

15 August 2014

## TWO MORE WEEKS TO LEAD SPORT IN A NEW DIRECTION

Sports organisations with a big idea to make physical activity more appealing to couch potatoes have only two more weeks to enter VicHealth's Physical Activity Innovation Challenge.

VicHealth funding of \$400,000 is available to share between the most promising proposals, based on a video pitch. Entries for the VicHealth Physical Activity Innovation Challenge close 29 August. Enter at <http://challenge.vichealth.vic.gov.au>

The Challenge concept is supported by research from the Australian Sports Commission into consumer preferences and physical activity '[megatrends](#)' that shows many people prefer more casual ways to get active.

VicHealth CEO Jerril Rechter said the ideas should be about providing more flexible, social and less-structured opportunities for Victorians to get active.

"This is a unique opportunity for anyone with a burning idea that involves delivering physical activity in a new way. If it's good enough, we'll help make it happen," Ms Rechter said.

"While many Victorians play traditional club sports to keep active and enjoy the benefits for physical and mental health, it's not for everybody.

"We know that physical activity preferences are gravitating towards individual and fitness-based sports. Lifestyle, adventure and alternative sports are on the rise. More people are choosing activities like jogging, aerobics, cycling, group fitness training, fun runs and even military obstacle courses.

"We want to help sports and physical activity organisations to adapt to these mega trends and find new way to get people moving.

"Exercise is absolutely crucial to cut your risk of chronic illnesses and obesity, yet less than half of Australian adults meet the daily requirements. Is it because it's seen as a chore, rather than fun? We want to see pitches that have the potential to change that mindset."

Interested sport and physical activity providers who submit an idea via <http://challenge.vichealth.vic.gov.au> will be invited to workshop their ideas and then produce a two minute video pitch by Friday 29 August.

Finalists will be chosen by a panel of experts. They will be looking for innovative ideas that respond to market trends and have the potential to make a big impact. The successful projects will be chosen in late September and then allocated start-up funding and support to make their project a reality.

Sport and physical activity providers strongly encouraged to apply include: sporting associations, Regional Sports Assemblies, local governments, active recreation organisations, not-for-profits interested in physical activity, community sports venues and social entrepreneurs / innovators.

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