



**Physical Activity**  
Foundation

All Kids, More Active, More Often!

2016 Annual Report



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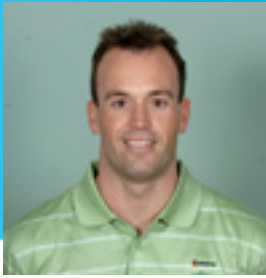
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## From the Chair – Adam Pine OAM



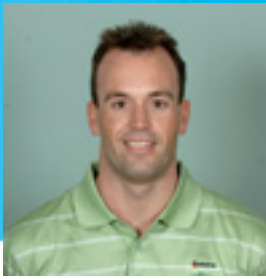
As an organisation, we again reached our peak performance in 2016 in terms of staff and program reach, whilst the issue we face continues to also grow.

I have been most proud of our Foundation's continued and consistent advocacy against the effects of sedentary lifestyles. The link between physical activity and good health is well established but there is still work to be done. Participation in regular physical activity, which is particularly important for children, supports several life-long benefits including the contribution to long-term health and the prevention of chronic disease. We continue to be passionate about engaging the ACT to increase physical activity levels so we can fight the onset of obesity and related chronic diseases.

Whilst I am proud of what we do I am also particularly impressed with how we do it and being recognised in 2016 as a finalist in the Telstra Business Awards. What great recognition for our team and our people.

Thank you to all Physical Activity Foundation (PAF) staff and board members for a successful 2016 particularly our energetic and enthusiastic management team lead by CEO, Lucille Baillie. Lucille is the heart of the organisation and has fostered strong momentum and support in the delivery of our core activities whilst generating many more ideas and new initiatives that are now underway. Lucille has found her feet after three years 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 in a challenging environment. 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.





## From the Chair – Adam Pine OAM



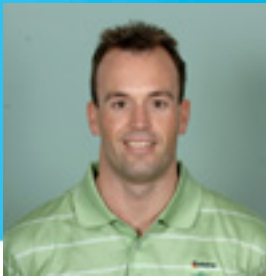
The 2016 year has been packed with events and achievements. We successfully delivered our flagship government funded programs into local schools. The Active Kids Challenge and the Ride or Walk to School program. After starting in 2008, the Active Kids Challenge has been a staple on the ACT School Term 3 calendar for the past nine years - delivering and promoting 60mins of physical activity everyday and engaging more than 160,000 participants through the life of the program. Sadly, this program will not continue in its current form, however, as one door closes another opens and the Foundation, leveraging the expertise of Harriet Walker will now manage the coordination of the PE Pulse program, plus has been tasked with increased and expanded delivery of Ride and Walk to school.

This year we saw existing partners ACT Sport and Recreation and ACT Health, Coordinate, Club Group, Sportsman's Warehouse, Fyshwick Fresh Food Markets, Eastlakes, Orthoclinic, Tabcorp ACT, Cool Chilli, Icon Water and the University of Canberra return in support of the Foundation. I must sincerely thank them for all helping us exist and continue our great work.

As one era of program advocacy with the Active Kids Challenge comes to an end, the future is exciting and CEO Lucille Baillie is ensuring our organisation is continuing to thrive in the push to get all Canberran's moving.

The Foundation is well placed to continue the successful delivery and expansion of Ride or Walk to School – starting back in 2012 with just 11 Schools participating, positive results and continued funding from the ACT Government will see this great program delivered to more than 30,000 kids at 84 Primary Schools by the end of 2017. It's Your Move – Safe Cycle for High Schools will see hundreds more students from 24 High Schools utilising active travel by the end of 2017. Our cycling programs, lead by Program Manager Emma Tattam have seen an exciting evolution in health promotion delivery and our team has worked hard to deliver impactful programs and secure additional funding to get more kids active!





## From the Chair – Adam Pine OAM

The Active Workplace Challenge which was introduced in 2015 has continued to grow with support from our partner Healthier Work and offers an opportunity for the corporate segment of Canberra to get active and promote activity to their workforce.

The Physical Activity Foundation social media platforms have continued to grow and help us have an active voice by spreading our message and promoting our partnerships. This growth and promotion continues without a dedicated communications team and the Foundation's management team continues to leverage our Board and Partners' expertise help to spread the word about our great work.

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 people and our great Board for their time and passion.

Thank you to our commercial sponsors and partners: ACT Department of Sport and Recreation, Eastlake group and Kaleen Sports club, Bendigo Bank, Coordinate, Toadies Club, Healthier Work, Club Group, Sportsman's Warehouse, Fyshwick Fresh food Markets, Grin and Bear It Photography, Orthoclinic, Cool Chilli, Icon Water and The University of Canberra.

Thank you to our long serving Patron, ACT Chief Minister Andrew Barr for his ongoing support of the Foundation 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!***

*Adam Pine*

Adam Pine OAM  
Board Chair 29 March 2017





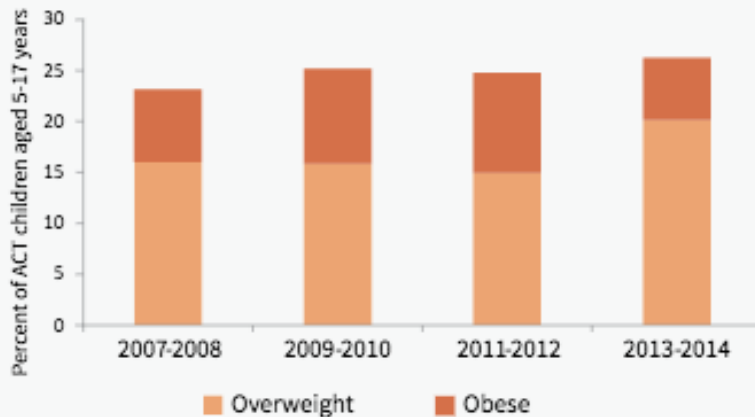
## From the CEO – Lucille Bailie

Just when we thought it was business as usual at the Foundation, 2016 saw increased activity on top of our core business with new funding to expand the Ride or Walk to School program, a successful bid to take on management of the PE Pulse Network, increased media and online coverage of our program activity, topped off with the Foundation being announced as a finalist in the 2016 Telstra Business Awards!

Unfortunately, the Foundation's *raison d'être* – reducing the incidence of lifestyle related disease and illness – is not abating and the need for considered, evidence based and innovative health promotion and preventative health initiatives, is greater than ever. We've always focused on the delivery of programs that help kids get some form of physical activity every day and with the 2016 ACT Chief Health Officer's report showing that the rates of overweight and obesity in young people remained stable compared to the 2014 report – **around 25% of kids aged 5 to 17 years are overweight or obese** - we're motivated to do more and to do better.

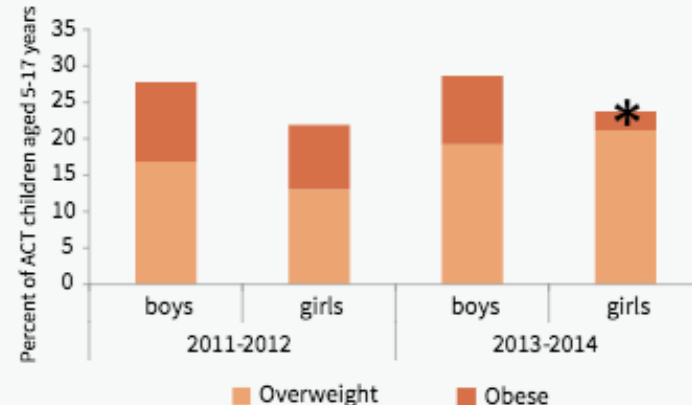
*Extracts from the 2016 ACT Chief Health Officer's report*

### Children who are overweight and obese



Source: ACT General Health Survey, 2007–2014.

### Boys and girls who are overweight and obese



Source: ACT General Health Survey, 2011–2014.

\*Value has a relative standard error of 25–50% and should be used with caution.



## From the CEO – Lucille Bailie (cont.)

In order to be in a position to continue to raise awareness and deliver effective programs, the Foundation must continue to expand its revenue base and whilst we'll continue to work with like minded Government partners to expend important preventative health funding, increased and diversified income from non government sources is critical to our ongoing viability.

The Foundation has all the right tools and an approach that's second to none – from our People - in particular our skilled and passionate Management Team of Harriet Walker, Emma Tattam and Lucille Bailie - to our Board Members who each bring invaluable expertise and input. Our partners – from leading local marketing agency Coordinate to authentic and passionate business supporters like Alannah McGee from Sportsmans Warehouse – the cliché is true, that we simply couldn't do it without your support.

Thanks to all of our program participants – and in 2016 there was more than 30,000 of them - ACT Primary School kids who participate in Ride or Walk to School or the Active Kids Challenge plus another 1,000 adults who took on our Get Active Challenge to reduce sedentary behaviour in the work place. And to our media partners – invaluable in helping us talk about what we do – a massive thank you and please keep up the good work in helping us raise awareness of the undesirable and unsustainable issue of overweight and obesity and the need for everyone to be active very single day.

### *Extracts from the 2016 ACT Chief Health Officer's report*

Comparing the data presented in *Healthy Canberra* with data from 20 years ago presents a mixed picture. For example, while the rate of Canberrans who smoke has decreased from 21% (in 1995) to 10% (in 2014), the rate of adults who are overweight or obese has increased from 40% (in 1995) to 63% (in 2014).

**Boys were more likely to be overweight (including obese) than girls.**

The proportion of overweight and obese children aged 5-17 years was 26% in 2013–2014, similar to the 23% proportion in 2007–2008.

A smaller proportion (15-16%) of younger children (aged 5-6 years) were overweight or obese and this trend has remained stable over the last 5 years.

Similar proportions of children were overweight and obese in the ACT and Australia.



## From the CEO – Lucille Bailie (cont.)

With a major year of hard work and achievements under our belts in 2016, the Foundation has some clear strategic priorities to guide our work plan throughout 2017, namely;

- Increase and diversify our revenue base including funding and delivery opportunities 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 review other effective health promotions and organisations for collaborations and opportunities

Thanks again to absolutely everyone involved in the great work the Foundation delivers.

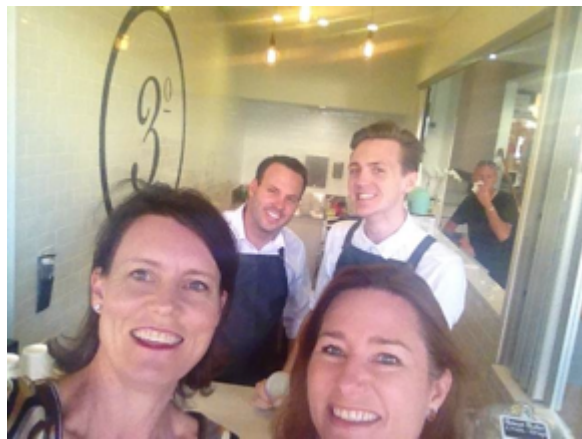
We're looking forward to improving and expanding our approach for greater impact in 2017.



**Lucille Bailie**

**Chief Executive Officer**

**29 March 2017**





# Our People

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

Adam Pine OAM (Chair) – Elite Sport, Carrie Graf OAM (Deputy Chair) – Elite Sport, Harriet Walker - Nutrition, Mick Spencer - Business, Jayson Hinder (ceased 27 Apr16) - Legal, Dr Warren McDonald – Sports Medicine, David Stephens - Finance, Shaun Creighton - Legal, Lucille Bailie – Business, Stephanie Lynch (effective 27Apr16) - Legal, Jessica Mellor (effective 26Oct16) – Project Management

### *Board of Directors Board Meetings – Attendance Summary 2016*

	Adam Pine	Carrie Graf	Dr Warren McDonald	Harriet Walker	Mick Spencer	Jayson Hinder	David Stephens	Shaun Creighton	Lucille Bailie	Steph Lynch	Jess Mellor
24Feb16	✓	✓	X	X	✓	✓	✓	X	✓	NA	NA
27Apr16	✓	✓	X	X	✓	X	✓	✓	✓	X	NA
27Jul16	✓	✓	✓	✓	✓	NA	✓	✓	✓	✓	X
26Oct16	✓	X	✓	✓	X	NA	✓	✓	✓	✓	✓
7Dec16	✓	✓	X	✓	✓	NA	✓	X	✓	X	X
29Mar17-AGM	✓	✓	✓	✓	✓	NA	✓	X	✓	✓	✓



# Our People (cont.)

## Management Team

Lucille Bailie, Chief Executive Officer (4 days pw) – Business

Emma Tattam – Ride or Walk to School Program Manager (3-4 days pw) – Marketing

Harriet Walker – Active Kids Challenge/PE Pulse Manager, Active Workplace Challenge Manager (3 days pw) – Physical Activity

## 2016 Interns

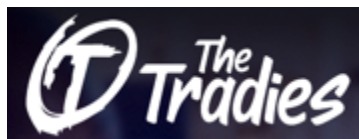
Lauren Meggs, Bachelor of Science (Psychology)/Bachelor of Sports Coaching and Exercise Science, University of Canberra

## 2016 Volunteers

Marianna Tolo, Bachelor in Sports, Coaching and Exercise Science, University of Canberra, Professional Basketballer



# Our Partners



## Key Organisational and Program Suppliers

First Class Accountants (Accounting and financial reporting), 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 – 2016 Summary

Government/Corporate Partner	Level	2016	2015	2014
ACT Government – Health	Major	✓	✓	✓
ACT Government – Sport and Recreation (Active Canberra)	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)	✓	✓	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 – 2016 Snapshot



Active Kids Challenge	Ride or Walk to School	It's Your Move – Safe Cycle	Healthier Work Workplace Activity Challenge	PE Pulse
<b>21,450 kids from 55 Primary Schools</b>	<b>20,000 kids from 52 Primary Schools</b>	<b>Target of 24 High Schools (by Dec17)</b>	<b>1055 employees from 99 workplaces</b>	<b>Targeting ACT Schools/Teachers and Sport and Recreation organisations</b>
Funding partner – ACT Sport & Rec Funding agreement – Sport and Rec Grant 2014-16, \$110K pa	Funding partner – ACT Health Funding agreements - Healthy Canberra Grant 2014-16, \$135K ACT Health Contract 2016-19, \$110K	Funding partner – ACT Health Funding agreements – ACT Health Contract 2016-19, \$95K	Funding partner – Healthier Work Funding agreement – 2016, \$5K	Funding partner – ACT Sport & Rec/ACT Govt Healthy Weight Initiative Funding agreement – 2016-18, \$80Kpa
An 8 week health promotion delivered free of charge to ACT Primary Schools.  “Challenging kids to get 60mins of activity every day.”  Program includes Teacher, Classroom and Family resources, free activity classes, monthly e-news.	A comprehensive ongoing program delivered free of charge to ACT Primary Schools.  “Active travel is a great way for kids to achieve 60 mins 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 includes bikes, helmets, Safe Cycle education, electronic tagging system Teacher professional development.	A 4 work workplace activity program delivered free of charge to ACT Workplaces.  “Challenging adults to get 30 mins of activity each day at work.”  Program includes workplace and desktop activity charts, e-news.	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.



# Our Programs – 2016 Overview

## *Active Kids Challenge*

- The Active Kids Challenge was launched by the ACT Chief Minister and Foundation Patron Andrew Barr on Wednesday 20 July, with some colourful and enthusiastic help from the students and Teachers at Namadgi School. The event featured a giant game of balloon volley ball which saw the Namadgi School hall filled with colourful balloons and ecstatic children.
- The event received excellent media and online coverage and reach including WIN News, the Canberra Times and Foundation and Partner Facebook post reach.
- The 2016 Challenge saw 21,652 kids from 825 classrooms at 55 taking part, a 5% increase in registrations compared to 2015 and an average registration per school of 15 classes, indicating more whole school registrations, in line with 2015 registration trends.
- The Challenge built on the previous 8 years of the program and continued to champion the message that children need 60 minutes of physical activity every day for good health and positive long term health outcomes..
- The Challenge saw the consolidation of a number of changes and improvements made over the previous two years. The development of the AKC kit was reported by a number of teachers a highlight of Challenge this year, which saw a printed set of the PLAY resources sent out to every classroom participating in the Challenge.





# Our Programs – 2016 Overview

## ***Active Kids Challenge (cont.)***

- Highlights from the 2016 Active Kids Challenge include:
  - the development of Active Kids Challenge Classroom kits, with 40 PLAY resources for every teacher taking part
  - 15 schools booking Club Lime Born To Move classes
  - Media coverage via WIN local news, Canberra Times and Canberra Weekly across all major events
- Feedback from teachers has continued to be a challenge when gaining data for the evaluation process. The pre-Challenge questionnaires saw over 100 respondents, and the post-challenge survey received 10 responses. However, the feedback provided has been valuable in getting an understanding into the primary school education landscape in the ACT. All feedback goes towards improving the communication methods, programs delivery and many other aspects of the Active Kids Challenge.
- The Active Kids Challenge saw all sponsors maintain their support for 2016 and leveraged the support of sponsors to provide a quality program to the students of the ACT.
- The Active Kids Challenge continued to benefit from the support of Foundation Patron and ACT Chief Minister Andrew Barr, the design and marketing skills of Coordinate and our valued partners, Sportsman's Warehouse, Icon Water, Club Lime, Orthoclinic, Cool Chilli, Grin and Bear It Photography, Fyshwick Fresh Food Markets and Eastlakes.





# Our Programs – 2016 Overview

## *Active Kids Challenge (cont.)*

- A research project was conducted by University of Canberra Exercise Science and Sports Management student and Foundation Intern Lauren Meggs, surveying teachers participating in the Challenge, to find out what aspects were most beneficial and in particular, looking at the use of the Physical Literacy Activity Yearbook activities provided via UC.
- Lauren also undertook a review of health promotion programs available to special needs children, before developing a grant application (ACT Sport and Recreation grants program) to expand the Challenge to better meet the needs of special needs students and teachers, although was unsuccessful.
- The 2016 Challenge was concluded with an event at long time participant Black Mountain School, with a number of students, Dr Chris Bourke and special guests taking part in a Born to Move class, presented by Foundation partner Club Lime.
- More great media coverage by the Canberra Times, WIN News and Foundation and Partner Facebook posts provided terrific reach and awareness.
- 2016 was the final year of funding for the Active Kids Challenge in its current format, with the project management wrapping up in October 2016, upon the Foundation being engaged to deliver PE Pulse.

### *2016 Participation Statistics*

	2016	2015
Number of Schools	55	55
Number of Classes	825	825
Number of Students	21,652	21,450
Public Schools	40	43
Catholic Schools	12	9
Independent Schools	3	3

### *Program Resource Summary*

2016
Classroom Wall Chart
Family Wall Chart
A set of 40 printed PLAY resources (UC RISE)
2 x 45 minute Born to Move Classes offered by Club Lime
Year 2 oral Hygiene classes offered by Orthoclinic
Discovery Trail Tours offered by Icon Water
Participation Certificate





# Our Programs – 2016 Overview

## *Ride or Walk to School*

- Ride or Walk to School is a cycling skills and education program to get kids riding and walking more often! The program is available at no cost to Schools and is designed to drive cultural change within School communities and increase active travel.
- 52 schools participated in the Ride or Walk to School program in 2016 including 11 'pilot' schools who have completed their official three year commitment, 8 'group 2' schools in their final year and 33 'group 3' schools in their second year of program participation.
- The program delivery is now well honed with improved efficiency, communication and a high level of professionalism. All grant reporting requirements were met throughout 2016 and key program elements continue to be delivered including teacher training, BMX and self defence student workshops, event support, support by program manager and community engagement.
- In 2016, funding was secured to expand the program to 16 new schools under a modified model utilising hire bikes with considerable effort and consideration led by the Foundation, required to establish a suitable delivery mode within the constrained funding allowance. Nine schools have since registered for the modified version of the program and will remain supported until at least December 2018.





# Our Programs – 2016 Overview

## *Ride or Walk to School*

- Further additional funding for an additional 16 schools to join the Ride or Walk to School program was secured by the Foundation via the ACT Government's 2016/17 Budget, increasing the recruitment target to 32 new Schools. The additional funding saw the procurement of a set of primary school hire bikes with a custom built storage trailer and an expanded agreement with Box of Bikes to service and deliver the bikes to schools.
- The Foundation's key stakeholder relationships with ACT Health, Education Directorate and other government directorates continue to grow with the Foundation consulted in the development of the cross-directorate program Active Streets, along with representation and an active role by the Foundation on the ACT Government's Active Travel Advisory Group.
- A significant undertaking in 2016, was the engagement of First Person Consulting to complete a full evaluation of the Ride or Walk to School Program since its inception in 2012. ACT Health and the Foundation have jointly engaged the organisation to deliver the evaluation program, which will provide valuable insights and evidence regarding the impact of the program on behavioural change.





# Our Programs – 2016 Overview

## *Ride or Walk to School*

- 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.
- From its inception in 2012 with 11 Schools participating in the program, Ride or Walk to School expanded to 52 Schools in 2016 (and more than 20,000 students) with further expansion to 84 Schools into 2017 (more than 30,000 students).

For Students/Schools	For Teachers	For Parents
Access to mobile bike/helmet equipment	Teacher professional learning (2 hour sessions, TQI accredited)	Active Streets road safety information via communication campaign
Safe Cycle 5/6 cycling skills program – aligned to the Australian Curriculum	E-news/per term email communications	
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		





# Our Programs – 2016 Overview

## *It's Your Move – Safe Cycle*

- 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.
- 2016 saw significant refinement of the program model within available funding, the engagement of local business Box of Bikes to construct a storage and transport trailer and manage the bike loan system between participating schools.





# Our Programs – 2016 Overview

## It's Your Move – Safe Cycle (cont.)

- The Foundation has also played a key role working with ACT Health and Education to develop an online version of the Safe Cycle resource, including game-based student learning and teacher training.
- At end 2016, 3 high schools had signed up to It's Your Move – Safe Cycle with recruitment planning well and truly underway for additional schools to participate into 2017.

For Students/Schools	For Teachers
Access to mobile bike/helmet equipment	Teacher professional learning (2 hour sessions, TQI accredited)
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	





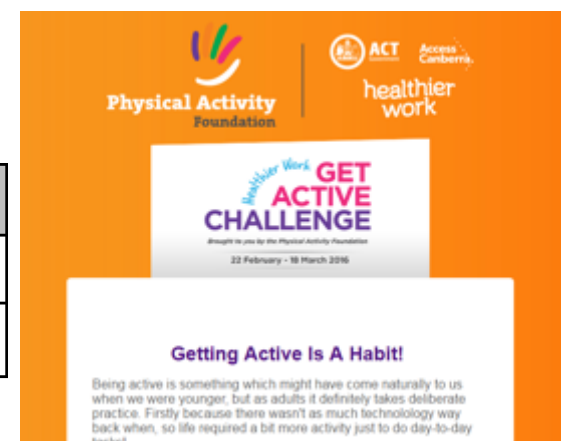
# Our Programs – 2016 Overview

## Healthier Work Get Active Challenge

- Following the success of the inaugural Active Workplace Challenge 10min Turnarounds campaign in October 2015, ACT Government agency Healthier Work was keen to support the Foundation in the delivery of another Workplace Activity Program.
- The Healthier Work Get Active Challenge - a health promotion program aimed at people within the workplace who are unlikely to be habitually meeting recommended exercise/movement targets of 30 minutes most days - was developed and delivered over 4 weeks in late Feb- early March, utilising insights from the inaugural workplace campaign. The program is an entry level health promotions approach aimed at getting any employee active in the work day.
- More than 1000 participants registered for the Challenge with participants from predominantly government workplaces and professionals (79%), with 5% Blue Collar industries and 16% Pink Collar workplaces, seeing an increase of pink collar sector workplaces joining in compared to the 2015 challenge.
- The key objectives of the program were;
  - To recruit workplaces to undertake the Workplace Challenge
  - To raise awareness in the workplace of the importance of regular physical activity in an engaging and approachable manner
  - To create a communication channel to advertise and attract registrations to the Healthier Work program

### Workplace Physical Activity Challenge participants

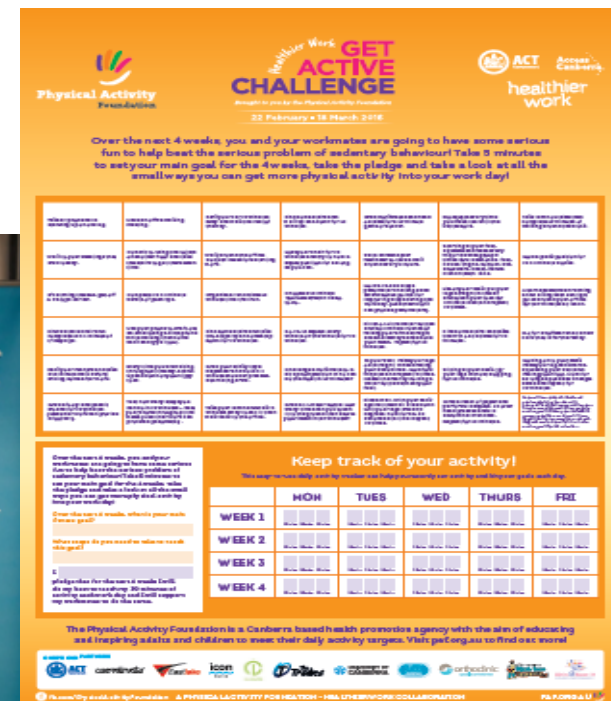
	Workplaces	Participants	White Collar	Blue Collar	Pink Collar
2016	75	1066	59	4	12
2015	99	799	93	4	2



# Our Programs – 2016 Overview

## Healthier Work Get Active Challenge (cont.)

- Weekly e-news was sent to participants throughout the 4 week Challenge with an average 25% open rate and awareness of the Challenge was driven through the following channels;
  - Healthier Work and Foundation Facebook posts/reach
  - Media release
  - ACT Government General Notices and flyer
  - Health and Wellbeing Network meeting
- The corporate sector represents an important target demographic for initiatives that promote increased physical activity, however appropriate start up funding is required for the Foundation to allocate future resourcing.



Physical Activity Foundation

Healthier Work **GET ACTIVE CHALLENGE**

22 February - 18 March 2016

ACT Government healthier work

Over the next 4 weeks, you and your workmate are going to have some serious fun to help beat the serious problem of sedentary behaviour! Take 5 minutes to set your main goal for the 4 weeks, take the pledge and take a look at all the small ways you can get more physical activity into your work day!

Management	Administrative	Business Development	Customer Support	Finance	Human Resources	IT	Marketing	Operations	Product Development	Project Management	Quality Assurance	Research & Development	Sales	Support Services	Training & Development
... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...	... (text) ...

Keep track of your activity!

	MON	TUES	WED	THURS	FRI
WEEK 1					
WEEK 2					
WEEK 3					
WEEK 4					

The Physical Activity Foundation is a Canberra based health promotion agency with the aim of educating and inspiring adults and children to meet their daily activity targets. Visit [pafo.org.au](http://pafo.org.au) to find out more!

ACT Government | Canberra | ACT Health | ACT Education | ACT Transport | ACT Planning & Environment | ACT Treasury | ACT Police | ACT Fire & Emergency Services | ACT Corrections | ACT Child Protection | ACT Disability Services | ACT Housing | ACT Social Services | ACT Health | ACT Education | ACT Transport | ACT Planning & Environment | ACT Treasury | ACT Police | ACT Fire & Emergency Services | ACT Corrections | ACT Child Protection | ACT Disability Services | ACT Housing | ACT Social Services





# Our Programs – 2016 Overview

## *PE Pulse*

- As an inaugural member of the PE Pulse Network Group, the Foundation was delighted to secure the management of PE Pulse in October 2016 via an ACT Government funding agreement with the very clear objective of building the service into an effective mechanism to support ACT Teachers and Schools in the delivery of quality Physical Education.
- After an initial assessment of the progress to date, work quickly began with the Foundation leading key stakeholders to develop measurable objectives within an evaluation framework, along with mapping out work plans to grow the brand and profile of the Network, the Service Providers, ie local sport and recreation organisations and our customer base, ie ACT Schools and Teachers.
- The Foundation's valued research Partner University of Canberra was engaged to develop the research program with a comprehensive approach in development.
- The building blocks of a great service are well and truly in place and 2017 will see exciting progress as we take a considered approach and expand the PE Pulse Network service over the initial contract term of 2 years and beyond.







# Our Positioning

The Foundation is establishing itself as one of the predominant health promotion agencies in Canberra, with an evidence based approach to the development and delivery of programs to promote increased physical activity. In general terms, our approach includes being great at program development and delivery, and at the same time, shining a big spotlight on the issue and our approach, through a structured marketing effort.

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 overweight and obesity and the efficacy of our approaches. We want to lead a continued conversation about the importance of physical activity and 2017 will see a continued and refined effort across key marketing areas, in summary;

**Branding** – 2016 saw consistent use of our key program brands Ride or Walk to School and Active Kids Challenge, with the introduction of PE Pulse and It's Your Move Safe Cycle for High Schools. The Foundation logo is attached to each program brand, driving awareness across all program materials and activity.

**Media and online communications** – this fast growing and relatively inexpensive channel is the Foundation's bread and butter in promoting our program activities. Traditional media coverage thanks to WIN News (TV), Canberra Times and Chronicle (Print) and Canberra FM (Radio) is a typical element of our media events and PR, with all content able to be re-circulated via Foundation and Partner social media.

**Events** – the Foundation continues to successfully plan and conduct events around significant program milestones, serving as an opportunity to engage key stakeholders including relevant ACT Government Ministers, Sponsors and the local School community.

**Web site** – the Foundation's web site is an important online portal and source of specific program information for our program participants. A web site refresh is underway to showcase individual programs and participation opportunities from early 2017.

**Advocacy and key stakeholder engagement** – periodical meetings with ACT Government Ministers and key funding partner contacts is an important part of our advocacy and engagement approach. As particular issues and opportunities arise, the Foundation seeks out relevant Government representatives to discuss and collaborate.



# Our Finances

- 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, including providing an annual information statement on a calendar year basis. [www.acnc.gov.au](http://www.acnc.gov.au)
- The Foundation's Board of Directors includes David Stephens (Australian Society of Certified Practising Accountants, CPA and Public Practitioner Status) and we engage Peter Baeurhuit, Certified Practising Accountant, Registered BAS Agent 25503697 of First Class Accounts – Woden to provide to provide monthly book keeping and financial reporting services.
- Further to the Foundation's Constitution, an annual audit is conducted by a registered auditor with the organisation's financial records and procedures reviewed and the Board of Directors signing off on the financial statements.
- 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 2016 was from government grants (83%) and other sources including sponsorships (17%) with expenditure on client contact and programs (72%), overheads (19%), fundraising (5%) and administration (4%).
- A key strategic objective for the Foundation is to expand and diversify its revenue base and a work plan to support this objective will continue to be lead by the CEO into 2017, in order to ensure the viability of the organisation into the future.





# Our Future

With the 2016 ACT Chief Health Officer's report showing that childhood overweight and obesity in the ACT has remained stable since the previous report in 2014, with **around 25% of kids aged 5 to 17 years overweight or obese** and equally alarming, **the rate of adults who are overweight or obese has increased from 40% (in 1995) to 63% (in 2014)**, the Foundation must continue to have an impactful role in delivering initiatives to address these sad and telling statistics.

Of little comfort, is the fact that overweight and obesity is not limited to the ACT, with their prevalence steadily increasing in Australia over the past 30 years. According to a report by the National Preventative Health Taskforce (Australia – the healthiest country by 2020 – National Preventative Health Strategy – the roadmap for action, 30 June 2009), **if the current trends continue unabated over the next 20 years, it is estimated that nearly three-quarters of the Australian population will be overweight or obese in 2025.**





## Our Future (cont.)

With poor diet and physical inactivity significant contributors to overweight and obesity levels and the Foundation's concentration on promoting and encouraging physical activity in line with daily recommendations, we will continue ***to consolidate existing approaches and identify new opportunities and collaborations*** to ensure we are having an impactful, meaningful, cost effective and measured significance.

We believe there's not one single perfect health promotion or preventative health solution, rather a range of evidence based, tailored interventions, delivered with a contemporary and cost effective approach. 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 ensure we are part of a collective approach by Government and non Government organisations to drive down the current statistics.

We are committed to our strategic priorities in the areas of finance, marketing and program delivery, we equip ourselves with the best available personal and partnerships and our reason for being is clear every day we come to work. With recent trends indicating a decrease in life expectancy for our kids, through preventable illness and disease such as type 2 diabetes, heart disease and some forms of cancer caused by overweight and obesity, ***this is not a legacy we're prepared to leave our kids.***





Physical Activity  
Foundation

## Our Future (cont.)

**TOGETHER  
WE CAN MOVE  
A GENERATION**