



19 November 2008  
**more!**

***Move more, live***

Issue: 1



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.

## Active Launceston Update

Welcome to your new form of communication from Active Launceston.

You will now receive all project updates in this format.

You can find previous updates on the website under the ['About AL Tab'](#)

For any further information on the project please contact the Project Coordinator [Lucy.Marshall@utas.edu.au](mailto:Lucy.Marshall@utas.edu.au)

## Active Launceston Website

Our website has been continually growing since it's official launch on August the 9th.

It currently receives 57 visitors a day!

There are heaps of new features and it is now even easier to use. So if you haven't logged on to check it out, now is the time!

If you have used it before be sure to press Ctrl F5 to ensure you are viewing the latest release, furthermore don't forget to check your event times and details to make sure they are all up to date.

You can now attach posters or flyers to an individual event, the forums are up and running so you can discuss anything to do with physical activity from grants to research to even providing us with feedback on the project.

The website allows us to generate reports based on the information that members enter, and so far I am pleased to report that running is the most popular activity with 6897 sessions reported. Cycling is the second most popular with 2652 session followed by basketball and walking. Website members have burnt 1429663.2 kilojoules! But we were recording more activity in August than October so don't forget to enter your activities each day to keep track of your progress.

## Active Attack



Local Identities Lou Clark and Tony Benneworth have signed up for a 6 week physical activity challenge with Active Launceston and The Sunday Examiner. They are hoping to improve their health through increasing their participation in local activities and will be monitored by University of Tasmania Health Science students. Check out the Sunday Examiner for more information.

## Media Releases



All Active Launceston Media Releases are available on the website so you can keep up to date with the latest news from the project.

[www.activelaunceston.com.au](http://www.activelaunceston.com.au)

## Initiative Update

### What's been happening?

#### Giant Walk, 1st September

Active Launceston coordinated the local contingent in the national attempt to break the World Record for the largest simultaneous walk from multiple locations, to encourage more Launcestonians to become active. The Active Launceston team invited everyone, of all ages and abilities, to participate in the walk events, which contributed to the record attempt. Unfortunately this record was not broken but there is always next year!



#### Community Plan Healthy Breakfasts, 23rd, 26th September

Active Launceston and Launceston City Council coordinated two healthy breakfasts to consult with the health and well being sector.

This enabled their input into the community plan and the future development of our community.

#### GOLD - Growing Older Living Dangerously, 1st October 2008 - 3rd November 2009

GOLD - Growing Old and Living Dangerously - has been offered in previous Seniors Weeks by Launceston City Council. Its huge success encouraged Active Launceston and Launceston City Council to expand the program with an added monthly activity throughout the year.



GOLD is a free community program designed for older adults to enjoy physical activity in a social environment.

As older adults often become socially isolated the provision of programs such as GOLD gives local senior citizens the perfect opportunity for increased social interaction and improved health and wellbeing.

The 2008 GOLD program includes yoga, belly dancing, aqua rhythms, RPM (exercise bike class), Tai chi, horse riding and rock climbing. Monthly activities for 2009 will be announced shortly.

#### Active Transport Kit and Ride and Walk to Work Days

Through the development of an Active Transport kit, which included a trails brochure, bike rack maps an Inveresk Park and Walk flyer, Active Launceston encouraged community members to leave their cars at home and walk or ride to work.

Free organised walks, rides and healthy breakfasts were held on National Walk to Work Day (Oct 3) and Ride to Work Day (Oct 15)

Health and Fitness World even developed Active Transport memberships where community members could use their lockers, shower and store their bike safely for a small fee.

### Inveresk Park and Walk



For those that are sick of paying for parking or that don't have enough time in their busy schedule to do any exercise Active Launceston and Launceston City Council have provided 192 FREE spaces at the roundhouse car park off Churchill Park Drive, Inveresk.

It is a 15 minute walk into the CBD via the Inveresk Spine.

Or if you are heading out to the University it is about a 30 minute walk.

Inveresk Park and Walk is a great way for community members to get their 30 minutes of physical activity a day that they all need to maintain good health.

The Active Launceston Inveresk Park and Walk car park is open between 7am and 7pm every weekday (excluding public holidays) and the area is covered by the precinct's security team.

[View brochure here](#)

### Congratulations!



Launceston City Council's Active City Park program broke their highest attendance record with 91

### Active Northern Parks - October 2008 - April 2009

Active Launceston has expanded the very successful Active City Park initiative into the Northern Suburbs of Launceston.



An 'Active Parks Resource Kit' has been developed and utilised by the staff of the Northern suburbs as a tool for project management. This kit will soon be available to communities across Australia.

One of the objectives of Active Launceston is to work with community groups to build capacity and value add to existing initiatives. The Project Coordinator has supported these staff to develop this new and exciting initiative.

Active Northern Parks provides an opportunity for community members to try a range of physical activities outdoors including Tai Chi, Pilates/Yoga and Gentle Exercise. [Flyer available here.](#)

### Workplace Health and Wellbeing Healthy Breakfast, 22nd October

Active Launceston partnered with The Premiers Physical Activity Council and the Launceston Chamber of Commerce to bring to workplaces, a FREE healthy breakfast and an information session on the importance of physical activity in the workplace.



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 are also in jobs that involve little or no activity. Workplace health and wellbeing programs provide a range of opportunities and benefits for employers, employees and the broader community. As well as improving employee health, workplace programs provide productivity gains for employers through outcomes such as reduced absenteeism, staff turnover and improved morale.

### Get Walking Tasmania Week, 5th - 12th November

The Project Coordinator was part of the steering committee of this annual walking promotion coordinated by the Heart Foundation for the Premiers Physical Activity Council.

### UTAS Park and Walk, 7th November

As part of Get Walking Tasmania Week the University Sports Centre and Active Launceston invited employees and students to join in the UTAS Park and Walk.



The walk began at the Active Launceston Inveresk Park and Walk car park and concluded at the University Sports Centre with a free healthy breakfast and prizes.

### Get Active Program, Facilitator Training, 13th November

Active Launceston, Women's Health North and Women's Sport and Recreation Tasmania coordinated a Get Active Program Facilitator Training day.



participants at Pilates/Yoga last week.

Keep up the good work!

[Active City Park schedule available here.](#)

## EXPLORE Your Lifestyle Guide

Every Wednesday in the Examiner Newspaper Active Launceston provides a weekly calendar of events. Just another way to explore opportunities for keeping active in your community.

The Get Active Program is a state-wide initiative that aims to enhance the health and well-being of people through becoming involved in physical activities.

## What's Coming Up?

### General Practice and Practice Nurse Forum, 26th November

Active Launceston in conjunction with General Practice North have invited GPs and Practice Nurses to an information evening which will outline the activities available through Active Launceston and launch General Practice North's Exercise Physiology Program.

Lack of physical activity is a major risk factor for many chronic conditions such as coronary heart disease, diabetes, some cancers and depression. As such it is important to keep our health professionals informed about all of the community activities that are available to their patients.

## Endorsement

Many opportunities to be physically active have been created and enhanced through the Active Launceston project.

Along with the initiatives listed above the 'Active Launceston' project has endorsed the following initiatives.

- [Tamar Valley Cycle Challenge](#)
- [Great Western Tiers Cycle Challenge](#)
- [CHAT Pram Walking Groups](#)
- [University Sports Center](#)
- [Heart Foundation Walking - Wednesday Walkers](#)
- [Fit 'n' Kicking](#)
- [Launceston Mountain Bike Club](#)
- [Womens MTB Skills Clinic - Wild Where Promotions](#)
- [Leg IT - Leukemia Foundation](#)
- [Dance Fit - Dance Fit](#)
- [Coast to Coast for Canines - Guide Dogs Tasmania](#)
- [Senior's Move it or Lose It Fitness Class - PCYC](#)
- [Lap it Up - St Patricks College](#)
- [2009 Touch Football Season - Launceston Touch Association](#)
- [Trex in the City - Launceston City Council](#)
- [Swing Patrol - Swing Patrol Launceston](#)
- [Kev's Trikes](#)

Endorsement of physical activity events and initiatives is given to those that reflect the goal and relate to the objectives of the project.

Endorsement will allow organisations to use the 'Active Launceston' branding in the promotion of their event or initiative.

This branding will recognise the event or initiative as being involved in a broader physical activity network that is contributing to the achievement of the goal of Active Launceston.

Gaining Active Launceston endorsement will also allow events and initiatives to be promoted through the Active Launceston website,

email networks and newsletter. Find out how to gain Active Launceston endorsement for your initiative [here](#).

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[www.activelaunceston.com.au](http://www.activelaunceston.com.au)

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