

2019 Annual Report



Physical Activity
Foundation

*All Kids
More Active
More Often*

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From the Chair



The Physical Activity Foundation is delighted to continue to play a major role in our local health promotion sector, in particular leading the planning and delivery of two great active travel initiatives – Ride or Walk to School and It's Your Move Safe Cycle for High Schools.

We've been busy delivering active travel programs to CBR schools for more than seven years, in partnership with the ACT Government and many terrific and committed local business and organisations. This is on top of our long history in delivering the Active Kids Challenge to local schools and other great initiatives.

The programs we deliver all have a common goal:

to encourage kids and adults to be physically active every day.

Kids need at least 60 minutes of moderate to vigorous physical activity every day and adults need at least 30 minutes of moderate to vigorous physical activity 5 days each week.

The **short and long term** health benefits are proven, but we also know the important social, emotional, community and environmental benefits that come from being physically active.

The Foundation, led by our enthusiastic Management team and Board of Directors is 100% committed to continuing to deliver effective initiatives that both promote and educate about the importance of daily physical activity and also influence positive and ongoing physical activity behaviours for life!

We're particularly fortunate to have such great coverage in delivering our active travel programs to more than 84 schools across Canberra and we look forward to growing the reach and engagement with local school and broader communities into 2020 and beyond.

Shaun Creighton
Chair



From the CEO



Lucille Bailie
Chief Executive Officer

The Physical Activity Foundation has enjoyed another year of helping kids and adults across Canberra get active, predominantly through our work in leading the planning and delivery of the ACT Government's active travel programs for schools – Ride or Walk to School (Primary) and It's Your Move Safe Cycle (High Schools).

Active travel and the simple act of getting on your bike – to commute, to get active outdoors, to ride a trail, to explore or to socialise – continues to increase in popularity in Canberra and in many other cities and countries. We're proud to continue to advocate for more support to ensure kids can be confident, safe and skilled active travellers and we do this because we know the importance of developing lifelong physical activity habits from an early age.

2019 saw positive and productive advocacy and engagement with the ACT Government agreeing with our proposal to work with Transport Canberra to plan and deliver the active travel initiatives from the start of the 2020 school year.

2019 also saw the Physical Activity Foundation invest a significant amount of time in evaluating Ride or Walk to School and Its Your Move Safe Cycle program delivery and outcomes from 2016 to 2018, building on the major evaluation report delivered by First Person Consulting in 2016. The overwhelming feedback reiterated the value of the programs, with no less than 80% of coordinators rating the program in their school as an overall success and indicating they are likely to continue with the program.

We look to 2020 and will work towards increasing engagement with broader school communities and families

because riding and walking to school needs everyone to play their part.



From the CEO

Additionally, we'll continue to work on integrating our activities with exciting developments such as new community adventure tracks, bike trails and footpaths, the use of technology to enhance the bike riding and walking experience for kids and adults, as well as ensuring we're adapting and engaging our target audience effectively via online platforms.

Physical inactivity continues to be a major risk factor for preventable illness and disease like type 2 diabetes, heart disease and some forms of cancer, and with inactivity and sedentary behaviours impacting current and future generations, our job has never been more important.

The Physical Activity Foundation will continue to work with like-minded partners to drive our strategic priorities, including:

- **Increase and diversify our revenue base** including funding and delivery opportunities in and beyond the ACT
- Continue to **strengthen our brand and profile** through our marketing, communications and advocacy
- Continue to develop, deliver and measure the effectiveness of our **evidence based** health promotion programs
- Continuously **seek out effective health promotions and organisations** for collaborations and opportunities.

Thank you to all of our valued stakeholders – together we can move a generation.

Kind regards,



Lucille Bailie
Chief Executive Officer





Together
we can
move
a generation

Our People



Our committed stakeholders include the ACT Government and CBR sporting organisations.

The Physical Activity Foundation relies on a small but passionate and enthusiastic team – from the hard working management team including our Volunteers and Interns, to our valued Board Members, Business and Government partners, we enjoy a diverse range of skills and expertise which results in the development and delivery of effective and visible health promotion initiatives.

Patron

Andrew Barr, ACT Chief Minister

Board of Directors

Shaun Creighton (Chair), Legal & Elite Sport

Allison Gallagher (Deputy Chair), Finance

Bronia Rowe, Business

Dr Warren McDonald, Sports Medicine

Stephanie Lynch, Legal

Jason Pye, Business

Prof Dick Telford, AM, Sports Science

Peter Bauerhuit, Finance

Lucille Bailie (Secretary), Business & Elite Sport

Management Team

Lucille Bailie (Part Time), Chief Executive Officer

Julie Clarke (Part Time), Program Manager

Peter Wallensky (Part Time), Program Manager

Jesse Kerrison, Program Coordinator

Tyler Sunderland, Program Coordinator

Interns

Kyle Weeks, University of Canberra

Meg Signor, University of Canberra

Board of Directors Board Meetings Attendance Summary 2019

	17.4.19	10.9.19	17.12.19	21.4.20*
Shaun Creighton	✓	✓	✓	✓
Allison Gallagher			NA	NA
Dr Warren McDonald	✓	✓	✓	✓
Bronia Rowe	✓	✓		✓
Stephanie Lynch			NA	NA
Jason Pye	✓			
Prof Dick Telford, AM	NA	NA	✓	✓
Peter Bauerhuit	NA	NA	✓	✓
Lucille Bailie	✓	✓	✓	✓

* Annual General Meeting



Our Partners

Level	Government/Corporate Partner		2019	2018
Major	 	ACT Government – Health	✓	✓
		ACT Government – Sport and Recreation	✓	✓
Mid	  	Icon Water	✓	✓
		Trek Bikes Canberra	✓	✓
		Coordinate	✓	✓
Minor	  	University of Canberra	✓	✓
		Fyshwick Fresh Food Markets	✓	✓
		Moulis Legal	✓	✓

Key Organisational and Program Suppliers: First Class Accountants, JA Beard Auditors, Coordinate, Flipside Creative, Trek Bikes Canberra, Moulis Legal, Bill Caddy (Belconnen Community Service).





Increasing
engagement
with broader school
communities
and families

Our Programs

2019 Snapshot



38,000 kids from 74 Primary Schools	2,000 kids from 13 High Schools	86 Teachers, 50 Sport and Recreation representatives
Funding partner ACT Health	Funding partner ACT Health	Funding partner ACT Sport and Recreation
A comprehensive ongoing program delivered free of charge to ACT Primary Schools. “Active travel is a great way for kids to achieve 60 minutes of activity each day.” Program includes bikes, helmets, Safe Cycle education, teacher professional development, parental engagement campaigns.	A comprehensive active travel program offered free of charge to ACT High Schools. “Involving students in creative thinking for solutions like Safe Cycle for High Schools.” Program includes bikes, helmets, Safe Cycle education, electronic tagging system, teacher professional development.	A service to provide resources and support to assist in the delivery of quality PE in Schools. “A one stop shop for teachers to source curriculum aligned resources, professional development and support.” Program includes access to curriculum aligned resources from local sport and recreation orgs, professional development, e-news.

* Until June 19



Our Programs

Ride or Walk to School



CBR Schools who've participated in RWTS have seen increased active travel participation.

The Ride or Walk to School (RWTS) program was launched by ACT Health in 2012, with 11 pilot schools committing to RWTS for a three-year period (2013-2015). With continued ACT Government funding and support, the program reached approx. 38,000 students and teachers from 74 schools in 2019.

RWTS aims to build the capacity of schools to support and encourage students to ride or walk to school by providing teacher professional development, curriculum aligned student resources, four annual events, cycling resources like bikes and helmets.

Four annual events promoted to schools throughout 2019 continue to be a highlight of the program, providing interactive opportunities for school communities to celebrate and participate in active travel. They include:

- National Ride to School Day, Term 1 (Bicycle Network).
- National Walk Safely to School Day, Term 2 (Pedestrian Council of Australia).
- Winter Walk to School Week, Term 3.
- Ride Safely to School Week, Term 4.

Schools on the program continue to feedback positive stories about the impact the program is having on their school as a whole as well as individual students. It is not only impacting the number of students participating in active travel but increasing the confidence and skill level of students.

An **independent evaluation** of RWTS published in 2016 found the program produced a range of benefits, resources and opportunities for participating schools and their students and ultimately helped drive increases in active travel. When compared to non-RWTS schools' children attending a RWTS school were more likely to use active travel at least once a week, more likely to use active travel as their usual mode of travel and more likely to use active travel every day.

The program is available at no cost to participating schools in the ACT and is designed to drive cultural change within school communities and increase active travel.

Most pleasingly, the program assists kids accrue some or all of the recommended 60 minutes of daily physical activity.



Our Programs

Ride or Walk to School



For Students/Schools

- Access to mobile bike/helmet equipment.
- Safe Cycle 5/6 cycling skills program – aligned to the Australian Curriculum.
- K-2 Safe Cycle skills program – aligned to the Australian Curriculum.
- Mapping activities.
- Bike maintenance workshop, incl opportunity for Students to bring in own bikes for maintenance.
- 4 x active travel events per year (one per term).
- Personalised map highlighting riding and walking routes incl part way drop off points in school area.
- Financial assistance to purchase biking equipment.

For Teachers

- Teacher professional learning (2 hour sessions, TQI accredited).
- E-news/per term email communications.

For Parents

- Active Streets road safety information via communication campaign.

Here's what some of our Ride or Walk to School Coordinators had to say about the program:

“Having the bikes really helped in running bike clubs as some students did not have a bike, however those who did regularly brought their own. The BMX workshops were a hit with the year 6’s as they appealed to a lot of students’ interests.”

“Parents and teachers have been very interested and supportive of the program. This year we trialled lunchtime bike club sessions. The response was very positive with students making sure they rode to school on those days. The program is one of the very few school programs that continues to grow in popularity. I have personally been responsible for the RWTS since its introduction and have been amazed at the continual growth in participation and interest.”

“Students that do not have access to bikes at home are getting the opportunity to increase their bike riding and road safety skills at school.”



Our Programs

It's Your Move Safe Cycle (High Schools)



In March 2016, the Foundation successfully tendered to manage and deliver the bike package element of the Active Streets for High Schools program, as part of the ACT Government's It's Your Move design thinking program for High Schools.

The program, subsequently rebranded as It's Your Move – Safe Cycle aims to encourage the use of active travel by high school students and incorporates technology with an electronic tagging system and online learning component.

The Foundation was successful in securing further additional 2016/17 ACT budget funding to modify, expand and deliver key elements of the program, in particular, taking on an ambitious recruitment target of 24 High Schools by December 2017.

2019 saw continued positive uptake and participation in all elements of the program with the loan bike set consistently booked by schools and high levels of participation in the “Safe Cycle” Professional Development sessions for teachers.

ACT Health engaged Trek Bikes to conduct an audit of the loan bike set which had pleasingly endured lots of wear and tear through high levels of usage!

A replacement set of bikes was ordered, in place for the start of 2020 school year.

More than 2,000 students from 13 ACT High Schools participated in It's Your Move Safe Cycle for High Schools throughout 2019 and we're delighted the program continues to support the development of bike riding and safety skills and confidence for a lifetime of riding!

For Students/Schools

- Access to mobile bike/helmet equipment.
- Safe Cycle 7/8 cycling skills program - aligned to the Australian Curriculum.
- Bike maintenance workshop, incl opportunity for Students to bring in own bikes for maintenance.
- Resources and support to implement QR code tagging system to encourage the use of active travel.
- Resources to promote active travel events in their school.

For Teachers

- Teacher professional learning (2 hour sessions, TQI accredited).



Active travel is a great way to incorporate physical activity into kids' daily routine.



Our Programs

PE Pulse



PE Pulse connects CBR Teachers and Schools with local sport and recreation organisations.

PE Pulse aims to increase the quality of physical education and physical activity being delivered in ACT schools and throughout 2019, 86 Teachers and 50 local sport and recreation representatives were registered with PE Pulse.

With funding and support from the ACT Government (Sport and Recreation), PE Pulse provides a range of professional development and communications activities each year designed to provide important learning opportunities for sports development officers and local teachers to assist in improved quality physical education delivery.

Lead industry organisation ACHPER (Australian Council for Health and Physical Education Research) continues to be a key PE Pulse delivery partner, facilitating high quality professional development sessions.

The feature of our 2019 partnership with ACHPER was an exciting and informative Professional Development event for local teachers and sport and recreation industry representatives:

- ACHPER Contemporary Health and Physical Education Seminar – 7 June.
- Key topics - Safety in Physical Education, Assessment in Education, Game Performance Assessment Instruments.
- Over 80 participants registered, with registration closed early with capacity reached.
- Key presenters were Physical Education experts Prof Shane Pill and Rick Baldock.

2019 also saw a major refresh of the PE Pulse website with an easy to navigate and user friendly layout, to enable schools and teachers to easily locate helpful resources and information to assist in the delivery of physical education – pepulse.com.au

Management of the PE Pulse program was handed back to the ACT Government (Sport and Recreation) in June 2019.



A group of children and adults are participating in a physical activity outdoors. They are wearing hats and athletic clothing. Some are standing with arms raised, while others are sitting on the ground. The background shows trees and a building. The entire image has a green overlay. A white circular text box is positioned on the right side of the image.

Encouraging
kids & adults
to be physically
active
every day

Our Positioning



Advocating for government, business and community support and engagement in physical activity is one of our most important roles.

The Physical Activity Foundation has been a valuable organisation in the local health promotion area since its inception, promoting and supporting kids and adults in being physically active every day.

Our approach includes being effective at program development, delivery and evaluation and through our great program work, shining a spotlight on the broader issue of physical inactivity as a major risk factor for preventable illness and disease including type 2 diabetes, heart disease and some forms of cancer.

We're fortunate to benefit from strategic marketing and communications advice, along with valuable design services from our marketing partner Coordinate and the Foundation strongly values marketing and communications skills and experience within our management team.

The Foundation must continue to focus on thoughtful and contemporary marketing approaches to our programs to help continue to raise awareness of the issues of physical inactivity, overweight and obesity and the efficacy of our approaches. We want to lead a continued conversation about the importance of physical activity we'll continue to work in these areas into 2020, with a focus on:

- Online communications, including a website refresh.
- Media communications.
- Program and organisational branding.
- Sponsorship management and activation.
- Events.
- Key stakeholder engagement and advocacy.



Our Finances and Sustainability



The Physical Activity Foundation is a company limited by guarantee and a registered charity.

As such, the organisation reports to the Australian Charities and Not for Profits Commission (ACNC), including providing an annual information statement on a calendar year basis – www.acnc.gov.au.

In 2019, the Foundation's Board of Directors included Allison Gallagher (CFO, Aquis Entertainment) and we engaged Peter Bauerhuit, CPA, Registered BAS Agent (First Class Accounts) to provide monthly bookkeeping and financial reporting services.

John Beard from JA Beard Auditors is engaged to review the organisation's processes and financial records as part of our annual audit, although with our turnover not meeting the Australian Tax Office threshold, was not required in 2019. The Foundation's Board of Directors approves the annual financial statements before lodgement with ACNC.

The Physical Activity Foundation Limited applies Australian Accounting Standards – Reduced Disclosure Requirements as set out in AASB 1053:

Application of Tiers of Australian Accounting Standards and AASB 2010-2: Amendments to Australian Accounting Standards arising from Reduced Disclosure Requirements.

The financial statements are general purpose financial statements, prepared in accordance with Australian Accounting Standards – Reduced Disclosure Requirements of the Australian Accounting Standards Board (AASB) and the Corporations Act 2001. The company is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

In summary, the proportion of funding provided to the Foundation in 2019 was predominantly via government grants and sponsorships with expenditure on client contact and programs, overheads and administration.

A key strategic objective for the Foundation is to expand and diversify its revenue base and a work plan to drive this objective will continue to be led by the CEO with support from the Foundation's Board into 2020 in order to ensure the viability of the organisation into the future.



The sustainability of the Foundation is critical, to ensure we can continue the great work we do.



Our Future



There's so many fun ways kids can clock up 60 minutes of physical activity every day!

With the 2018 ACT Chief Health Officer's report showing that more than half of Canberra's adults are overweight or obese – 114,000 overweight and 69,800 obese – and having a subsequent increased risk of developing chronic disease, the importance of the work the Physical Activity Foundation does has never been more important.

The Chief Health Officer's report also showed that around one fifth of kids in Canberra aged 5 to 17 years old were classified overweight or obese and worryingly, the majority of parents of kindergarten kids in these categories perceived their child's weight to be healthy.

The Physical Activity Foundation welcomes the ACT Government's Preventative Health Action Plan 2020-2025 and a cohesive framework to guide the approach. We will continue to undertake our role to increase physical activity across the population in earnest.

With physical inactivity a significant risk factor for preventable illness and disease, we must continue to advocate for and deliver proven approaches such as the Ride or Walk to School program, as well

as identifying new opportunities and collaborations to have an even greater and broader impact across the community.

We believe there's not one single perfect health promotion or preventative health solution, rather a range of evidence based, tailored initiatives, delivered in a contemporary and **cost effective** manner. We will continue to focus our efforts on empowering kids via the primary school environment and influencing lifelong physical activity habits – it's simply too important from a health, social and economic perspective not to.

We are committed to our strategic priorities in the areas of finance, marketing and program delivery, we equip ourselves with the best available personnel and partnerships and our reason for being is clear every day we come to work.

Significant generational change is required to ensure we do not leave the legacy of preventable illness and disease with our children. We're looking forward to continuing to advocate, plan and deliver more great initiatives to get more Canberra kids and adults physically active every day!





Physical Activity Foundation

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