



**Physical Activity
Foundation**

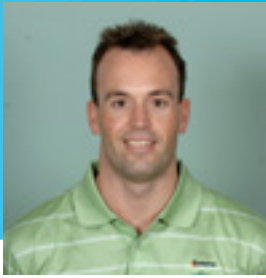
All Kids, More Active, More Often!

2015 Annual Report



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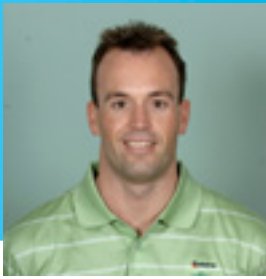
From the Chair

The past year has been our busiest yet as an organisation in terms of the number and volume of the programs we drive, the number of organisations we are involved with, but most importantly in the number of people we have reached. We continue to be committed to engage the ACT to increase physical activity levels so we can fight the onset of obesity and related chronic diseases.

Thank you to all Physical Activity Foundation (PAF) staff and board members for a successful 2015. The consistency in staff and board has allowed strong momentum and the ongoing enthusiasm and support for our activities has made the past year very successful.

2015 has been packed with events and achievements as we continue to deliver our core programs into local schools. The Active Kids Challenge and the Ride or Walk to School programs have been joined by the newly introduced Active Workplace Challenge to get corporate Canberra moving. The running of the 2015 Active Kids Challenge was the 8th year of our flagship program which continues to get school children physically active for at least 60 minutes a day, in term three. This year we saw existing partners The Department of Sport and Recreation, Coordinate, Club Group, Sportsman's Warehouse, Fyshwick Fresh Food Markets, Eastlakes Club, Grin and Bear It Photography, Tabcorp ACT and Orthoclinic return and welcomed Icon Water and the University of Canberra in support of the program. Fifty five schools participated (including 43 public schools, 9 Catholic schools and 3 Independent schools) with 21,450 primary school aged children taking part from 825 classrooms. This year a new online registration system, was rolled out to ensure accuracy of participation numbers. A research survey led by UC intern Sarah Skidmore was conducted and importantly the results indicate the Active Kids challenge continues to have some positive message awareness and initiates behavioural change.

The PAF has successfully managed the first year and a half of our three year commitment to deliver the Ride and Walk to School program (RWTS). Based on the successful delivery to date we are now approaching government for increased funding to deliver the RWTS program to 100% of ACT Primary Schools an increase from the 50 initially planned. A further research survey was conducted on this program, assisted by our second UC intern Sarah Slattery and the results have shown also shown some positive behavioral change. So not only are our programs reaching more kids they really are making a difference in their lifestyles.



From the Chair

The new Active Workplace Challenge was introduced in 2015 with a low key and low low cost recruitment campaign but still managed to involve 99 workplaces and 779 participants. This will allow us to build and increase the reach of the 2016 program with new partner Healthier Work.

Our fun and vibrant office at the Kaleen Sports Club provided by the Eastlake group has become a flexible and friendly workplace. The close-knit team is lead by CEO Lucille Bailie who has found her feet after 18 months in the role and continues to bring her unique mix of passion for sport and activity backed by her creative business and marketing skillset to steer the foundation through the challenges. Lucille has cemented our ongoing partnerships and brought some new key connections with local sponsors and likeminded organisations who assist to continue to build our organisation. The expertise and enthusiasm of Harriet Walker and Emma Tattam has proven invaluable throughout 2015 and will continue be an asset as we head into a busy 2016.

The Physical Activity Foundation social media platforms have continued to grow, helping spread PAF and our Partner messages. This growth and promotion continues without a dedicated communications team. The PAF staff continue to leverage the high profile board and our ambassadors to spread the word about what we are doing out in the schools and in our office. Our web presence has also been upgraded and continues to provide a voice for our programs and messages.

The Foundation board has great and unique set of personalities and skills. Thank you all for your great contribution. I would like to make another mention of our great board for their time and passion. Thank you also to our commercial sponsors and partners: ACT Department of Sport and Recreation, ACT Health, Eastlake group, Tabcorp ACT, Coordinate, Tradies Club, Healthier Work, The Club Group, Sportsman's Warehouse, Fyshwick Fresh food Markets, Orthoclinic, Grin and Bear It Photography, Icon Water and The University of Canberra. Equally, another thank you to the Patron of the Foundation, Minister Barr for his ongoing commitment and continuing to drive support from Government and corporates alike. The Physical Activity Foundation is thankful to all our supporters and partners only together can we make a difference in our community and continue to strive for - ***ALL KIDS, MORE ACTIVE MORE OFTEN!***



From the CEO

2015 has seen continued and necessary consolidation across all areas of the business, along with growth in our program suite and partnership base and improved “positioning” as a result of extensive traditional and online media activity. The improvements have been driven by the small but experienced and energetic management team and see the organisation looking ahead to 2016 with an improved financial position and multitude of opportunities for further improvements and increased growth.

A continued focus on the organisation’s financial management and reporting has enabled clarity for both the management team and Board to evaluate, advise and act on financial strategy, in particular the requirement to attract new commercial partners and develop or acquire new assets. 2015 has seen 4 new partner/supporters enter into agreements with the Foundation – University of Canberra Research Institute of Sport and Exercise (UC RISE), Icon Water, The Tradies and Healthier Work along with the development of a new asset – the Active Workplace Challenge 10min Turnarounds.

An initial 2016/17 ACT Budget submission has also been made seeking funding for the continued and increased delivery of Ride or Walk to School, Active Kids Challenge, Active CBR Awards and management of the PEPulse network, with detailed submissions to be developed early in 2016 for successful concepts.

From a program delivery perspective, the Active Kids Challenge and Ride or Walk to School have continued to engage participants and school communities in raising awareness of physical activity requirements and encouraging behavioural change, with valuable insights collected from participants in both programs. The newly developed program the “Active Workplace Challenge 10min Turnarounds” exceeded expectations in both recruitment and interest, with the program being launched by ACT Chief Minister and PAF Patron Andrew Barr and more than 779 employees from 99 workplaces participating.

The management team of Harriet Walker (Active Kids and Active Workplace Challenge Coordinator), Emma Tattam (Ride or Walk to School) and myself will be enjoying a very well earned break over Christmas, before resuming in January 2016 to continue to drive professional and high quality preventative health program delivery and stakeholder engagement, to assist kids and adults avoid overweight and obesity and a chronic and unsustainable impact on Government and community.



Our People

The Physical Activity Foundation is fortunate to have a diversity of personnel from our Board of Directors and Staff, to our Patron, Partners and key Suppliers, who offer their expert advice, guidance and quality products and services to enable us to effectively deliver our important programs. We value each of these relationships and will continue to build and expand our Partnership program to achieve both organisational and Partner objectives.

Patron - Andrew Barr, ACT Chief Minister

Key ACT Government Departments and Ministers – ACT Treasury (Andrew Barr, Chief Minister), Health (Simon Corbell, MLA), Active Travel, Sport and Recreation (Shane Rattenbury, MLA), Education (Joy Burch, MLA)

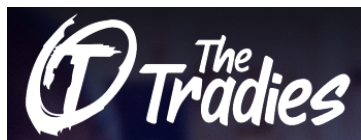
Board of Directors - Adam Pine OAM (Chair), Carrie Graf (Deputy Chair), Harriet Walker, Mick Spencer, Jayson Hinder, Dr Warren McDonald, David Stephens, Shaun Creighton, Lucille Bailie

Staff – Lucille Bailie, Chief Executive Officer (4 days pw), Emma Tattam – Ride or Walk to School Program Manager (3 days pw), Harriet Walker – Active Kids Challenge and Active Workplace Challenge Coordinator (3 days pw)

Board of Directors attendance summary 2015

	Adam Pine	Carrie Graf	Dr Warren McDonald	Harriet Walker	Mick Spencer	Jayson Hinder	David Stephens	Shaun Creighton	Lucille Bailie
18 Feb	✓	✓	X	✓	✓	✓	✓	X	✓
6 May	✓	X	X	✓	✓	✓	✓	✓	✓
24 June	✓	X	✓	✓	✓	X	X	✓	✓
23 Sept	✓	✓	✓	✓	✓	X	X	X	✓
25 Nov (AGM)	✓	✓	✓	✓	✓	✓	✓	X	✓

Our Partners



Key Organisational and Program Suppliers

First Class Accountants (Accounting), Cool Chilli (IT), Flipside Creative (Web development), Backbone BMX, Freestyle ACT BMX, Bike Culture, 26 Hundred, Lee's Taekwondo, ACT Policing (Ride or Walk to School)



Our Partners - Summary

Government/Corporate Partner	Level	2015	2014
ACT Government – Health	Major	✓	✓
ACT Government – Sport and Recreation	Major	✓	✓
ACT Government – Access Canberra/Healthier Work	Minor	✓	X
TabCorp ACT	Mid	✓	✓
Icon Water	Mid	✓	X
Coordinate	Mid (Value in kind)	✓	✓
Eastlakes Sports Club	Mid (VIK)	✓	✓
Sportsmans Warehouse	Minor	✓	✓
Orthoclinic	Minor	✓	✓
University of Canberra Research Institute of Sport and Exercise	Minor	✓	X
The Tradies	Minor (Cash & VIK)	✓	X
The Club Group	Minor (VIK)	✓	✓
Cool Chilli (branded Grin and Bear It School Photography)	Minor (VIK)	✓	✓
Fyshwick Fresh Food Markets	Minor (VIK)	✓	✓



Our Programs – Snapshot

Physical Activity Foundation
All kids, more active, more often
Together, we can move a generation

Our goal

To develop and deliver a range of initiatives to drive awareness of daily physical activity requirements and provide participation opportunities to avoid overweight/obesity

Primary target ACT Primary School kids (via Teachers)
Secondary target audience Families & general publics

ACT Employees
General public

Active Kids Challenge

Ride or Walk to School

Active Workplace Challenge

Short term physical activity campaign to drive messaging awareness & provide participation opportunities via ACT Primary Schools

Comprehensive experiential and educational program to drive cultural change via ACT Primary Schools & their communities

Short term physical activity campaign to drive messaging awareness & provide participation opportunities within the workplace setting

8 weeks (29 July – 18 Sept)
55 schools/21,450 kids
Key partner - Sport & Recreation

3 year participation period
52 Primary Schools/20,000 kids
Key partner – ACT Health

8 weeks (19 Oct – 11 Dec)
99 Workplaces, 779 employees
Key partner – Healthier Work

Our tool kit – Targeted promotional campaign, easy to use resources, advice, learning & participation activities & ambassadors

How we measure our success – Data, feedback & evaluation to drive continuous improvement & increased participation



Our Programs – 2015 Overview

Active Kids Challenge (AKC)

- 2015 was the 8th Active Kids Challenge to be run in primary schools across the ACT. This year we saw existing partners The Department of Sport and Recreation, Coordinate, Club Group, Sportsman's Warehouse, Fyshwick Fresh food Markets, Eastlakes club, Grin and Bear It Photography, Orthoclinic, PE Pulse return and welcomed Icon Water and the University of Canberra in to support the program.
- The 2015 Active Kids Challenge enjoyed a great take up across the ACT with 55 schools signing up, including 43 public schools, 9 Catholic schools and 3 Independent schools with a total of 21,450, primary school aged children taking part from 825 classrooms.
- 2015 saw the introduction of a new online registration system, which allowed for a more stream lined approach to registration and all registrations were opt in, with no roll over registrations as had been previously done, helping to explain the small dip in total numbers.
- The Club Group Born to Move classes were a key feature of the launch at Harrison Primary School, which saw over 800 students and teachers take part in the class, and taken up by a further 15 schools across the 8 weeks. To add to this, Icon Water provided a water bottle to every student who participated in the Challenge with the additional offer of water education sessions to drive the 'water as the drink of choice' message within the Active Kids Challenge.
- This year a number of small changes to the format of the Challenge were introduced to simplify the program and help concentrate the messages across the 8 weeks. A weekly physical activity challenge was introduced, to focus the classroom room each week and the theme of Move and Groove was introduced, with great enthusiasm to replace the Healthy Eating theme of previous years.
- A highlight of the program this year was the addition of the University of Canberra PLAY resources developed by the RISE research team and headed up by Dr Richard Keegan. The resources, designed and produced by our partner Coordinate, brought an improved sense of credibility to the program resources provided and positioned the Physical Activity Foundation at the forefront of preventative health arena within the ACT.
- The Physical Activity Foundation also enjoyed a great deal of media coverage throughout the Challenge, including features in The Canberra Times, Her Canberra, 666 ABC, ACT Government portals and screen wall paper and a great reach across social media.



Our Programs – 2015 Overview

Active Kids Challenge (AKC) – con't

- University of Canberra Student, Sarah Skidmore, surveyed over 1000 student participants across 10 schools to measure the messaging success of the Active Kids Challenge finding that in the short period of 8 weeks, there were measurable differences in the understanding of the AKC messages along with levels of physical activity of students. Furthermore, we were able to implement change around all of our identified areas for improvement.
- The wrap up event closed what was a highly successful Challenge on a number of parameters, both perceived and measured. Campbell Primary School hosted the wrap up event, which saw a set of Sydney 2000 Olympic podiums, provided by Richard Rolfe, used to celebrate the children's success in doing the Challenge and to pass over the genuine Olympic batons to the adults undertaking the first ever Active Workplace Challenge Ten Minute Turn Arouns. The event was enjoyed by a number of prominent figures including Chief Minister Andrew Barr, Minister for Sport and Recreation Shane Rattenbury, Director of Sport and Recreation Jenny Priest, Professor Dick Telford and local business owners, setting the stage for an even bigger Active Kids Challenge in 2016.

2015 Participation Statistics

	2015	2014
Number of Schools	55	67
Number of Classes	825	842
Number of Students	21,450	21,050
Public Schools	43	45
Catholic Schools	9	14
Independent Schools	3	8

Program Resource Summary

2015
Classroom Wall Chart
Family Wall Chart
PLAY resources (UC RISE) & Instructional video
Promotional & Ambassador video clips
Weekly E-News
Les Mills "Born to Move" exercise classes
Icon Water bottles, Sportsman's Warehouse "Hickies"
Healthy Expert advice
Participation Certificate



Our Programs – 2015 Overview

Ride or Walk to School

- The Ride or Walk to School program has continued to grow in 2015. 30 new schools joined the program, as per the Healthy Canberra Grant agreement. In addition, extra funding of \$30,000 was provided from ACT Health to bring an additional two schools on to the program for three years. The program delivery is now well honed with improved efficiency, communication and a high level of professionalism. All grant reporting requirements have been met.
- The relationship with ACT Health, Education and Training Directorate and other government directorates continues to grow. PAF has been consulted in the development of the cross-directorate program Active Streets, an initiative trialing a variety of measures in four pilot schools to address barriers to participating in active travel. PAF was represented at the ACT Government's Healthy Canberra Forum as well as the working group establishing the Active Travel Office and is now a member of the advisory group.
- 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 number of students participating in active travel but increasing the confidence and skill level of students.
- University of Canberra Intern Sarah Slattery worked with PAF to provide general program support as well as undertake a research project with pilot schools on the program. The three-year commitment, and funding, ceases for pilot schools at the end of 2015. The research was commissioned to measure the effectiveness of the program, the intentions of the school beyond 2015 and the support they think they will need moving forward.
- A full report is still being finalised but initial findings from both Principals and Coordinators are that the program was effective at raising awareness and participation in active travel and that schools intended to continue to promote active travel in their school. They expressed a desire to continue to be able to seek support from PAF when required and that there would be elements of the program they would consider self funding (such as BMX and self-defence workshops). Support packages will be developed and provided to pilot schools by the end of term 4.
- The RWTS Program Manager was commissioned by ACT Health to undertake the project management of Safe Cycle teacher training videos including script development, shoot coordination and content approval.
- Following consultation with ACT Health, PAF has made an initial 2016/17 budget submission for continued and increased funding to deliver the program to 100% of ACT Primary Schools.



Our Programs – 2015 Overview

Ride or Walk to School – 2015 highlights

- 32 new schools commenced on the program in 2015. All 32 schools completed planning and survey requirements with support from Program Manager, prior to receiving their school bikes. Continued support provided to 20 existing schools.
- A media event was held at Curtin Primary School on 8 April to promote the program and celebrate the delivery of school bikes with ACT Health Minister Simon Corbell. Media coverage was achieved with a live cross to 666ABC, Canberra FM and the Canberra Times.
- New Safe Cycle 5/6 curriculum-linked resource kit produced and distributed to all primary schools on the program. Two teacher training sessions were held in February and November with more than 20 teachers participating. Safe Cycle teacher training is now TQI accredited for teachers.
- Group teacher training was run by Bill Caddy in 29 schools. Sessions focused on showing teachers the basics of the new bikes and provided suggestions on activities they can run using the school bikes.
- Bike Maintenance workshops run by Bike Culture and Backbone BMX with teacher and parent representatives from five schools.
- Self Defence Protective Behaviour Workshops run by Lee's Taekwondo – 116 sessions in 39 schools
- BMX Skills Workshops run by FACT BMX to more than 2,000 students in 40 schools.
- Personalised walking and riding maps developed, checked and approved by all new 32 schools. Maps currently undergoing a redesign (inline with Active Streets materials) and will be ready for distribution early next year.
- Event support provided to schools for one event per term.
 - Term 1 and 2 are nationally run events, National Ride2School Day and Walk Safely To School Day (WSTSD). PAF coordinated local media coverage for WSTSD at Hughes Primary School with coverage received with WIN TV.
 - Term 3 and 4 are events developed by PAF exclusively for the program – Winter Walk to School Week and Ride Safe To School Week. Beanies and posters were produced and distributed for Winter Walk to School Week. Media release was distributed and picked up by Canberra FM radio. Ride Safe To School Week saw the production of wrist bands, posters and a competition for students. A media event was held at Farrer Primary School with Minister Shane Rattenbury in conjunction with ACT Policing, Freestyle ACT BMX and Lee's Taekwondo. Coverage received on WIN TV and Canberra₁₃ FM. Extensive social media campaign implemented for the week on Facebook and Twitter.



Our Programs – 2015 Overview

Active Workplace Challenge 10min Turnarounds

- The inaugural Active Workplace Challenge 10min Turnarounds campaign, targeting sedentary behaviour in the workplace setting, exceeded expectations in terms of awareness and media coverage of the issue and approach, along with actual registrations in the initiative.
- The 4 week recruitment campaign was PR and media communications led and included direct and online communications to reach prospective participants. A registration launch event was held on 18 September at Campbell Primary School - a combined 2015 Active Kids Challenge wrap up and Active Workplace Challenge event – to leverage the awareness of the Active Kids Challenge to drive interest and registrations in the inaugural Workplace Challenge. The event featured a Sydney Olympic Podium and relay batons to embody the theme of active kids passing the baton to active adults, featuring special guests including the ACT Chief Minister & Foundation Patron Andrew Barr, Sport & Recreation Minister Shane Rattenbury, Professor Dick Telford, University of Canberra Research Institute of Sport & Exercise, Foundation Partners & 200 Students & Teachers from Campbell Primary School.
- A high level of media interest and coverage was generated, covering the issue and the unique campaign approach, including Canberra Times online and print articles, 4 x 666 ABC Canberra interviews, (Louise Maher, Hannah Wamsley, Jo Lavery), Canberra FM News (106.3FM, 104.7FM) . Foundation generated social media coverage was also strong with multiple posts and shares reaching a large audience;
 - ACT Active Workplace Challenge kicks off.. 860 (reach), 14 shares
 - Has your workplace signed up to the FREE.. 632 (reach), 3 shares
 - Woo hoo - The Staff at the Physical... 301 (reach), 1 share
 - Next time we have a “great” idea like the... 1,462 (reach)
- The materials developed for the inaugural campaign included 40 x Ten Minute Turnarounds, A3 Desktop poster, AO Workplace poster and media and online content incl E-news, Facebook posts/images.
- Active Workplace Challenge participants will be asked to complete a brief survey regarding the messaging awareness and any behavioural change as a result of their participation in the Challenge, which will be valuable in refining the initiative.
- The Foundation is currently in discussion with Healthier Work regarding a further 2 campaigns in 2016.



Our Position

2015 has seen a high level of marketing and communications activity in driving awareness of the Foundation as a credible preventative health agency, with an increase in the events/media communications, key stakeholder participation and online/social media communications.

With continued strategic direction from valued Marketing Partner Coordinate, including ongoing implementation of the brand review recommendations developed in 2014, the Foundation has continued to progress each of the key areas, per;

- Development of PAF brand material and positioning tactics
- Review of PAF communications within the scope of program communication
- Refresh website to lead with brand, supported by programs.
- Development of media partnerships to provide a platform for brand communications
- Development of a PR strategy to increase opinion leadership
- Development of a social media strategy to build profile and connect to parents.

Key 2015 outcomes include;

- Increased use of PAF web site for online program registrations and bookings
- Increased social media use and engagement including 468 Facebook Likes (136 in January) and average post reach 1556, engaging content, eg. Ride or Walk to School event images with Constable Kenny Koala, PAF CEO and Program Manager (6000+ reach, 74 likes/comments/shares, 274 post clicks)
- Re-establishment of PAF Twitter account
- Increased number of events and media coverage, to showcase respective programs, objectives and respective stakeholders

With an improved baseline position, 2016 will see a continued coordinated approach to marketing and communications, guided by strategic advice from Marketing Partner Coordinate and implemented by the Management team with assistance from the Coordinate and 26Hundred design teams.