



VICHEALTH HIGHLIGHTS

2017
-2018

ON THE FRONT COVER

Dinasha, 19, is one of our This Girl Can – Victoria ambassadors. She was always told girls don't play cricket. But she won't cop that. She's been playing the sport since she was a girl and believes it doesn't matter if you're good or not – it's about having fun. She reckons juggling her two uni degrees is almost as hard as hitting a six!

Find out more: thisgirlcan.com.au

THIS GIRL CAN

VicHealth research shows that a staggering 52 per cent of Victorian women worry about being judged while exercising. For 41 per cent, this fear of embarrassment has been so bad that it's stopped them from getting active.¹

In 2017, VicHealth built on this research to launch This Girl Can – Victoria, a campaign that **celebrates women who are all kinds of active**. We're getting behind women who are giving it a go and getting active no matter how well they do it, how they look or how sweaty they get.

This is more than a physical activity campaign. This is about **empowering women to feel comfortable in their bodies and in public spaces**. This is about women getting active whenever, wherever and however they choose – without worrying about being judged and **regardless of their background, ability, age or body shape**.

VicHealth's edgy campaign is based on Sport England's counterpart, which was a viral hit.² It's proven to be a winning formula, with the Victorian version achieving a level of success equivalent to its English counterpart in its first year – 1 in 7 women getting active.

We have 25 This Girl Can – Victoria ambassadors. They're real, everyday women from all walks of life, from across the state. They're from different backgrounds, with different ages, abilities, body shapes and sizes. These women have shared their stories about overcoming the fear of judgment to get active – to inspire other women and to show that physical activity is for everyone. These girls certainly can!

Our evaluation found that more than 285,000 Victorian women have been empowered to get active as a result of the powerful This Girl Can – Victoria campaign. Over three-quarters of women who have seen the campaign feel it has helped women increase their confidence and overcome their fear of being judged when being active.³

This is just the beginning of a long-term journey. These are fantastic results for year one of the campaign, but we know there's still work to be done. Three in five Australian women are not sufficiently active and one in five doesn't do any physical activity in a week.⁴ The next phase of This Girl Can – Victoria will launch early next year and we hope to inspire even more women to join the movement.

VICHEALTH HIGHLIGHTS 2017–18

VicHealth Highlights 2017–18 showcases our key achievements from the past financial year and presents the outcomes of some of our major investments. It documents progress on our goals as part of the VicHealth Action Agenda for Health Promotion – our 10-year strategic plan until 2023.

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CHAIR'S REPORT

In 2013, when VicHealth set out a 10-year vision in our Action Agenda for Health Promotion, the finish line for 'One million more Victorians with better health and wellbeing by 2023' seemed a very long time into the future. Now, five years later and halfway to our destination, it is timely to reflect on the journey VicHealth has undertaken to improve the health and wellbeing of Victorians.

Whether it's encouraging regular physical activity, promoting healthy eating, preventing tobacco use, preventing harm from alcohol or improving mental wellbeing, our strategic priorities have created a common purpose. They have focused our investment on where we can best make measurable health gains, and helped us to further strengthen an evidence base for VicHealth and others to deliver and evaluate innovative health promotion interventions.

Underlying these priorities is our determination to advance health equity to enable every Victorian to enjoy the same opportunities for good health and wellbeing. We are doing this by also focusing on gender, youth and community as important drivers of health equity.

I am particularly proud of the progress we have made this year in pursuing initiatives to advance gender equality in Victoria, particularly as it is well established as an underlying driver – or social determinant – of violence against women. Our Gender Equality, Health and Wellbeing Strategy, with its strong multi-sector partnership model, will inform our approach over the next two years, with a commitment from VicHealth to getting more women and girls active and healthy, and improving gender equality.

This year we launched This Girl Can – Victoria, an exciting new world-class campaign, originally developed by Sport England, which calls on women to share their stories of getting active, regardless of their fitness level, ability or how they look. VicHealth is working with the Victorian Government to deliver the campaign, which aims to inspire other women to overcome the fear of judgment that stops them from participating in physical activity.

Through our second Leading Thinkers residency, we are focusing on behavioural insights to explore two gender equality issues: media reporting of women's sport and gendered recruitment bias in job advertisements. VicHealth invests in many partnerships to advance emerging priorities such as this. Another example is the development of resources to build resilience in young people as they face unprecedented life changes. These include the teaching of gender equality in schools and workplaces and a 2017 *Bright Futures* report on how the megatrends we identified in 2015 for young people will impact young migrants and refugees.

Based on what our research and partners tell us are the persistent and emerging health issues for Victorians, our work aligns with and contributes to the Victorian Government's health policy directions. VicHealth also engages and shares knowledge with like-minded organisations locally, nationally and internationally. Our ongoing work with national alcohol bodies, for example, contributes to addressing risky drinking behaviours not just in Victoria, but Australia-wide, as does our Salt Reduction Partnership Group to achieve national reductions in dietary salt consumption.

“ **Our Gender Equality, Health and Wellbeing Strategy, with its strong multi-sector partnership model, will inform our approach over the next two years, getting more women and girls active and healthy, and improving gender equality.** ”

On behalf of the VicHealth Board, I would like to thank the Victorian Minister for Health, The Hon. Jill Hennessy MP, for her ongoing support and leadership. I also thank the Minister for Mental Health, The Hon. Martin Foley MP; the Minister for Sport, The Hon. John Eren MP; the Minister for Women and Prevention of Family Violence, The Hon. Natalie Hutchins MP; other ministers and advisers; and Members of the Victorian Parliament.

Thank you to the Victorian Government, which continues to support our common goal for all Victorians. Thank you, too, to the community, academia, and many others in the public and private sectors. Without you, VicHealth’s ideas would remain just that. Our partnerships bring our ideas to life and take them to communities to create opportunities for health and wellbeing improvement.

I am confident that we are on track to achieve our goals and look forward to working closely with my colleagues on the VicHealth Board and with the management team as we embark on the next five exciting years.

Fiona McCormack
Chair, VicHealth





CHIEF EXECUTIVE OFFICER'S REPORT

Who'd have thought a tax on tobacco 31 years ago could so profoundly impact the health and wellbeing of Victorians? The groundbreaking *Tobacco Act 1987* not only drove the globally emulated Quit Program, which significantly reduced smoking rates, it also created VicHealth.

As the world's first health promotion body, VicHealth has pioneered primary prevention approaches – where lifestyle, behavioural and environmental changes can positively impact Victorians before chronic health problems arise. It has inspired a focus on innovation, sharing knowledge and ensuring the sustainability of proven initiatives.

The case for health promotion to prevent and tackle ingrained health problems remains strong, but our priorities continue to evolve. With changing challenges of modern life and our approaches to these challenges, VicHealth's role as an innovator and change agent is as relevant as ever. We continue to occupy a unique space in health promotion, contributing significantly to the Victorian Government's health and wellbeing policies while innovatively pursuing our agenda to address intractable health issues. VicHealth transparently builds on the work of others, strengthens the evidence base by investing in research, and trials new interventions for others to scale up and carry into their communities.

Strong, enduring partnerships remain a core value for VicHealth, and we are proud to have collaborated with old and new partners across all levels of government, health promotion, research, sports, arts, workplaces and innovation. Through these partnerships, we continue to deliver work that addresses the factors that impact health and wellbeing, and reach communities where they live, learn, work and play.

Our Action Agenda for Health Promotion, updated in 2016, guides where we invest our money and efforts. Some key programs under each of VicHealth's five

strategic priorities are outlined here, with further details to be found on the following pages or in our annual report.

PROMOTING HEALTHY EATING

- Salt reduction, including the *Unpack the Salt* campaign
- Promoting water as the beverage of choice, including the availability of free drinking water at major sporting facilities.

ENCOURAGING REGULAR PHYSICAL ACTIVITY

- This Girl Can – Victoria, empowering women to enjoy being active without fear of judgment
- Innovation Challenge: Sport, funding ideas to lead sport in new directions to engage those who are less active in social and fun ways
- Active Club Grants, funding hundreds of community sports clubs to increase participation opportunities.

PREVENTING TOBACCO USE

- Embedding evidence-based smoking cessation support into all health services (doctors, hospitals, mental health services), making it accessible to everyone
- Funding campaigns to encourage people to quit smoking, targeting population groups where smoking remains high.

PREVENTING HARM FROM ALCOHOL

- Alcohol culture change, targeting subpopulations where risky drinking and risk of alcohol-related harm is greatest.

IMPROVING MENTAL WELLBEING

- Bright Futures Challenge, addressing matters that impact young people's mental wellbeing
- Bystander Research Project, addressing gender work, particularly in the primary prevention of violence against women.

“ VicHealth continues to occupy a unique space in health promotion, contributing significantly to the Victorian Government’s health and wellbeing policies while innovatively pursuing our agenda to address intractable health issues. ”

Supporting our strategic imperatives is a focus on the broader social, economic and lifestyle factors that determine and drive our health choices. VicHealth’s engagement with these broader drivers is currently through three key themes where social determinants of health meet: gender, youth and community.

Behind this is our focus on health equity – recognising that not everyone enjoys the same opportunities to lead a healthy life, and taking steps to correct this. Our Health Equity Strategy aims to put equity in everything, strengthen the capacity of the health promotion sector and influence social equity to improve health equity.

Gender equality is a critical determinant of health and wellbeing, not only for women but also in contributing to improved quality of life for men. Our new Gender Equality, Health and Wellbeing Strategy and This Girl Can – Victoria campaign were launched; the latter reinforcing the government’s Change Our Game initiative in encouraging more women and girls to participate in sport and physical activity.

Our Youth, Health and Wellbeing Strategy seeks to empower young people to lead decision-making about programs to enhance resilience and social connections. The Staying on Track initiative, for example, brings together a diverse group to help us identify the support 18–25-year-olds need during the gap between education and employment.

Community has been and remains a crucial setting for the trial and delivery of VicHealth’s health promotion and prevention. We are continuing to work with individual communities, such as the Latrobe Valley, where we know from the Hazelwood Mine Inquiry that knowledge, expertise and resources are needed to empower the community to drive its own health solutions. VicHealth is also supporting social cohesion in culturally and linguistically diverse communities.

In 2017–18, our work continues to align with the Victorian Government’s health priorities and complement the work of other agencies.

Thank you to the dedicated VicHealth team for its tireless enthusiasm in driving the goal towards better health and wellbeing for Victorians. Our Board has continued to provide us with expert leadership and support under Chair Fiona McCormack. I thank Fiona and the rest of the Board for their wise counsel and oversight.

I would also like to thank our many partners in all levels of government; the not-for-profit sector; organisations and individuals working in health promotion, health, sports, research, education and the arts; local communities; the private sector; and the media for their ongoing commitment to our work and their willingness to try out new ideas and pilot new approaches to health promotion. We could not do what we do without your community connections, your local knowledge and your ability to scale up and share our successes.

The Victorian Government’s support for the work of VicHealth, and its willingness to partner with us to achieve even greater things, is a source of great joy to me personally and inspires confidence in our staff members that their work is valued by and valuable to government. I thank the Minister for Health, The Hon. Jill Hennessy MP; the Minister for Mental Health, The Hon. Martin Foley MP; the Minister for Sport, The Hon. John Eren MP; and the Minister for Women and Prevention of Family Violence, The Hon. Natalie Hutchins MP for their support.

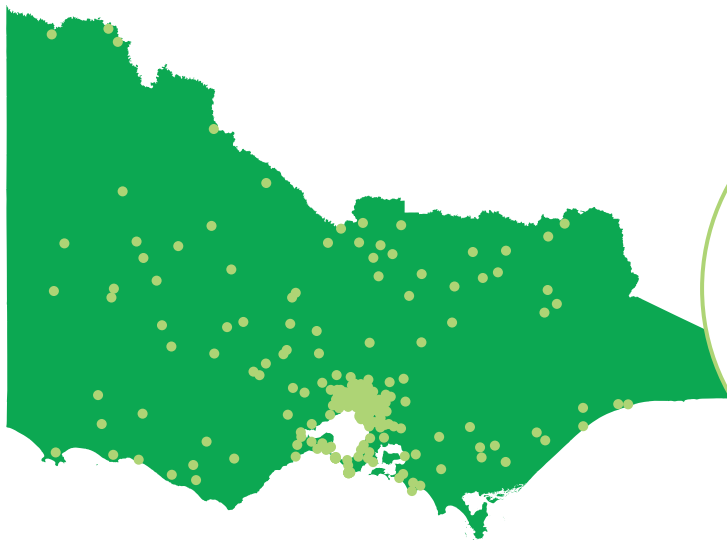
I am delighted to be leading VicHealth in exciting challenges and opportunities for health promotion and prevention in Victoria, and by the prospect of continuing our leading-edge work with our many partners.

Jerril Rechter
CEO, VicHealth





FAST FACTS



OUR REACH

VicHealth works in partnership with communities, organisations and individuals across Victoria to promote good health and prevent ill health.

OUR OBJECTIVES



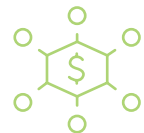
To fund activity related to the promotion of good health, safety or the prevention and early detection of disease.



To increase awareness of programs for promoting good health in the community through the sponsorship of sports, the arts and popular culture.

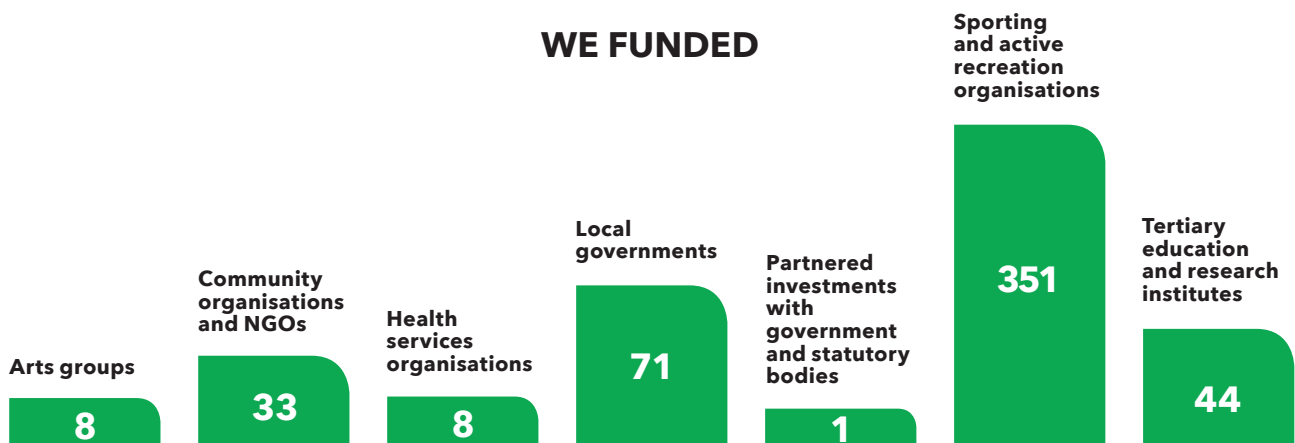


To encourage healthy lifestyles in the community and support activities involving participation in healthy pursuits.



To fund research and development activities in support of these objectives.

WE FUNDED



EXPENDITURE ACROSS OUR STRATEGIC IMPERATIVES

\$12.2m



INCREASING
PHYSICAL
ACTIVITY

\$5.1m



PREVENTING
TOBACCO
USE

\$3.0m



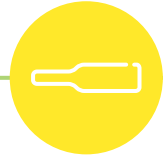
IMPROVING
MENTAL
WELLBEING

\$2.8m



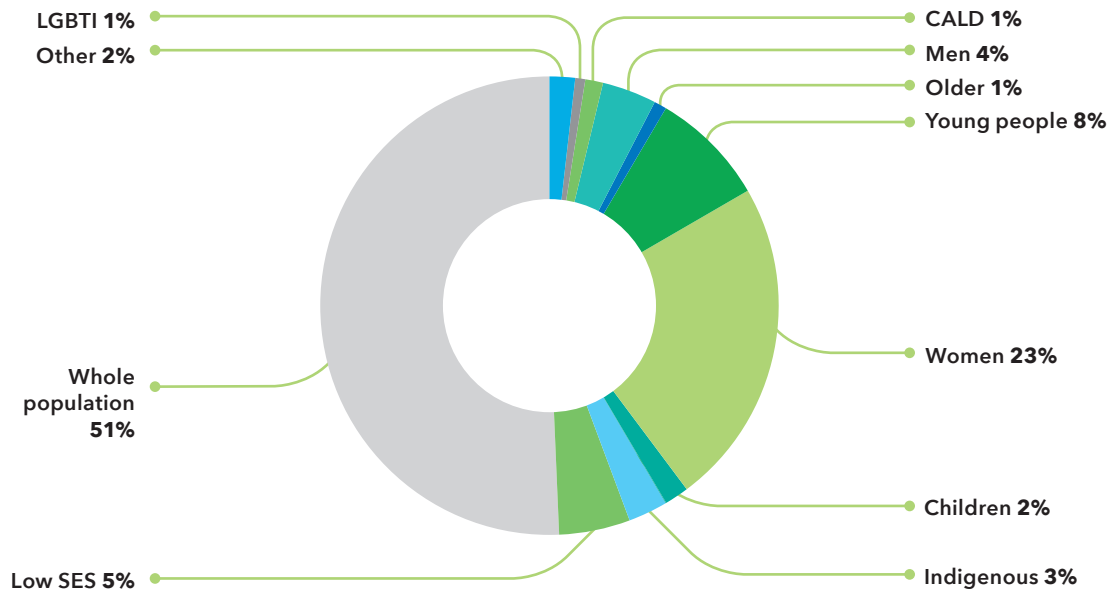
PROMOTING
HEALTHY
EATING

\$2.1m

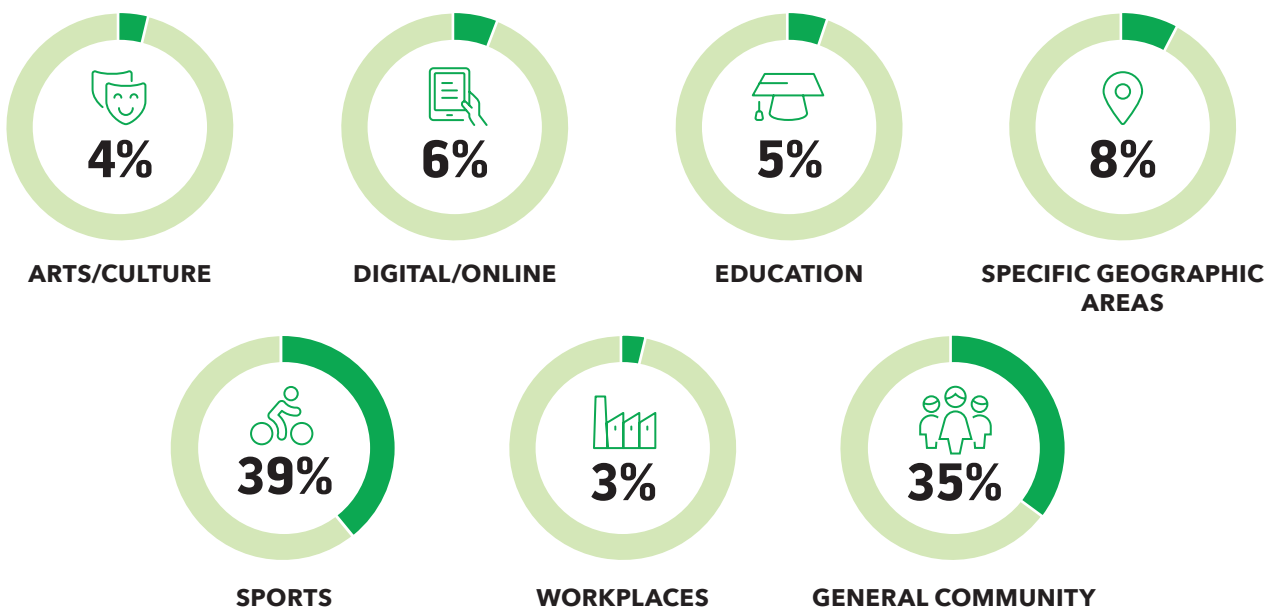


PREVENTING
HARM FROM
ALCOHOL

EXPENDITURE ACROSS TARGET POPULATION GROUPS



EXPENDITURE ACROSS SETTINGS



SUMMARY OF OUR INVESTMENTS

We work in partnership with communities, organisations and individuals to promote good health and prevent ill health.



\$12.2m

INCREASING PHYSICAL ACTIVITY

We partner with sports, active travel and recreation agencies, the arts, and workplaces to help Victorians make physical activity a part of their daily lives.



\$5.1m

PREVENTING TOBACCO USE

We have been a leading light in the fight for a healthier, smoke-free Victoria since being established under the *Victorian Tobacco Act 1987*.



\$3.0m

IMPROVING MENTAL WELLBEING

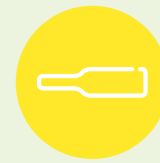
We work to build the right foundations for mental wellbeing – long before illness – in our homes, communities and workplaces.



\$2.8m

PROMOTING HEALTHY EATING

We take a broad approach to the issue by investigating the barriers that prevent people from accessing nutritious food for healthy eating.



\$2.1m

PREVENTING HARM FROM ALCOHOL

We work to promote effective interventions, improve community awareness and enable all Victorians to take responsibility for alcohol harm reduction.

OUR INVESTMENT ACROSS KEY POPULATION GROUPS

Our work is underpinned by a focus on health equity. Achieving health equity means recognising that not everyone enjoys the same opportunities to lead a healthy life, and taking steps to correct this, often through structural and/or policy change.

In Victoria, inequities in health are associated with markers of social position such as education, occupation, income, race/ethnicity, gender, Aboriginality, disability and sexuality. These avoidable inequities are apparent across all five of VicHealth's strategic imperatives.

If health equity is not actively sought through health promotion action, existing inequities are likely to be reinforced. These considerations underscore the importance of promoting health equity for VicHealth and guide our investment decisions.

KEY THEMES AND APPROACHES

**Our goals do not exist in isolation from one another.
To achieve our strategic imperatives, our actions need to focus
on the underlying forces driving health equity in Victoria.**

VicHealth focuses efforts on three critical areas where the social determinants of health meet: youth, community and gender.

Our work is then underpinned by our operational model, Innovate, Inform, Integrate, grounded in building a robust evidence base and supporting innovation.

YOUTH

Young Victorians live in a rapidly evolving world. They are exposed to new opportunities and challenges that can influence their health and wellbeing both positively and negatively. Research shows the importance of establishing the foundations for good health early on, and that many young people don't get a fair go for their long-term health because of the experience of social and economic inequality in early life. VicHealth's role is to work with young people and our partners to ensure they all have the best chance to achieve good health and wellbeing.

Fundamental to effective solutions that build resilience and social connection is direct engagement with young people. During this year, VicHealth

worked in productive partnerships with statewide and national youth peak groups – Youth Affairs Council Victoria, Centre for Multicultural Youth, the Foundation for Young Australians, Resilient Melbourne and YMCA – with whom a successful youth summit was delivered.

The University of Melbourne is evaluating our youth engagement approaches, including the involvement of young people on assessment panels, seeking youth advice through deliberative forums and requiring that our funded projects co-design their solutions with young people. Outcomes are to be reported in early 2019.

COMMUNITY

Where we live and how we connect with others influences our health and wellbeing. The communities of which we are a part reflect wider social and economic inequalities and form the backdrop to our own individual lived experiences of inclusion and exclusion, health and illness.

VicHealth acknowledges the important role local councils play in enabling healthy environments and in preventing harm. For this reason they are a key partner in many areas of our work.

In the Latrobe Valley, we are helping to implement the Hazelwood Mine Fire Inquiry recommendations in relation to health equity and health improvements through the Latrobe Health Innovation Zone and Latrobe Health Assembly initiatives.⁵

Local councils also play a crucial and diverse role in the prevention of harm from alcohol. These roles range from assessing planning permits for licensed premises and considering liquor licence applications to implementing and enforcing local policies and laws, designing safe urban environments and partnering with other organisations on projects to prevent harm. VicHealth has been providing support to local councils in a variety of ways to assist in reducing alcohol-related harm in their municipalities, including *eNetwork*, a resource on the Heart Foundation's Healthy Active by Design website, and forums to discuss and share opportunities for reducing alcohol-related harm at a local level.

GENDER

Gender equality is a critical determinant of health and wellbeing, and VicHealth is committed to advancing gender equality as a social determinant of health.

VicHealth's work in gender equality contributes to improved health and wellbeing outcomes for Victorian women and girls by building support and enabling action for gender equality in all aspects of their lives, resulting in health, social and economic benefits for the Victorian community as a whole.

Gender equality has long been a core part of the work of VicHealth, most notably through our role over the past 15 years in the primary prevention of violence against women. Our world-first research provided the evidence on which to base this work, resulting in a **partnership with the Victorian Government to develop a statewide framework for action**.

VicHealth's work in gender equality is informed by our [Gender Equality, Health and Wellbeing Strategy](#),⁶ which focuses on **improving outcomes for women and girls**, reflecting the significant mental and physical health impacts they experience as a result of gender inequality, and its role as a key driver of violence against women.

Our Gender Equality, Health and Wellbeing Strategy aligns with and complements a range of state, national and international policies, including:

- [the Victorian public health and wellbeing plan 2015–2019](#)
- [Safe and Strong, Victoria's Gender Equality Strategy](#)
- [Free from violence: Victoria's strategy to prevent family violence and all forms of violence against women](#)
- [the National Plan to Reduce Violence Against Women and their Children 2010–2022](#)
- [the United Nation's Sustainable Development Goals](#).

The recommendations of the [Royal Commission into Family Violence](#) present a once-in-a-generation opportunity to progress the primary prevention approach built by VicHealth over the past decade. However, VicHealth acknowledges the scale and pace of the family violence reform agenda, and our work to improve gender equality in Victoria is designed to **complement and support this intensive effort**, informed by a **collective impact approach**.

In 2017–18, VicHealth continued to contribute to the **development of a robust evidence base**, drawing on expertise in prevention to inform monitoring and evaluation frameworks being developed by government to measure the impact of interventions to prevent violence against women and support gender equality.

VicHealth supported reform implementation, drawing on longstanding experience in **building the capacity of workforces** to develop resources to support successful implementation. This included co-investing in and co-designing a unique online teacher training program with the Victorian Department of Education and Training as part of the new **Resilience, Rights and Respectful Relationships** curriculum across Victoria to build confidence and better teaching and learning outcomes for both staff and students. We developed a toolkit to support people working for gender equality in a range of sectors – education, sport, workplace, local government, health and media. This new resource, [\(En\)countering resistance](#), is designed to help those at the coalface of implementation navigate the challenges of working with resistance and backlash to gender equality.⁷

VicHealth is collaborating with the Office for Women to support the trial of innovative interventions based on behavioural insights aimed at supporting bystander intervention in universities. This project is exploring how we can change behaviours to create environments that are more inclusive and safe from sexism, and promote gender equality.

We continued to **promote and support leadership development and opportunities for women**, in particular, through programs including **Active Women and Girls**, which seeks to address under-representation in sport at all levels from participation and portrayal through to leadership and governance. We also worked closely with the Office for Women in Sport and Vicsport to ensure our efforts are aligned to maximise our impact. As part of our successful **This Girl Can – Victoria** campaign, VicHealth worked with 13 organisations in 2017–18 that signed a pledge to be leaders in gender equality in sport.

VicHealth also demonstrated **ongoing commitment to driving innovation**. Last year was the second year of the **Leading Thinker residency**. Professor Iris Bohnet and Dr Jeni Klugman led VicHealth in developing initiatives focused on gender equality. This included a **review of media portrayal of women in sports-related print media coverage** analysing how female sports are represented in the media to unravel biases and gender stereotyping.⁸ A **recruitment trial examined gendered language in job advertisements** and gave an opportunity to investigate the recruitment process as a potential key structural influencer of gender equality practice and to build evidence of the effect of gendered language in job advertisements on the gender representation of applicants. The **Quick Wins Checklist** is a simple 10-question checklist developed for and trialed in sports clubs to raise awareness of easy, zero-cost behavioural changes they can make to improve gender equality and to make club environments more welcoming for women and girls.

In 2017–18, VicHealth commenced new work to **further understand how to effectively engage young men and boys (aged 16–25) in positive, inclusive and healthier activities that promote increased gender equality**. By combining information garnered from conversations with key experts and stakeholders with a review of the evidence base, VicHealth will develop an action plan for future implementation.



INCREASING PHYSICAL ACTIVITY

3-YEAR PRIORITY

More people physically active, playing sport and walking, with a focus on women and girls.



Problem

Fewer than one in three Australians is getting enough physical activity to benefit their health. Female participation in sport is still lower than male involvement, and many women don't fit the recommended 2.5 hours of moderate intensity physical activity into their week.⁹

Physical inactivity was responsible for 2.6 per cent of the total burden of disease and injury in Australia in 2011.¹⁰ When combined with overweight and obesity, this increases to 8.9 per cent of the total burden of disease and injury in Australia, placing a significant burden on the economy.¹¹

Regular physical activity is one of the most important factors in promoting good health and preventing chronic disease.¹² Being active lowers the risk of medical conditions such as cardiovascular disease, type 2 diabetes and colon cancer. It enhances psychosocial wellbeing and cognitive performance in adults.

If young children are active, they're more likely to stay active throughout childhood and develop good habits to support them becoming healthier adolescents and adults. Active children and youth are more socially active, have reduced symptoms of depression and anxiety and have better academic performance.¹³

Role of VicHealth

VicHealth's focus is on helping more Victorians, particularly women, make physical activity part of everyday life. We continue to invest in one of the most effective strategies to increase physical activity across the population: making it easier and safer to walk for short trips and active recreation.

Key programs

This Girl Can – Victoria

Walk to School

Active Club Grants

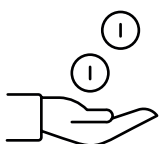
Innovation Challenge: Sport

State Sport Program

Regional Sport Program

Active Women and Girls for Health and Wellbeing

2017–18 highlights



\$12.2m

Total investment



285,000+

Women got active with This Girl Can – Victoria



140,000

Students taking part in Walk to School



360

Sporting organisations supported



Women and girls

In line with our major campaign in 2017–18, **This Girl Can – Victoria**, women were a critical area of focus.

Women and girls are under-represented in sport, from participation to portrayal, right up to leadership. We know that equal participation is required to create an inclusive environment.¹⁴

This Girl Can – Victoria gave us a platform to speak to women and girls about getting physically active and we were able to build on our success to complement a range of initiatives underway across Victoria that shared our common objectives.

In 2017, **VicHealth announced funding of \$1.2 million for the Active Women and Girls for Health and Wellbeing Program**, to partner with eight sporting organisations to create and deliver tailored opportunities for women and girls to get involved in sport and physical activity. This has seen the delivery of programs including Rock Up Netball, Coasting (stand-up paddleboarding) and Soccer Mums. A further **\$2.15 million was shared by 13 sports organisations and clubs over 18 months to promote gender equality and increase the profile of women's sport** by promoting the This Girl Can – Victoria campaign to fans and local sporting clubs across Victoria.

In the Latrobe Valley, we are working with GippSport to get women and girls more active through the #GippyGirlsCan initiative, a localised amplification of the statewide campaign. With state government support through the Latrobe Health Innovation Zone, GippSport along with Latrobe City Council and Latrobe Leisure Morwell are delivering a regional amplification of This Girl Can – Victoria by offering a wide range of free sport and recreation opportunities



MORE THAN
285,000
WOMEN GOT ACTIVE

that inspire Gippsland women and girls to get active, without judgment. To date, more than 400 women and girls have participated in this initiative.

As part of the new Active Women and Girls program, **all funded sporting organisations signed a VicHealth Gender Equality in Sport Leadership Pledge,**

demonstrating their commitment to achieving gender balance in all public events and marketing of their organisation, as well as prioritising access to sports facilities for women and girls.

We have also been working with the Office for Women in Sport and Recreation, Sport and Recreation Victoria and Vicsport to **support sporting organisations to reach their 40 per cent gender quotas for women on boards**, complementing the broader efforts of the **Victorian Gender Equality Strategy, Safe and Strong and Change Our Game.**

We continued to deliver our longstanding and successful **Active Club Grants** program, to **increase opportunities for people to participate in community sport.** This year, our **first focus area**

for the grants was on increasing women and girls' participation in sport. The **second focus was on social sport**, where opportunities provide a greater emphasis on fun, social interaction and enjoyment, with less emphasis on performance, results and competition. In 2017–18, more than 280 community sporting clubs shared in over \$810,000 in funding across two rounds of Active Club Grants. The grants support Victoria's grassroots sport clubs to provide a wider range of opportunities for everyone to get involved – no matter what their age, ability, skill level or fitness level. VicHealth funds hundreds of clubs every year, enabling less active Victorians to become more physically active.



19 sports
PLEDGED GENDER
EQUALITY IN LEADERSHIP



\$6.7 million
FOR WOMEN AND
GIRLS TO INCREASE
PARTICIPATION AND
PROFILE IN SPORT



Over 280
COMMUNITY
CLUBS FUNDED



Young people

Children’s lifestyles are becoming increasingly sedentary.

In 2011–12, four out of five Australian children were not getting enough physical activity to benefit their health.¹⁵

By 2025, it is estimated that one in three children globally will be overweight or obese, and today’s children may be the first generation to have a shorter life expectancy than their parents.¹⁶



4 out of 5

CHILDREN NOT ACTIVE ENOUGH

We know that an active childhood can lay the foundations for an active life and that an active child has less risk of premature death, compared to a sedentary child.¹⁷

The *Victorian public health and wellbeing plan 2015–2019* outlines an ambitious target of a 20 per cent increase in sufficient physical activity prevalence of adolescents by 2025. The Victorian Government’s Education State also includes a target to grow the proportion of students undertaking physical activity for an hour a day, five times a week, by 20 per cent by 2025. Children and young people are a critical focus area for the work of VicHealth, and our work is contributing to the achievement of these targets.

In 2017–18, VicHealth continued to deliver the annual **Walk to School** program in October, which makes walking, riding or scooting to and from school more fun. Primary school students and their families are encouraged to decorate their shoes, bikes or scooters. Research shows that **more than 60 per cent of parents and carers want their children to be able to walk to school more frequently.**¹⁸

However, the number of children walking to school has declined dramatically



MORE THAN
140,000
STUDENTS

OVER
750
SCHOOLS

TAKING PART
ACROSS VICTORIA

in recent decades. In the 1970s in Australia, around 50 per cent of children of primary school age walked to school. In Victoria, this had reduced to 25 per cent by 2013.¹⁹ **Walk to School continued to be a huge success this year, with more than 140,000 students and more than 750 schools taking part across Victoria.**

We continued to deliver our **Innovation Challenge: Sport**, where we challenge sporting clubs to lead sport in a new direction to **create more flexible, social and less structured ways to play sport**, more places to play sport within communities and more sport for everyone – focusing on Victorians who experience higher levels of disadvantage.

This longstanding funding model is unique because it provides grant recipients not only with funding but also with mentor support to help build organisational capacity and solution development to assist with market sustainability. Evaluations completed in 2018 of the past two rounds of funding found the program was successful in improving the capabilities of funded organisations to address changing market trends and consumer preferences. It was also successful in supporting funded organisations to attract participation from the target market: inactive or somewhat active Victorians.



More flexible and social sport

WITH FOCUS ON THOSE LIVING WITH DISADVANTAGE

Funded programs in 2017 included **Fast Track** by Little Athletics Victoria in partnership with Athletics Australia to deliver a **new community-based athletics program that caters for children with a disability, from culturally diverse backgrounds and from remote areas.** Delivered by accredited coaches at convenient community locations, the program is a **short format that focuses on maximum participation for children** involved. **Families in Touch** by NRL Touch Football Victoria is a new **community program that supports Victorian families to stay together and play together.** Delivered by touch football clubs,



the program is designed to allow both parents and children to enjoy the benefits of the sport in a fun, friendly and safe environment.

This year, VicHealth continued to work with Aboriginal communities across Victoria to identify options for more Aboriginal people to engage in sport and physical activity. Funded projects include the Indigenous Surfing program by Surfing Victoria, Rumbalara Football Netball Club and AFL Victoria's Boorimul female program.

The Victorian Indigenous Surfing Program is one of the longest running Indigenous engagement programs in the country, now in its 22nd year.

The program uses surfing as a way to connect Aboriginal

Victorians with the ocean while learning new skills, water safety knowledge and healthy habits. **Strong Aboriginal community leadership and engagement** in culturally safe and engaging environments that are inclusive, respectful and flexible are the core values of the program to ensure its success, and in 2017–18 more than 530 people participated in its regional surfing events.



More than 530
INDIGENOUS PARTICIPANTS
IN REGIONAL SURFING
PROGRAMS

VicHealth provided funding to the Rumbalara Football Netball Club to support the club to host the Murray Football Netball Grand Final – the **first time in the league's history that a grand final was hosted by an Indigenous club**. The funding also supported the club to conduct a study into the economic, social and health benefits of hosting such mainstream events. The report showed a \$0.36M total economic output to the Greater Shepparton area (\$0.57 million to Victoria) in addition to supporting two jobs and attracting 5000 spectators, boosting tourism exposure for the region. The event also demonstrated social and cultural impacts, including civic pride among the local Aboriginal community and the promotion of social cohesion and inclusion through sport.



PREVENTING TOBACCO USE

3-YEAR PRIORITY

—
More people
smoke-free
and quitting.



Problem

Smoking is a leading, preventable health risk factor in Australia. Smoking costs the Victorian community \$554 million annually in health care costs alone, and \$6.8 billion when health and social costs are combined.²⁰

Tobacco control activity in Victoria has been supported by a unique partnership between the Victorian Department of Health and Human Services, VicHealth, and Cancer Council Victoria. In recent years significant steps forward have been made in tobacco control,

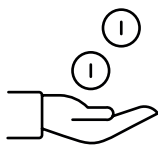
with smoking prevalence in the general population reduced to 13 per cent of adults smoking regularly (down from over 32 per cent 30 years ago), and youth smoking rates declining to the lowest ever recorded.²¹

Despite this success in decreasing population smoking rates, the progress in reducing smoking prevalence among disadvantaged populations (including those with low incomes, low levels of education, and people experiencing severe and persistent mental illness) has been much slower.

Role of VicHealth

As a major funder of Quit Victoria, VicHealth has helped to deliver a comprehensive approach to reducing the harm from tobacco in Victoria. In this context, a current key focus of VicHealth is to reduce inequalities in smoking and quitting through the inclusion of targeted strategies for those with greatest disadvantage or need.

2017–18 highlights



\$5.1m

Total investment



20,000 life years saved

Resulting from a total of 15,313 calls from Victorians to the Quitline



4 VicHealth grants

Provided for improving cessation and relapse rates



The prevalence of **smoking in Victoria has been steadily declining since VicHealth was established in 1987**. Today, just over 1 in every 10 Victorians (11.9 per cent) are daily smokers. The decline in smoking prevalence has been the result of a long-term, comprehensive tobacco control approach in Victoria.



VicHealth is committed to reducing harms caused from tobacco, primarily through **funding Quit Victoria** (led by Cancer Council Victoria). This year, **VicHealth committed \$4.7 million** to Quit Victoria, which has been used to deliver a **comprehensive and coordinated approach** to increasing tobacco cessation in Victoria.

As smoking rates decline, **VicHealth has been focusing on those who need the most support: disadvantaged Victorians. Disadvantaged people are people who, in addition to low income, may face a number of other issues** such as mental illness, sole parenthood, unemployment, family violence, homelessness, drug and alcohol problems, criminal justice issues, limited education and/or social isolation. A report published by Quit Victoria found that marginalised groups are more likely to smoke, find it harder to give up, and are more likely to relapse when they give up smoking.²²

Improving tobacco cessation
AMONG THOSE LIVING WITH DISADVANTAGE

VicHealth's funding of Quit Victoria has been targeted at improving tobacco cessation and cultures of tobacco use in community service organisations where disadvantage is higher, including **mental health facilities and prisons**. This significant and ongoing support of Quit Victoria is ensuring that **Quit Victoria can work in partnership with a number of Victorian mental health services to deliver the Tackling Tobacco in Mental Health Services pilot project**, which seeks to embed smoking cessation into routine care and improve smoking cessation rates among these cohorts.

\$4.7m
funding
TO QUIT
VICTORIA
IN 2017-18

In 2017-18, **VicHealth awarded innovation research grants to several projects aimed at improving cessation and relapse rates in marginalised groups**, including people with alcohol or other drug disorders receiving care in a residential withdrawal unit and former adult smokers leaving prison. Grants were awarded to Professor Billie Bonevski, who is leading research into a residential alcohol and drug withdrawal unit in Box Hill, and Professor Stuart Kinner, who is leading research into relapse prevention among former adult smokers leaving prison.


9 out of 10
prisoners
RESUME
SMOKING
AFTER RELEASE

VicHealth's focus on disadvantaged Victorians is underpinned by a commitment to health equity. We will continue to work closely with our key partners to ensure that all Victorians have equal access to the support they may need to quit smoking, and to close the gap on smoking prevalence.



IMPROVING MENTAL WELLBEING

3-YEAR PRIORITY

More opportunities to build community resilience and positive social connections, with a focus on young people and women.



The problem

Mental illness is one of Australia's top three causes of disease burden and the largest contributor to the disability burden in Victoria.²³ Almost half of Victorians will experience a mental illness in their lifetime, with the first onset of symptoms most common during adolescence and young adulthood.

Mental illness costs Victoria \$5.4 billion each year through lost productivity, health and social costs.²⁴

We all experience 'road bumps' in life – a job loss, a relationship ending or a death in the family – and we need to learn how to cope with them. Building resilient communities fosters good health, prevents illness and benefits everyone.

Role of VicHealth

We see mental wellbeing as the embodiment of social and emotional wellbeing – not merely the absence of mental illness. VicHealth works to build the right foundations for mental wellbeing – long before illness – in our homes, communities and workplaces.

Key programs

Bright Futures Challenge

Gender Equality Health and Wellbeing Strategy

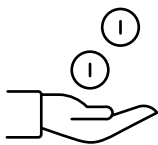
VicHealth's Art Strategy

Tomorrow Me

VicHealth Design challenge

Gender equality bystander intervention

2017–18 highlights



\$3.0m

Total investment



12 new projects

Funded through the Bright Futures Grants initiative to address upcoming trends set to impact mental health



Over 200,000

People reached through Bright Futures Grants



Supporting young Victorians

VicHealth and the CSIRO published the first **Bright Futures report** in 2015, which identified **five megatrends that will impact the wellbeing of young Victorians** over the next 20 years.²⁵ The report projected that, in the future, **young people will need resilience and flexibility** to succeed in a world characterised by decreasing job security, the fluidity of globalisation and technology, increasingly diverse societies and over-exposure to the internet. In 2017–18, through the Youth in Focus reports, we drilled down to explore how the megatrends will impact specific groups of young people, focusing on **those living in rural and regional areas, young migrants and young refugees**.

VicHealth's collaboration with the **National Centre for Farmer Health, Youth Affairs Council Victoria and CSIRO's Data61** explored what the megatrends mean for young people living in rural and regional Victoria, who have different experiences and challenges from those who live in cities, especially in relation to their education, employment and social opportunities, and access to mental health services. VicHealth held workshops with young regional Victorians and workers to find out their key issues firsthand, and to craft solutions based on their needs. The effect of this has been to **build resilience, social connection and skills among young Victorians and capability within local governments to interact with youth**.

We know that **engaging young people in a co-design process supports them to build their skills and their resilience**. This evidence underpins the **Bright Futures for Young Victorians Challenge grants**, which fund collaborations between local government and young people so they are prepared for the challenges of the future. In 2017–18, we funded 12 new projects to trial preventative strategies that build young people's resilience and social

12 new projects
TO TRIAL
STRATEGIES
FOR RESILIENCE
AND SOCIAL
CONNECTEDNESS

connectedness. This included the **We Know Your Name, But Not Your Story** project from Corangamite Shire Council. The program involved partnerships with young people, South West Healthcare, Beyond the Bell, and the Heart of Corangamite network, and the evaluation found that participants reported a significantly increased tolerance of diversity at the end of the project.

In 2018, VicHealth held **Staying on Track**, a deliberative forum for **participatory democracy**, where a diverse group of 54 young people was engaged in an important conversation about what was needed in supporting their journey from education to purposeful work. The group produced a report and made recommendations about how we, as a community, can support young adults to build resilience, coping skills and social connections and help **create a positive foundation to allow them to thrive in the current employment environment**.



The transition from education to a first-time secure job takes almost three years and is a time when young workers can face stressful, exploitative and precarious conditions.²⁶

Acknowledging the importance of critical transition periods for mental wellbeing, VicHealth has partnered with Creative Victoria's Social Impact Program, Millipede, the Foundation for Young Australians and Education Services Australia to create the **Tomorrow Me initiative – an online game to build resilience of young people** during this stressful period. The pilot has been designed, and the second phase is on its way within the next 12 months.

It now takes almost 3 years
TO GET A
PURPOSEFUL JOB
AFTER COMPLETING
EDUCATION.





Healthy workplaces

Some **\$730 million is lost to entirely preventable workplace-related mental health issues every year.**²⁷ VicHealth is working to support organisations to create workplace cultures and environments in which workers can thrive, and to focus on the positive elements of work.

\$730m
PREVENTABLE LOSS

VicHealth promotes positive mental health by focusing on organisational leadership and culture, and encouraging workplaces to integrate positive mental wellbeing strategies into everyday business. VicHealth supports organisations to move beyond the idea of wellbeing as just an absence of mental illness, to something far more positive and productive.

VicHealth, SuperFriend and WorkSafe Victoria formed the Victorian Workplace Mental Wellbeing Collaboration in 2014 to help workplaces create positive and supportive cultures and environments.

To date, more than 1200 organisations have engaged with the collaboration's events and resources.

1200
organisations
ENGAGED

In 2017–18, the collaboration launched www.leadingwellvic.com.au, which provides employers with information, resources and tools on positive mental wellbeing interventions.

The website includes guidelines on:

- developing a positive leadership style
- designing jobs for positive mental wellbeing
- communicating effectively
- recruiting and selecting employees
- balancing work–life demands
- supporting and developing employees.

It focuses on capturing elements of the workplace that engage employees and on developing environments where employees can flourish and reach their optimal potential. The website is proving highly popular, with more than 17,500 downloads of resources and 22,000 unique visits since January 2018.



17,500
DOWNLOADS

22,000
UNIQUE VISITS

CASE STUDY: VICHEALTH BRIGHT FUTURES GRANT EVALUATION²⁷

The Centre for Population Health Research at Deakin University led an evaluation of the Bright Futures Challenge for Young Victorians funding program in 2017. The evaluation found that the Bright Futures program:

- **was successful at engaging members of the communities who have been identified as particularly at risk in terms of their wellbeing**

The 12 projects were specifically designed to improve outcomes for

people who belong to vulnerable demographic subgroups. The projects included initiatives that were designed for young people, people who identify as LGBTI, people from migrant or refugee backgrounds and people with a disability.

- **was successful at engaging young people who were experiencing compromised levels of wellbeing**

Analysis of young people aged under 25 years revealed that their scores on measures of wellbeing and resilience were below those recorded by a representative sample of young Victorians. As a group, young people involved

in the Bright Futures program reported lower accessibility to social support and higher rates of loneliness.

- **empowered young people to contribute to interventions and programs that enhance social cohesion and sense of community**

Through a co-design approach, young people were included in the early stages of projects as experts of their own experience to inform the scope and nature of the initiatives. In some cases, this process resulted in diversion of projects from their original course to better suit the needs of young people in their communities.



PROMOTING HEALTHY EATING

3-YEAR PRIORITY

More people choosing
water and healthy
food options.



The problem

Most Victorians understand the importance of a good diet for their health. However, this doesn't mean we always eat the right foods. Poor nutrition accounts for around one-sixth of the total burden of disease and costs Victoria up to \$4.15 billion every year.²⁸

Rates of obesity are increasing, fuelled by excessive consumption of energy-dense, nutrient-poor foods. Almost one in three Victorian children is now overweight or obese, and two in three adults are overweight or obese.^{29,30}

Almost 1 in 20 deaths in Victoria in 2010 are attributable to high salt intake – six times the annual road toll.³¹

Eating a healthy, balanced diet is not just a matter of individual choice and willpower; it is largely impacted by factors in our environment such as availability and ease of access to unhealthy foods, the cost of healthy foods such as fruit and vegetables, time pressures that make 'convenience foods' appealing, and advertising and social norms.

Role of VicHealth

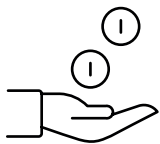
VicHealth leads health promotion policy and practice in Victoria, seeking to influence individual and environmental factors to support the development of healthy eating behaviours. VicHealth aims to make it easier for Victorians to make healthier food choices.

Key programs

Enable reduction in salt (sodium) intake in Victoria

Get more Victorians choosing water instead of drinks with added sugar

2017–18 highlights



\$2.8m

Total investment



200,000+ extra water bottles refilled

after 10 bottle refill stations were installed at Melbourne Sports and Aquatic Centre



7.5 million Australians

reached through *Unpack the Salt*



Salt Reduction Partnership Group

If the average salt intake of Victorians reduced by three grams of salt per day through salt reduction strategies, Victoria could achieve a potential \$50 million each year in savings in health care costs alone.³²



SALT REDUCTION
CAN SAVE VICTORIA
A POTENTIAL
\$50 million
a year

Salt reduction strategies are up to 200 times more cost-effective than treatment with hypertension medication.³³ Excessive salt consumption significantly increases the risk of high blood pressure, heart attack, kidney disease and stomach cancer.³⁴ VicHealth has continued its collaboration with the **Heart Foundation, George Institute for Global Health, Deakin University, National Stroke Foundation, Kidney Health Australia, Baker Heart and Diabetes Institute, High Blood Pressure Research Council and Victorian Department of Health and Human Services** as part of the **Victorian Salt Reduction Partnership Group**.

This year, the focus included analysing the salt content of packaged and processed foods, and the results are alarming. The research showed that pre-made meals and convenience cooking ingredients, such as bottled sauces and powder mixes, contain 75 per cent of the salt being consumed by Victorians, and the salt content in some of these foods has increased by 14 per cent since 2010.



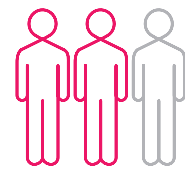
PACKAGED FOODS
CONTAIN

75%
OF THE SALT
CONSUMED BY
VICTORIANS

In addition, **strong media attention after a very successful Unpack the Salt campaign** with the Heart Foundation, aiming to show Victorians how to spot convenience foods with high salt content, has led to **promising discussions with food manufacturers about reducing salt content in processed foods**. The Victorian Salt Reduction Partnership Group presented the federal government with a policy position statement asking for action on the issue, as part of its advocacy for food reformulation. Further activities will continue to be progressed through this integrated approach to salt reduction in 2018–19.

A 2018 evaluation of the Unpack the Salt campaign found that:

- more than one-third (35 per cent) of respondents indicated they were 'fully' aware that Victorians are eating almost twice the recommended amount of salt. This outcome achieved the further five per cent increased target in awareness from the previous year's results (30 per cent)
- more than half (56 per cent) of respondents indicated they were 'fully' aware that 75 per cent of salt in the Australian diet comes from processed foods. This outcome exceeded the further five per cent increased target in awareness from the previous year's results (49 per cent)
- respondents' awareness of ways to reduce salt consumption and the likelihood of adopting substitutes remained broadly in line with the previous year's results
- about two-thirds (67 per cent) of respondents agreed that limiting salt intake was important for long-term health.



2 out of 3

VICTORIANS AGREE
LIMITING SALT INTAKE IS
IMPORTANT FOR HEALTH



Making water the drink of choice

On average, Australians are consuming 14 teaspoons of added sugar a day, mostly in sugary drinks.³⁵ This significantly contributes to poor health outcomes for adults and children, particularly the likelihood of being overweight or obese. One of the ways VicHealth is trying to address this issue is by looking at ways we can nudge people towards **healthier drink choices in sport and recreation** settings. Reducing sugary drinks is an important first step towards achieving the Department of Health and Human Services Healthy Choices guidelines.

From 2015 to 2017, VicHealth supported a range of local governments, sports clubs, associations and sport and recreation facilities to make healthy drink choices the easy choice within their sports venues. Building upon the key outcomes from this work, in February 2018 VicHealth announced over \$500,000 in funding to eight local council areas with high levels of sugary drink consumption, to join in the fight against obesity by promoting water as the drink of choice.

The program enables changes to the promotion and display of drinks in council-owned sports and recreation centres, limiting or removing sugary drinks from sale in kiosks and canteens and, at the same time, increasing the availability of water and healthy drinks.

We envisage a future where these **short-term behavioural ‘nudges’ will lead to long-term, council-wide policies and practices that will enable healthier choices** for people using sports and recreation centres in some of the most disadvantaged parts of Victoria. VicHealth is working closely with the Victorian Healthy Eating Advisory Service in this program of work.



\$0.5m

TO PROMOTE WATER AND REDUCE SUGARY DRINK INTAKE

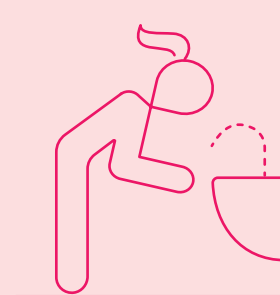
8 Councils

FUNDED

CASE STUDY: DRINKING WATER STATIONS AT MELBOURNE SPORTS AND AQUATIC CENTRE

VicHealth is supporting Melbourne Sports and Aquatic Centre to become the first state-level sporting facility in Victoria to eliminate the supply of unhealthy, sugary drinks. VicHealth funded the centre to install 10 drinking fountain and bottle refill stations in key areas across the sporting complex as part of its work towards increasing healthy choices available in vending machines and the canteen. The drinking water stations are allowing patrons to save money, as they now have an alternative to purchasing drinks.

Since their installation in mid-2017, the drinking water stations have assisted in refilling more than 200,000 water bottles, equating to more than 157,000 litres of water, which has also helped to eliminate waste from disposable plastic bottles.





PREVENTING HARM FROM ALCOHOL

3-YEAR PRIORITY

More people and environments that support effective reduction in harmful alcohol use.



The problem

Most Victorians drink responsibly. However, a significant proportion of the population still drink in a manner that puts them at risk of injury from a single occasion of drinking, or at risk of chronic disease over the longer term. It has been estimated that alcohol harm costs \$4.3 billion every year to the health and justice systems, workplaces, families and individual Victorians.³⁶

Alcohol-related harm is a significant preventable health issue. Every year in Victoria, alcohol causes more than 1200 deaths and nearly 40,000 hospitalisations. Alcohol also causes a range of social problems that affect drinkers and those around them.

Role of VicHealth

There are problematic 'alcohol cultures' in Australia that require a public health response. As such, VicHealth seeks to:

- denormalise risky drinking in high-risk groups, settings and subcultures
- better understand how we can reduce harm from alcohol in vulnerable groups
- increase public, government and industry support for evidence-based alcohol control policies and practices.

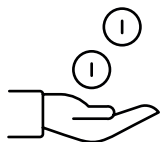
Key programs

Top Spin

Connecting Diversity project

Alcohol Culture Change Grants Initiative

2017–18 highlights



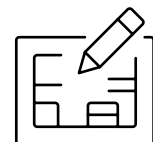
\$2.1m

Total investment



4000+ young people engaged

via Top Spin



**9 new projects
15 organisations**

targeting subcultures at risk from harmful drinking



Drinking cultures are often portrayed as a homogenous, national phenomenon, but **there are many different drinking social worlds (subcultures)** across

Victoria. In response, **VicHealth funded a \$3 million Alcohol Culture Change Initiative** to highlight and then target particular risky drinking subcultures to alter social norms around excessive and high-risk consumption of alcohol.

\$3 million
TO CHANGE SOCIAL
NORMS AROUND
RISKY DRINKING

VicHealth funded nine trial projects targeting subcultures where harm from risky drinking and alcohol-related behaviour is an issue.

These projects include a range of interventions aimed at middle-aged LGBTI women, disengaged youth in outer-suburban Melbourne, rural teenagers and their parents, residential university students and older blue-collar workers. It is estimated that, as of April 2018, VicHealth's Alcohol Culture Change Initiative **reached 1.8 million Victorians** across the nine projects and is expected to grow substantially over the next year.

9 PROJECTS
TARGETING ALCOHOL
'SOCIAL WORLDS'

**Reached
1.8 million
Victorians**

Underpinning these interventions is the **evidence-based Alcohol Cultures Framework**, developed by VicHealth in partnership with the Centre for Alcohol Policy Research and the Alcohol and Drug Foundation. The framework is **grounded in alcohol research literature and expert opinion** and is used widely as a tool to support public health workers and others with an interest in shifting drinking cultures to reduce alcohol-related harm.



**Alcohol
Cultures
Framework**

EVIDENCE-BASED
SUPPORT TOOL

VicHealth recognises that local councils and other community organisations are well positioned to address risky drinking cultures in their area as they see the local nuances of the problem play out on the ground. That is why **VicHealth partnered with local councils, universities and non-government organisations** to deliver these projects and help embed healthier drinking cultures in their communities.



VicHealth
PARTNERSHIPS

Data recently released by the Australian Institute for Health and Welfare shows the proportion of **young people drinking at risky levels significantly declined** in the six years to 2016.³⁷ Despite this positive trend, young people aged 18–29 years are still the most likely to be harmed by alcohol. This year, VicHealth has focused on engaging with this important cohort through the Top Spin competition, which invited **young Victorians aged 18–29 years to develop their own creative communications to express their views of alcohol culture** and the role of the alcohol industry. The 2018 Top Spin initiative achieved promising results in its initial year, with **233 entries submitted** and more than 4000 unique visits to the dedicated platform. Entries focused on topics such as alcohol advertising in sport, alcohol marketing and peer pressure. An evaluation of the competition found **92 per cent of survey participants showed increased concern** about the role of the alcohol industry, **98 per cent said they are more aware about marketing ploys** in the industry, and **100 per cent said that something needs to be done about it!** Given this success, planning for **Top Spin 2019 is well underway.**

98% young Victorians
MORE AWARE
OF INDUSTRY
MARKETING PLOYS

100% agree
ACTION IS
NEEDED

ABOUT VICHEALTH

Our origin

VicHealth (the Victorian Health Promotion Foundation) was the world's first health promotion foundation, created in 1987 with a mandate to promote good health. It was established with all-party support by the State Parliament of Victoria

with the statutory objectives mandated by the *Tobacco Act 1987 (Vic)* (the Act). The responsible minister is the Minister for Health, The Hon. Jill Hennessy MP.

Objectives

The objectives of VicHealth as set out in the Act are to:

- fund activity related to the promotion of good health, safety or the prevention and early detection of disease
- increase awareness of programs for promoting good health in the community through the sponsorship of sports, the arts and popular culture

- encourage healthy lifestyles in the community and support activities involving participation in healthy pursuits
- fund research and development activities in support of these objectives.

Functions

The functions of VicHealth as set out in the Act are to:

- promote its objectives
- make grants from the Health Promotion Fund for activities, facilities, projects or research programs in furtherance of the objectives of VicHealth
- provide sponsorships for sporting or cultural activities
- keep statistics and other records relating to the achievement of the objectives of VicHealth
- provide advice to the Minister on matters related to its objectives referred by the Minister to VicHealth and generally in relation to the achievement of its objectives
- make loans or otherwise provide financial accommodation for activities, facilities, projects or research programs in furtherance of the objectives of VicHealth

- consult regularly with relevant Government departments and agencies and to liaise with persons and organisations affected by the operation of this Act
- perform such other functions as are conferred upon VicHealth by this or any other Act.

VicHealth performs and manages these functions by:

- developing a strategic plan, including concept, context and operations
- initiating, facilitating and organising the development of projects and programs to fulfil the strategic plan
- ensuring an excellent standard of project management for all project and program grants paid by VicHealth
- developing systems to evaluate the impacts and outcomes of grants
- ensuring that such knowledge is transferred to the wider community.

Our commitment

- **Fairness** – We promote fairness and opportunity for better health for all Victorians by making health equity an aim of all our work.
- **Evidence-based action** – We create and use evidence to identify the issues that need action and to guide our policy and practice and that of our partners.
- **Working with community** – We work with communities to set priorities, make decisions and create solutions.
- **Partnerships across sectors** – We collaborate with governments at all levels and form alliances with others in health, sports, research, education, the arts and community, and also nurture strong relationships with health promotion practitioners and the media.

Our difference

VicHealth has played a unique role since its inception. We champion positive influences for health and seek to reduce negative influences. This means helping individuals and communities make better-informed decisions, and shaping environments that support healthier choices.

Our strategy incorporates a behavioural insights lens that considers the influences on people's behaviour and choices. This complements existing approaches

with new ways to accelerate better health outcomes for all Victorians. Our culture of innovation enables us to be a catalyst for, and early adopter of, new health promotion approaches.

We work in partnership with all sectors as a trusted, independent source of evidence-based practice and advice. We play a critical role in creating and strengthening this evidence base through our rigorous research and evaluation of our actions.

OUR PARTNERS, STAKEHOLDERS AND FUNDED BODIES 2017–2018

Active Recreation Organisation	Brimbank City Council	Department of Education and Training
Adult Multicultural Education Services (AMES)	Buloke Shire Council	Department of Health and Human Services
AFL Players Association	Burnet Institute	Department of Premier and Cabinet
AFL Victoria	Calisthenics Victoria	Diabetes Australia
Alcohol and Drug Foundation	Campaspe Shire Council	Diabetes Victoria
Alcohol Policy Coalition	Cancer Council of Victoria	Domestic Violence Resource Centre
Alpine Shire Council	Canoeing Victoria	East Gippsland Shire Council
Aquatics & Recreation Victoria	Cardinia Shire Council	East Grampians Health Service
Ararat Rural City Council	Central Goldfields Shire Council	Escaping Your Comfort Zone Inc
Auspicious Arts Projects Inc	Central West Gippsland PCP	Essence
Australian Catholic University Ltd	Centre for Alcohol Policy Research	Flinders University
Australian Futures Project	Centre for Australian Progress	Food for the Mood
Australian Rugby League Commission	Centre for Multicultural Youth	Food Innovation Australia
Australian Sailing Ltd	City In The Community	Football Federation Victoria
Australia's National Research Organisation for Women's Safety Ltd (ANROWS)	City of Ballarat	Footscray Community Arts Centre
Badminton Victoria	City of Casey	Frankston City Council
Bailey and Yang Consultants	City of Darebin	Gannawarra Shire Council
Baker Heart and Diabetes Institute	City of Greater Bendigo	Georgetown University
Ballarat and District Aboriginal Cooperative	City of Greater Dandenong	GippSport
Banyule City Council	City of Greater Geelong	Glenelg Shire Council
Basketball Victoria	City of Melbourne	Golden Plains Shire
Bass Coast Shire Council	City of Port Phillip	Golf Victoria
Baw Baw Shire Council	City of Stonnington	Government House Victoria
Be Counsel	City of Whittlesea	Greater Shepparton City Council
Behaviour Change Partners	City of Wodonga	Griffith University
Benalla Rural City Council	Colac Otway Shire	Gymnastics Victoria Inc
Better Life Group	Committee for Economic Development of Australia (CEDA)	Health Economic Consulting
Bindaree	Community Stars Pty Ltd	HealthComms
Blind Sports Victoria Inc	Corangamite Shire Council	Hello Sunday Morning
BMX Victoria	Creative Victoria	Hepburn Shire Council
Boon Wurrung Foundation	Cricket Victoria	High Blood Pressure Research Council of Australia
Boroondara City Council	CSIRO	Hindmarsh Shire Council
Borough of Queenscliffe	Cycling Victoria	Hockey Victoria Inc
Bowls Victoria	Deakin University	Horsham Rural City Council
	Deloitte	Indigenous Runway Project Inc

Indigo Shire Council	Mitchell Shire Council	South West Sport
Institute of Public Administration Australia (IPAA)	Melbourne Football Club	Southern Grampians Shire Council
Ipsos Public Affairs Pty Ltd	Monash City Council	Sport Australia
Islamic Sciences & Research Academy of Australia	Monash University	Sport England
Jesuit Social Services	Moonee Valley City Council	Sport North East
Julienne Stephens	Moorabool Shire Council	Sports Central
Karingal Inc	Moreland City Council	Sports Focus
Kidney Health Australia	Mornington Peninsula Shire	St. Kilda Football Club
Kingston City Council	Mosaic Lab	State Library of Victoria
Knox City Council	Mount Alexander Shire Council	Strathbogie Shire Council
La Trobe University	Murrindindi Shire Council	SuperFriend
Lacrosse Victoria	National Gallery of Victoria	Surfing Victoria
Latrobe City Council	National Heart Foundation of Australia (Victoria)	Swan Hill Rural City Council
Launch Box	National Stroke Foundation	Swimming Victoria Inc
Leba Ethnic Media	Netball Victoria	Swinburne University of Technology
Leisure Networks Association Inc	Nillumbik Shire Council	Symplan
Life Saving Victoria	Northern Grampians Shire Council	Tennis Victoria
Loddon Shire Council	Nutrition Australia (Victorian Division)	The Australian Centre for Social Innovation
Long Gully Community Centre	Oaktree	The Behavioural Insights Team
Macedon Ranges Shire Council	Obesity Policy Coalition	The Big Picture Strategic Services
Mallee Sports Assembly	Orygen Research Centre	The Centre for Continuing Education
Manningham City Council	Our Watch	The Foundation for Young Australians
Mansfield Shire Council	Parents' Voice	The Futures Foundation
Maribyrnong City Council	Pyrenees Shire Council	The George Institute for Global Health
Maroondah City Council	QUIT	The Nossal Institute for Global Health
Marvel Stadium	Reach In Education	The Reach Foundation
Melbourne City Football Club	ReActivate Latrobe Valley	The Sax Institute
Melbourne Playback Theatre Company	Richmond Football Club	The Shannon Company
Melbourne Renegades	RMIT University	The University of Melbourne
Melbourne Sports and Aquatic Centre	Royal Australasian College of Surgeons	Thorne Harbour Health
Melbourne Stars	Royal Australian College of General Practitioners	Tobacco Free Portfolios Limited
Melbourne Victory	Rumbalara Football Netball Club	Touch Football Australia Incorporated
Melton Shire Council	School Sport Victoria	Towong Shire Council
Mildura Rural City Council	South Gippsland Shire Council	Triathlon Victoria Inc.

Ultimate (Frisbee) Victoria
University of Adelaide
University of New South Wales
University of Queensland
University of South Australia
Victoria State Government
Valley Sport
Vicsport
Victoria University
Victoria Walks Inc
Victorian Arts Centre Trust
Victorian Chamber of Commerce
and Industry
Victorian Equal Opportunity and
Human Rights Commission
Victorian Institute of Sport
Victorian Little Athletics
Victorian Olympic Council
Victorian Rugby Union
Wangaratta Rural City Council
Warrnambool City Council
Wellington Shire Council
Western Bulldogs Football Club
Whitehorse City Council
Wimmera Regional Sports Assembly
Worksafe Victoria
Wurinbeena
Wurundjeri Tribe
Wyndham City Council
Yarn
Yarra City Council
Yarra Ranges Council
Yarriambiack Shire Council
YMCA
Youth Affairs Council Victoria

The lists of Active Club Grant recipients are available from
www.vichealth.vic.gov.au/funding/active-club-grants

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