



# PROJECT UPDATE 2

**FROM THE UNIVERSITY OF TASMANIA**

**DATE: 30<sup>TH</sup> MAY 2008**

**WRITTEN BY: LUCY MARSHALL (ACTIVE LAUNCESTON PROJECT COORDINATOR, TEACHING AND LEARNING)**

After some delay, the funding agreement from the Federal Department of Health and Ageing has finally been received and signed by the University. This will allow the project to be officially launched on the 3<sup>rd</sup> of July at 10.30am at the University Sports Centre. For more information on the launch contact the Project Coordinator.

\$40 000 has been secured through a Sport and Recreation Tasmania Community grant. This funding will be utilised to develop an interactive website to support the Active Launceston project. Local company Walker Designs have been engaged to develop the site. It is envisaged it will be completed during the month of August.

A planning day was held with key local stakeholders where the project scope, goal, strategies and objectives were revisited and finalised. (attached)

The Active Launceston Project Working Group had their first meeting on the 5<sup>th</sup> of May. The group developed a matrix of events and programs to be supported by Active Launceston. The initiatives are categorised in line with the state Physical Activity Plan 'Live Life, Get Moving' by the Premier's Physical Activity Council. The initiatives cover different settings such as workplaces and community and target numerous groups such as older adults, sedentary adults, people with a disability and those from a low socio-economic area. Sub-committees have been developed for each initiative and have commenced meeting to discuss the development of their projects. Furthermore, numerous students and volunteers will be engaged to support these subcommittees.

A pre and post evaluation has been developed and has received approval from the UTAS Ethics Committee. The evaluation was developed based on existing national and local surveys including the National Health Survey, Australian Sports Commission's Exercise Recreation and Sport Survey, Active Australia Survey, Premier's Physical Activity Council's workplace survey. Hobart based research company EMRS will be conducting the phone surveys and collating the data.



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Local graphic design company, Clemenger, developed the Active Launceston brand as depicted above and the letterhead as utilised by this project update. This brand will be used on all administration and promotional material.

The Active Launceston Project Coordinator sat on the board of the successful 'Growing Our Futures' conference held on the 16<sup>th</sup> and 17<sup>th</sup> of May. This local conference aimed to contribute to good nutrition and physical activity outcomes in children by providing learning and professional development opportunities. This conference provided an opportunity to introduce the Active Launceston project to conference delegates and to provide them with a general knowledge base on the importance of physical activity for children.

The Examiner Newspaper and Active Launceston will be producing a colour lift-out publication for distribution in all newspapers in July. The publication will contain an events calendar, Active Launceston project Information and editorials on physical activity opportunities in the community.

Active Launceston is also a proud supporter of the B&E Launceston 10 Fun Run and Walk. Again through board membership the Active Launceston Project Coordinator has been able to contribute to the development of this fantastic event to be held on the 20<sup>th</sup> of July and most importantly encourage community members of all ages and abilities to participate including those using prams and wheelchairs. [www.launceston10.com.au](http://www.launceston10.com.au)

The Project Coordinator has also been consulting with the fitness industry, Community Health centres, UTAS schools of Human Movement, and Human Life Science and numerous other stakeholders.

The Pro Vice-Chancellor of Teaching and Learning has secured a further \$15 000 from the University to coordinate a workplace health and well-being program for all staff on Launceston UTAS campuses. This funding will be managed through the Active Launceston project.

Southern Cross Television, Hawthorn Football Club and Olympic swimming legend Shane Gould have all expressed an interest in sponsoring and or being involved in the project. Details still to be finalised.

### **The Spotlight is on:** Active Launceston SPORTS ABILITY HUB

Sports Ability is an exciting new initiative from Australian Sports Commission, designed to encourage people with disabilities to get involved and participate in sport and physical activity. Sports ability comes with specialised equipment, training and resources. Through support from TASRAD, UTAS School of Human Movement and the Active Launceston project a Sports Ability HUB has been set up as a pilot project in the University Sports Centre on the Launceston Campus. This will be Australia's first Sports Ability Hub! Sessions will begin in July and are open to individuals and groups. For more information contact the Sports Centre on 63 243092.



**The goal of Active Launceston is to improve the health and wellbeing of the people of Launceston through increased participation in physical activity.**

Objectives	Strategies
1. Identify and engage with relevant groups to coordinate, cooperate and commit to the goal of Active Launceston	Strategy 1.1 Formation of Active Launceston Committees
	Strategy 1.2: Capacity Building; Develop the capacity of the relevant community groups to deliver the goal of Active Launceston
2. Enhance and increase the opportunities for the community's participation in physical activity.	Strategy 2.1: Deliver and support events that relate to the goal of Active Launceston
	Strategy 2.2: Improving participation in and value adding to existing programs
	Strategy 2.3: New initiatives; introduce new initiatives to the community based on identified need.
3. Identify and develop resources that support and monitor increased participation in physical activity	Strategy 3.1: Identify and build on existing resources and develop new resources where required.
	Strategy 3.2: Develop communication methods with the community and stakeholders
	Strategy 3.3: Measure and report the outcomes of the project

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