Less than a third of Australians are getting enough physical activity to benefit their health*. Regular physical activity is a key factor in promoting good health and preventing chronic disease.

FOUR KEY AREAS OF VICHEALTH’S STRATEGIC APPROACH

SPORT

ENABLING SPORT TO GET AHEAD OF PARTICIPATION TRENDS
• Build more welcoming and flexible approaches to organised and social sport** participation

Participation in physical activity and sport is shifting, with a growth in non-organised participation. Club and organised sport is important in improving health and getting people active.

WALKING

MAKING ACTIVE TRAVEL AN EASIER CHOICE
• Support a culture and environment that encourages active travel

Walking is a key form of active travel, including to school, work and within neighbourhoods.

PHYSICAL ACTIVITY

DEVELOPING NEW PARTNERSHIPS AND APPROACHES FOR ACTIVE RECREATION
• Support new approaches and connect people to opportunities for physical activity

Identify new ways to get people active. Improve accessibility, flexibility and variety of active recreation participation options.

SITTING

REDUCING SITTING IN THE WORKPLACE
• Influence workplaces to encourage less sitting and more standing and walking

Workplaces are important in reducing sedentary behaviour.

** ‘Social sport’ is a term used to identify one’s engagement in sport in a less formal (i.e. anytime, anywhere) context. Social sports may have many of the elements of modified or recreational sports, and a similar look and feel to their parent (i.e. standard or traditional) sports. Social sports may incorporate competition and rules, but they have a different relationship (when compared to traditional sports) to a governing organisation because of their intent and outcome.