

# Active Launceston Endorsement Guidelines for applicants

*Updated February 2015*

### **Disclaimer**

*All due care and attention has been taken in the preparation of this document to encompass what is currently known about the process for endorsement of physical activity events and programs. The University of Tasmania, its servants and its partner (Launceston City Council) recognise that there are no available standards or officially recognised guidelines or processes for this type of endorsement. Providing endorsement for community events and initiatives does not provide that event or initiative or organisation with insurance cover of any kind or any such indemnity. The University of Tasmania, its servants and its partners will not be held responsible for any harm, loss or damage suffered or sustained by any persons or property in any way arising from or connected with an endorsed event or initiative.*

### **Rationale**

Active Launceston is a community driven partnership aimed to improve the health and wellbeing of the people of Launceston through increased participation in physical activity.

The University of Tasmania is leading Active Launceston with support from their partner; City of Launceston.

Active Launceston will consider endorsement of physical activity events and initiatives that reflect the goal and relate to the objectives of Active Launceston.

Endorsement will allow organisations to use to the 'Active Launceston' branding in the promotion of their event or initiative. This branding will recognise the event or initiative as being involved in a broader physical activity network that is contributing to the achievement of the goal of Active Launceston. Gaining Active Launceston endorsement will also allow events and initiatives to be promoted through the Active Launceston website, Facebook page, email networks and newsletter.

Organisations can gain Active Launceston endorsement by completing the application form included in this document and returning to Hayden Fox, Active Launceston Information Officer for consideration.

## 1. What is endorsement

### Endorsement is

- Official approval from Active Launceston of an event or an initiative that contributes to the achievement of a more physically active Launceston community.
- Allowing the use of the Active Launceston 'endorsed by' logo.

### Endorsement is not

- Providing funding for events or initiatives.
- Planning, implementing or evaluating events or initiatives.
- Providing insurance cover or indemnity for event or initiatives.

## 2. What is required for endorsement of events or initiatives

### Written proposal

An Application Form for Endorsement (Appendix A) must be completed for an event or initiative to be considered for endorsement and sent to Active Launceston via letter, email or fax. The key assessment for the event or initiative must relate to the Active Launceston vision. (Appendix B)

Initiative details must be entered onto the Active Launceston website by the applicant. This involves creating a group and using the events calendar to enter initiative details.

[www.activelaunceston.com.au](http://www.activelaunceston.com.au)

Applications for endorsement may be received by Active Launceston for consideration at any time of the year.

### Why seek Active Launceston endorsement?

- Active Launceston has become a multi award winning partnership that has developed a strong community profile, an excellent reputation, and a highly-recognisable brand and community identity. Using the Active Launceston logo will heighten the credibility of the event or initiative through its association with Active Launceston and provide recognition that the event or initiative is part of the collective approach to promoting physical activity.
- Events and initiatives endorsed by Active Launceston may be further promoted through the Active Launceston website ([www.activelaunceston.com.au](http://www.activelaunceston.com.au)), Facebook page, newsletter and other promotional opportunities as they arise.
- Support and guidance may be given during the development stages of the initiative by Active Launceston employees.

### 3. Requirements

Once the event or initiative is endorsed by Active Launceston, it will be recommended to:

- Use the Active Launceston Logo (as per guidelines below)
- Promote key physical activity messages
- If deemed appropriate, report back to the Active Launceston Manager on the numbers of participants involved in the initiative and their time spent participating in physical activity.
- Provide the Manager with copies of posters/flyers/articles that show the Active Launceston logo.

### 4. Logo Guidelines

The organisation, event or initiative agrees to acknowledge the Active Launceston logo as follows:

#### *Promotional materials*

1. The event or initiative should include the Active Launceston logo on appropriate materials that promote the endorsed organisation, event or initiative.
2. The logo must be used in its entirety. No variation is permitted.
3. The logo JPG and EPS files remain the property of Active Launceston.
4. Copies of all publications using the Active Launceston logo should be forwarded to the Active Launceston Coordinator.

#### *Signage (if deemed appropriate)*

5. Active Launceston will provide appropriate signage for major events or initiatives. Active Launceston will negotiate with the events or initiatives on the placement of the signage.

#### *Public events (if deemed appropriate)*

6. Active Launceston should be notified of any intended media or public opportunities in relation to the endorsed event or initiative no less than two weeks prior to the event occurring.

#### **Logo colour**

The colour logo appears in two colours; grey and pink.

## Logo format

### Do's

- The logo must only be used in the forms specified and illustrated in this document (Appendix C)

### Don'ts

- No change to the format, colour, shape, or typeface used in the logo.
- No outlines of any kind can be used.
- The colour logo appears in two colours grey and pink
- Do not use different typefaces.
- Do not create your own logo including adding text underneath – use only versions provided by Active Launceston.

Logo and guidelines will be supplied electronically to applicants once endorsement has been successful.

## 5. Process for endorsement

Endorsement applications will be reviewed by Active Launceston. To be considered for endorsement;

- The program must promote physical activity in the community and be consistent with the vision of Active Launceston.

## 6. Contact information

Enquiries and completed endorsement applications should be addressed to:

**Hayden Fox**

**Active Tasmania Information Officer**

Office of the Pro Vice Chancellor (Regional Development) C/O Northern Integrated Care Centre (NICS)  
41 Frankland Street  
Launceston TAS 7250

p. 03 6324 4027

f. 03 6348 8798

e. [Hayden.Fox@utas.edu.au](mailto:Hayden.Fox@utas.edu.au)

w. [www.activelaunceston.com.au](http://www.activelaunceston.com.au)

## 7. Acknowledgement

Active Launceston would like to acknowledge and thank the Premiers Physical Activity Council for their assistance in the development of these guidelines. For more information on the Premiers Physical Activity Council please visit [www.getmoving.tas.gov.au](http://www.getmoving.tas.gov.au)

## Appendices

### **Appendix A - Application Form for Endorsement**

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#### **Endorsement of Physical Activity Organisations Events, Programs & Initiatives**

Application Form for Endorsement (please complete after reading the Endorsement Guidelines)

1. Organisation:
2. Contact person: Name: \_\_\_\_\_ Position: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Postal Address: \_\_\_\_\_  
Physical Address: \_\_\_\_\_
3. Description of organisation, event, program or initiative:
4. How frequent are physical activity initiatives coordinated?
5. How long has the organisation or initiative been running (months/years)?
6. For 'one off' initiatives, what are the dates the event or program will be held (dd/mm/yyyy):

**For ongoing organisations or initiatives please attached a current roster or timetable**

7. Please list other organisations (if any) the organisation or initiatives are affiliated with (i.e. sponsors)?

8. Please provide a brief explanation about how your organisation or initiatives respond to each of the following:

Does the organisation or initiative:

- a. Promote the benefits of appropriate regular and sustainable physical activity?
- b. Add to the opportunities available for physical activity
- c. Foster the profile of physical activity in partnership with compatible organisations
- d. Raise community awareness to the value of physical activity
- e. Is the organisation running the event or initiative not-for-profit  
 yes  no

Comments:

- f. Does the organisation running the event or initiative have suitable insurance cover?  
 yes  no

**If yes please attach a copy of the current Insurance 'Certificate of Currency' to this application.**

9. If your organisation or initiative is endorsed by Active Launceston, it may be promoted through the Active Launceston newsletter or other promotional opportunities as they arise. Do you give permission for Active Launceston to promote your event or initiative as it deems appropriate?  
 yes  no

comments:



10. Active Launceston Website;

To become endorsed by Active Launceston you have to create a group and enter your initiative details into the events calendar. Have you entered your details to the Active Launceston Website? Details on how to create a group will be provided in a separate document.

yes  no

11. Additional comments:

12. Signature:

**Appendix B – Active Launceston Strategic Directions**

**Vision:** Improve the health and wellbeing of the Launceston community through physical activity.

**Mission:** Active Launceston is a partnership that mobilises the community to increase their participation in physical activity by; filling gaps in provision, creating pathways, reducing barriers and targeting those with the highest need.

**Objectives:**

1. Develop strategic partnerships with stakeholders for the promotion of physical activity.
2. Increase the opportunities for participation in physical activity with a particular emphasis on those in the community who are less active.
3. Identify, develop and maintain resources that promote participation in physical activity.
4. Research, monitor and evaluate partnership outcomes.

**Appendix C – Active Launceston endorsement logo**

This initiative is endorsed by



[www.activelaunceston.com.au](http://www.activelaunceston.com.au)