a Feasibility Study into the development of a physical activity intervention project for the small rural community of George Town in Tasmania.

Lucy's work colleagues and friends would describe her as energetic, loud, fit and passionate!

Lucy
CV
BY
rn
e

Lucy has managed numerous projects throughout her career from small programs and initiatives through to larger recreational facility developments.

ACTIVE COMMUNITIES - I.E. ACTIVE LAUNCESTON

Lucy was the creator of the highly successful Active Launceston project which has been an award winning, fully evaluated project with a strong community profile, an excellent reputation and a highly-recognisable brand and community identity and has now become an advanced proven model.

Lucy can support your community to develop a project similar to Active Launceston through her knowledge and expertise in engaging stakeholders through to developing project management plans, securing funding, developing flyers and program outlines and developing customised websites and evaluation tools.

Active Launceston Project Outline:

Active Launceston is a community driven project aimed to improve the health and wellbeing of the people of Launceston through increased participation in physical activity.

University of Tasmania (UTAS) is leading the project in partnership with Sport and Recreation Tasmania, Launceston City Council and the Tasmanian Community Fund.

The project was initiated as an 18 month pilot in June 2008. Due to its initial success the project has now received ongoing funding. **Lucy has been responsible for attracting over \$900,000 worth of funding to this project.**

www.activelaunceston.com.au



Lucy
By
Erin

► HEALTH AND WELLBEING PROGRAMS AND EVENTS

Lucy has successfully developed and coordinated many programs and events to meet the needs of identified target groups.

Lucy has worked with older adults, young people, people from culturally and linguistically diverse backgrounds, people with a disability, people from a lower socio economic background, sedentary adults, those suffering from a chronic condition and all other community members that may have an identified barrier to participation in physical activity; including, lack of social support, lack of financial support, lack of knowledge of what is available and simple lack of self esteem and self confidence to become involved.

These events and initiatives have included activities such as yoga, pilates, walking, running, bike riding, gardening, mountain biking, sailing, swimming, strengthening, Paralympic sports, martial arts, kick boxing, tai chi, gentle exercise, dancing, caving, roller derby and roller-skating, croquet, orienteering and boot camp style activities just to mention a few!

Lucy also has a great knowledge of existing program frameworks that can be adapted to your community.



Lucy Byrne

▶ WORKPLACE PROGRAMS

Did you know... 'the healthiest Australian employees are almost three times more productive than their unhealthy colleagues.'

Medibank Private (November 2005). The Health of Australia's Workforce.

Workplace health and wellbeing programs provide a range of opportunities and benefits for employers, employees and the broader community.

The workplace has been recognised as a critical setting in which to address physical activity and other health issues as a large number of Tasmanians spend up to half of their waking hours at work. Many also work in jobs that involve little or no activity.

Lucy has successfully developed a sustainable workplace program for Launceston City Council her previous employer and University of Tasmania her current employer, two large organisations who employ over 500 staff. These organisations now coordinate health and wellbeing initiatives for their employees.

Lucy has also supported numerous organisations in Launceston such as St.LukesHealth, Rural Youth, McDonalds, Baptistcare, Family Based Care and Hotel Grand Chancellor to develop workplace health and wellbeing programs through the 'Active Workplaces' initiatives under the Active Launceston project.



Lucy
By
rne

▶ RECREATION, SPORT AND LEISURE STRATEGIC PLANNING

Lucy has been involved in strategic planning for recreation, sport and leisure activities at numerous levels including not for profit organisations, Local Government and State Government.

Areas that Lucy has been particularly involved with include local government recreation planning, on and off road cycling and trail development along with mountain biking and dirt jump construction. Lucy also has a strong interest in social inclusion and community consultation processes.

Lucy has a high level of experience in the evaluation of projects, programs and events. She has initiated, developed and managed numerous evaluation processes utilising both qualitative and quantitative methods such as; online surveys, focus groups, telephone surveys and stakeholder consultation.



Lucy
By
rhy

▶ **FUNDING AND SPONSORSHIP**

Lucy has been successful in securing grants from local, state and federal government bodies along with non government organisations, philanthropic trusts and general granting bodies.

Lucy has also secured numerous corporate sponsorships for events, programs and other initiatives.



UCV
en

► PROMOTION AND MARKETING

Lucy has a high level of knowledge and experience in the promotion and marketing of health related initiatives. Including;

- development of communication and marketing strategies
- media relations
- media release/advisory development
- advertising through print, radio and television

Active Launceston Expo supported by the Tassie Hawks

Experience the power of GOLD Growing Older & Living Dan

Join Active Launceston and get on your bike!

Active Bike will give you a better understanding of how to ride safely on the roads and will also help you to discover the recreational trail network of Launceston.

Every Saturday Morning 10am - 11am

SPRINGS PROGRAM 19 March - 15 May

trails

Active LAUNCESTON

www.activelaunceston.com.au

Active and Alive 2010

Join Active Launceston and swim, ride, climb, kick, blade, cave and sail and be Active and Alive!
For more information on Active and Alive or to make a booking contact, Susie Aulich on 6336 2707 or 0447 823 300. For more information on the Active Launceston project visit the website www.activelaunceston.com.au This program is designed for young people between the ages of 12 and 25.

When	What	Who	Where	What do I need?
17th March 10.00am - 12.00 noon	Mountain Biking	Mountain Bike Tasmania	Trevallyn Reserve (meet at the rangers hut)	Comfortable clothing and sneakers
14th April 9.00am - 3.00pm	Caving	PCYC	Male Creek (meet at City PT Campus)	Wet weather clothes - no jeans Loose fitting clothing - trackies etc no jewellery - clean clothes
12th May 10.00am - 11.00am	Judo	Launceston Judo Club	UNIGYM Dojo Room	Comfortable clothing
16th June 10.00am - 12.00 noon	Roller Derby and Roller Blading	Van Diemen Rollers	Mowbray Indoor Sport and Skate	Bathertowel
14th July 10.00am - 11.00am	Aqua Fitness	Launceston Aquatic	Launceston Aquatic	Comfortable clothing and sneakers
11th August 10.00am - 11.00am	Fit n Kicking	Fit n Kicking	City Park (meet at the naturals)	Comfortable clothing and sneakers
22nd September 9.00am - 12.00 noon	Book Camp/ Kick Boxing	Tas Expeditions	Launceston Cataract Gorge (meet plenty Royal car park)	Comfortable clothing and sneakers
13th October 10.00am - 12 noon	Rock Climbing	Tas Expeditions	Tamar River (meet at Seaport)	Comfortable warm clothing
13th October 10.00am - 12 noon	Sailing	Sailability	Tamar River (meet at Seaport)	Comfortable warm clothing

Move More, Live More with Active Launceston

LAUNCESTON CITY COUNCIL
Tasmania
Tasmania Community Fund



► AWARDS

- Lucy Byrne - Vice Chancellors Award for Outstanding Community Engagement - University of Tasmania - December 2009
- Active Launceston - Active Tasmania Award - Premiers Physical Activity Council - 2009
- Active Launceston - Healthy Weight Program - Local Government Awards - Heart Foundation 2009 (including a National commendation award)
- Active City Park - Joint City and Innovative Award - Premiers Physical Activity Council - 2007
- Launceston City Council recreation initiatives 'Active Launceston' - Commendation Award - Premiers Physical Activity Council - 2006
- Ride Launceston - State Winner for Physical Activity Project - Heart Foundation - 2005
- Lucy Byrne - "STUDENT OF EXCELLENCE" in Recreation Management, Awarded by Parks and Leisure Australia 2001



► CONFERENCE PRESENTATIONS AND GUEST SPEAKING

Lucy has been a guest speaker at many workshops, forums and conferences and has a great ability to share her knowledge and passion around physical activity and community health to a wide range of stakeholders. Lucy has also been part of conference organising committees such as the 2008 Growing our Futures Conference and the 2005 Parks and Leisure Australia National Conference.

Here is a brief summary of some of Lucy's appearances and presentations;

- CO-OPS Collaboration of Community Based Obesity Prevention Sites - National Workshop - Sydney, October 2010 (Active Launceston Oral Presentation)
- International Congress on Obesity, Stockholm, Sweden, July 2010 (Active Launceston Poster Presentation)
- Glenorchy on the Go, Glenorchy 2010 (Active Launceston Oral Presentation)
- MAD, Health Promotion Training DHHS, 2009, 2010. (Active Launceston Oral Presentation)
- Premiers Physical Activity Council Local Government Forum, Scottsdale, 2009. (Active Launceston Oral Presentation)
- AIESEP (International Assoc' for PE in Higher Ed') Florida, USA September 2009 (Active Launceston Oral Presentation)



- TAFISA Sports Leadership – Monash University, Melbourne, April 2009 (Active Launceston Oral Presentation)
- Get Moving at Work, Workplace Health and wellbeing healthy Breakfast presentation, Work Place Safe week 2008, 2009 (Active Launceston Oral Presentation)
- Growing Our Futures Conference–Launceston March 2008 (Active Launceston Oral Presentation)
- National Physical Activity Conference - Oct 2007 - Adelaide (Active City Park Poster Presentation)
- National Tracks and Trails Conference 2005 - Hobart (Mountain Bike Oral Presentation)

► PUBLICATIONS/ CONFERENCE PAPERS

- Byrne, L. 2011. Go George Town Feasibility Study - University of Tasmania
- Paper currently being prepared for: 2011, Asia-Pacific Journal of Health, Sport and Physical Education, The physical activity and health of a community: Headline news and hidden stories. S. Pedersen, D. Penney and L. Byrne
- 2010, Australian University Community Engagement Alliance, Active Launceston Pilot Project - University Partnerships for Healthy and Active Communities, S. Auckland, L. Marshall.

► WORK EXPERIENCE

University of Tasmania - CONSULTANT

2010 – PRESENT

- Consultancies in the areas of strategic recreation and leisure planning, event management, health promotion, and community wide physical activity program development
- 2010 - Minor consultancies secured through Glenorchy City Council and Beaconsfield Community Health Centre
- 2011 - Major Consultancy secured through BHP Billiton Community Foundation and George Town Council



University of Tasmania - ACTIVE LAUNCESTON PROJECT MANAGER

FEBRUARY 2008 – PRESENT

- Project management and coordination
- Grant submission development, funding body liaison and contract management
- Committee operations
- Website development and management
- Physical activity and health and well being promotion and marketing
- Budget and financial management
- Evaluation and research of community health initiatives
- Physical Activity program initiation, development, implementation and evaluation
- Employee management and supervision
- Contractor and volunteer management and supervision
- Event planning and management
- Community Development and engagement including stakeholder consultations, forums and meetings
- Media relations and management including media release development for print, radio and television
- Commercialisation of community engagement concepts ready for market including management of Intellectual property and copyright.

**Launceston City Council -
RECREATION PLANNING OFFICER**

MAY 2004 - FEBRUARY 2008

- Recreation planning for the provision, utilisation and development of Council facilities, parks and reserves
- Development and implementation of regional and local recreation and sport specific plans/strategies
- Recreational trail development and planning including on-road bike lanes
- Recreational program initiation, development, implementation and evaluation
- Contractor and volunteer management, supervision
- Event planning and management
- Physical activity and health and well being promotion
- Community Development and engagement including stakeholder consultation
- Engaging with the media including, television, radio and print

**TAFE Tasmania -
TEACHER, Children's Services**

SEMESTER 2, 2006, 2007

- Teaching - How to Develop Sport and Recreation Programs as part of the 'Diploma of Out of School Hours Care' in the Community Services Department at TAFE
- Coordination of guest speakers and practical physical activity opportunities for students
- Session planning and delivery

**Launceston City Council -
YOUTH AND COMMUNITY OFFICER**

JAN 2003 - MAY 2004

- Working with local young people, youth organisations and the broader community to facilitate cooperative/ collaborative approaches in the youth sector
- Consult young people and the community on matters of importance and priority to young people's participation in community development, planning and local government decision making
- Project management of numerous recreational, educational programs and events

u
c
B
r
e

Ashley Youth Detention Centre - PROGRAMS MANAGER

JULY 2001 - FEBRUARY 2002

- Managing the development and provision of complex, outcome based programs that maximised rehabilitation for young people in custodial care
- Using leadership, communication and motivational skills to encourage and direct staff and residents to participate in all recreational, vocational and educational programs
- Managing the centre's program budget and utilised current resources
- Consulting with community service providers, employers, youth justice staff and centre staff to design programs that best met the needs of the residents

Freycinet Lodge - ACTIVITIES OFFICER

NOVEMBER 2000 - APRIL 2001

- Arranging, co-ordinating and developing the activity program for Tasmania's premier sea side resort
- Guiding interpretative bush walks and activities for both adults and children
- Administrative duties including rosters and planning bushwalking activities utilising mapping systems

Melbourne Sports and Aquatic Centre - PROGRAM LEADER

JUNE 1999 - NOVEMBER 2000

- Co-ordinating and running corporate sports days
- Children's programs including school groups and birthday parties, coordinating a team of leaders



▶ EDUCATION, PROFESSIONAL DEVELOPMENT AND QUALIFICATIONS

TERTIARY EDUCATION

2000 Graduated - Victoria University
Bachelor of Arts in Recreation Management
(3 years)

- Distinction Grade Average
- AWARD "STUDENT OF EXCELLENCE" in Recreation Management, Awarded by Parks and Leisure Australia 2001

2007 Graduated -
National Business Institute of Australia
Advanced Diploma of Business Management



PROFESSIONAL DEVELOPMENT

- 2010 - International Congress on Obesity, Stockholm, Sweden
- 2010 - Funding Connect Tasmania, ROCU, TCCI, CSIRO, AUSINDUSTRY, Hobart
- 2010 - Structuring and Negotiating Collaboration and IP Commercialisation Deals, DIER and ROCU, Hobart
- 2009 - AIESEP (International Assoc' for PE in Higher Ed') Florida, USA (Active Launceston Oral Presentation)
- 2009 - TAFISA Sports Leadership - Monash University, Melbourne (Active Launceston Oral Presentation)
- 2008 - Physical Activity Public Health Course - University of Sydney
- 2008 - Evaluating Health Programs - DHHS Launceston
- 2008 - Growing Our Futures Conference - Launceston (Active Launceston Oral Presentation)
- 2008 - Making Projects Work - Dimensions Data Melbourne
- 2007 - Community Development for Health Professionals - Short Course - Jim Cavaye and UTAS
- 2007 - National Physical Activity Conference - Adelaide (Active City Park Poster Presentation)
- 2007 - Health Coaching Training, DHHS

u
c
v
B
r
e

- 2006 - Active After School Communities - Coach Training - Launceston
- 2004/2005 - Parks and Leisure Australia National Conferences - Brisbane/Hobart
- 2005 - National Tracks and Trails Conference - Hobart
- 2005 - Better Facilities Stronger Communities Conference - Melbourne
- Women Get Active 'Train the Trainer' - Elizabeth Town
- 'Comment' - Community Mentor Training - 'Train the Trainer' - Launceston
- Designing out Crime, Designing in People - Launceston
- Introduction to Project Management - Hobart
- Queering the North - Launceston
- Healthy Lifestyle Forum - Hobart
- Cross Cultural Awareness - Launceston
- Get Moving Towards a More Active Tasmania - Hobart
- Children as Partners - Melbourne

PERSONAL DEVELOPMENT

- 2007 - Rotary International - Group Study Exchange - Brazil
- 2011 - Tasmanian Leaders Program - Tasmania

GENERAL QUALIFICATIONS

- Vicfit - Fitness Instructor - Fitnation - Reg No. VF13271. 31st August 2000
- Emergency First Aid level 2 / Senior - Current - St Johns Ambulance Australia
- Bronze Medallion
- Drivers Licence - Australian No. E76128
- Passenger Vehicle Licence - Australian No. 110364
- Motor Boat Licence - Australian No. U13205



Lucy Byrne

University of Tasmania

mobile +61 409 937 421

phone +61 3 6324 4047

fax +61 3 6324 4040

Lucy.Byrne@utas.edu.au



Photo by Paul Scambler

REFEREES

Professor David Sadler

Pro Vice Chancellor (Students and Education)

University of Tasmania

PH: +61 3 6226 2278, +61 429 184 117

Professor Gary O'Donovan

Dean (Faculty of Business)

University of Tasmania

PH: +61 3 6226 2278, +61 421 056 722

Andrew Smith

Manager Parks and Recreation

Launceston City Council

PH: +61 3 6323 3610, +61 418 132 748

Keith Ryan

Tasmania Parks and Wildlife Service

PH: +61 3 6336 5297, +61 417 306 028

Marion Edmondson

Coordinator Women's Health North

PH: +61 3 6336 2401