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## **SEVEN IDEAS GET FUNDING TO KICK-START A NEW PATH FOR VICTORIAN SPORT**

A charitable giving app that encourages daily physical activity and modified group fitness training aimed at getting former netball players back in the game are among the winners of the inaugural VicHealth Innovation Challenge: Physical Activity.

Seven organisations across Victoria have been awarded funding after pitching innovative ideas that reflect people's changing preferences towards physical activity and have the potential to make a big impact.

VicHealth CEO Jerril Rechter said the organisation was very impressed with the calibre of ideas received through the Challenge.

"We received more than 100 video pitches from across Victoria that looked at new ways to get people physically active. Exercise is absolutely crucial to cutting the risk of chronic illnesses and obesity, yet less than half of Australian adults meet the daily requirements. This challenge was about kick-starting ideas that made getting active a fun activity for everyone," Ms Rechter added.

The winners of this year's challenge are:

- **Bendigo Orienteers Incorporated - Go Explore It** (\$40,000): Modification of the treasure hunt concept to encourage people to explore their local neighbourhood.
- **City of Melbourne & CoDesign Studio - Play Streets** (\$80,000): Enables the community to temporarily close local streets and engage in physical activity.
- **Football Federation Victoria – Fit Football** (\$70,000): Provides modified group fitness training to encourage parents and guardians to participate during their kids' sport.
- **Healthy Communities Australia - Back 2 School Fitness** (\$20,000): Social enterprise that links group fitness training for parents and friends with school fundraising.
- **Malvern Harriers Running Club & London Agency – Pulseraiser** (\$60,000): A charity-giving fitness app incentivising daily physical activity through charity fundraising.
- **Netball Victoria – CardioNET** (\$70,000): Modified group fitness training targeted at re-engaging people who are no longer involved in netball.
- **Victorian Skateboarding Association - Learn Right Skate School** (\$60,000): Provides skate education in schools and then a safe transition into community skate parks.

VicHealth CEO Jerril Rechter said the successful projects will help provide more flexible, social and less-structured opportunities for Victorians of all ages to get active.

"While many Victorians play traditional club sport to keep active and enjoy the benefits of physical and mental health, it's not for everybody. We look forward to seeing how each of the seven successful organisations pilot their projects and get even more Victorians active," she added.

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