



# LucyByrne

PROFILE

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The University of Tasmania is proud to support its valued employees to share their knowledge and expertise with business and communities across the state, nation and the globe.

I recommend Lucy Byrne, and fully encourage her in her endeavors, to improve health and wellbeing outcomes for individuals and communities, through increasing opportunities for the improvement of healthy lifestyle behaviors.

If you engage Lucy's experience and passion, I strongly believe you will be happy with the outcomes for your community.

**Professor Janelle Allison**

Pro Vice Chancellor (Community, Partnerships and Regional Development)  
University of Tasmania

*“don't re-invent the wheel – Lucy can assist you to create a physical activity intervention for your community”*



After growing up in rural Tasmania, Lucy Byrne moved to Victoria to study Recreation Management at Victoria University. She graduated in 2000 with the Parks and Leisure Australia award for 'Student of Excellence'.

Following experiences at Melbourne Sports and Aquatic Centre and Melbourne Juvenile Justice Centre, Lucy started her career in recreation as an Activity Officer for a resort on the east coast of Tasmania. Succeeding this Lucy pursued her interest with young people and recreation and became the Program Manager at Ashley Youth Detention Centre – Tasmania's only youth detention facility.

She then took time out of her working life to travel around the world and returned to Tasmania to commence a position with the Launceston City Council as Youth and Community Officer for Launceston City Council.

Lucy then moved onto the Parks and Recreation Department of Launceston City Council as the Recreation Planning Officer where she was involved in strategic recreation planning, event management, program coordination and facility development.

In 2008 Lucy was offered a position with The University of Tasmania to develop and manage a highly successful community driven project – Active Launceston.

*Lucy's work colleagues and associates would describe her as an energetic, self-motivated, passionate, results driven professional...*

This partnership project aims to improve the health and wellbeing of the Launceston community through increased participation in physical activity. In 2009 Lucy was awarded the Vice Chancellor's Award for outstanding community engagement for her work with Active Launceston. Lucy has recently been responsible for the development of the Active Tasmania project which seeks to develop similar initiatives to Active Launceston across the state of Tasmania.

Lucy has presented at three international conferences in Florida USA, Stockholm Sweden and Kelowna Canada on the results of the Active Tasmania project.

Lucy has also undertaken a part time teaching role with TAFE Tasmania in the Children's Services Department and was selected to represent Tasmania by Rotary International for a Group Study Exchange to Brazil in 2007. During 2011 Lucy completed the prestigious Tasmanian Leaders Program which is designed to support and educate the emerging leaders of the state of Tasmania. Following on from Lucy's experience with the Tasmanian Leaders Program she was successful in securing a position on the board of Women Sport and Recreation Tasmania. In 2015 Lucy was invited to sit on the Healthy Tasmania Committee established by the Minister for Health.

Lucy enrolled in a Master of Biomedical Science in 2014 to extend her research skills and she is also now available for consultancies in the areas of strategic recreation and leisure planning, event and project management, health promotion, and community wide physical activity program development.



Lucy has managed numerous projects throughout her career from small programs and initiatives through to larger recreational facility developments.

## ACTIVE COMMUNITIES – i.e. ACTIVE LAUNCESTON

Lucy was the creator of the highly successful Active Launceston project which has been an award winning, fully evaluated project with a strong community profile, an excellent reputation and a highly-recognisable brand and community identity and has now become an advanced proven model.

Lucy can support your community to develop a project similar to Active Launceston through her knowledge and expertise in engaging stakeholders through to developing project management plans, securing funding, developing flyers and program outlines and developing customised websites and evaluation tools.

### **Active Launceston Summary:**

The vision of Active Launceston is to improve the health and wellbeing of the Launceston community through physical activity.

Active Launceston's mission is to mobilise 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.

In 2008, UTAS, Launceston City Council and Sport and Recreation Tasmania formed a partnership to develop the Active Launceston health promotion initiative. Although membership has changed over the years, the Active Launceston partnership and stakeholder network has always been comprised of organisations that believe the initiative is working in line with their own strategic directions.

The partnerships events, programs, website, organisational structure, partnerships and levels of community engagement have gained accolades at a state, national and international level.

Managed by UTAS, Active Launceston has become a foundational project for the university in achieving authentic, integrated and

effective community outreach. Importantly, Active Launceston has enabled the development of a strong connection to the community in a non-political (non-governmental) environment.

The partnership was initiated as an 18 month pilot in June 2008. Due to its success, Active Launceston was awarded ongoing funding for a period of three years and has now secured further funding for the subsequent three years from 2013 – 2015.

**Lucy has now been responsible for attracting over to \$2,300,000 of funding to this project. [www.activelaunceston.com.au](http://www.activelaunceston.com.au)**

## ACTIVE TASMANIA

Lucy has also been responsible for creating Active Tasmania. Through the Active Tasmania health-promotion initiative, the University seeks to partner with others to improve the health and wellbeing of communities through a capacity building process. Based on the success of the original project, Active Launceston (2008), and utilising the resources and knowledge base of the University, Active Tasmania provides consultancies, resources, and event and project management for organisations and communities. Active Tasmania currently includes; cross-sectional community-wide programs, workplace health and wellbeing initiatives, healthy lifestyle promotions, primary health care activities, undergraduate units and post-graduate research.



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## HEALTH AND WELLBEING PROGRAMS AND EVENTS

Lucy has successfully developed and coordinated many programs and events to meet the needs of identified target groups.

Lucy has worked with older adults, young people, people from culturally and linguistically diverse backgrounds, people with a disability, people from a lower socio economic background, sedentary adults, those suffering from a chronic condition and all other community members that may have an identified barrier to participation in physical activity; including, lack of social support, lack of financial support, lack of knowledge of what is available and simple lack of self-esteem and self-confidence to become involved.

These events and initiatives have included activities such as yoga, pilates, walking, running, bike riding, gardening, mountain biking, sailing, swimming, strengthening, Paralympic sports, martial arts, kick boxing, tai chi, gentle exercise, dancing, caving, roller derby and roller-skating, croquet, orienteering and boot camp style activities just to mention a few!

Lucy also has a great knowledge of existing program frameworks that can be adapted to your community.

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## WORKPLACE PROGRAMS

Did you know... 'the healthiest Australian employees are almost three times more productive than their unhealthy colleagues.' *Medibank Private (November 2005). The Health of Australia's Workforce.*

Workplace health and wellbeing programs provide a range of opportunities and benefits for employers, employees and the broader community.

The workplace has been recognised as a critical setting in which to address physical activity and other health issues as a large number of Tasmanians spend up to half of their waking hours at work. Many also work in jobs that involve little or no activity.

Lucy has successfully developed a sustainable workplace program for Launceston City Council her previous employer and University of Tasmania her current employer, two large organisations who employ over 500 staff. Lucy has recently been responsible for the development of a partnership with the Tasmanian Health Organisation North to develop a workplace program for all employees in the north of the state (2000+)

Lucy has also supported numerous organisations in Launceston such as St.LukesHealth, Rural Youth, McDonalds, Bapcare, Family Based Care and Hotel Grand Chancellor to develop workplace health and wellbeing programs through the 'Active Workplaces' initiatives under the Active Launceston project.



## RECREATION, SPORT AND LEISURE STRATEGIC PLANNING

Lucy has been involved in strategic planning for recreation, sport and leisure activities at numerous levels including not for profit organisations, Local Government and State Government.

Areas that Lucy has been particularly involved with include local government recreation planning, on and off road cycling and trail development along with mountain biking and dirt jump construction. Lucy also has a strong interest in social inclusion and community consultation processes.

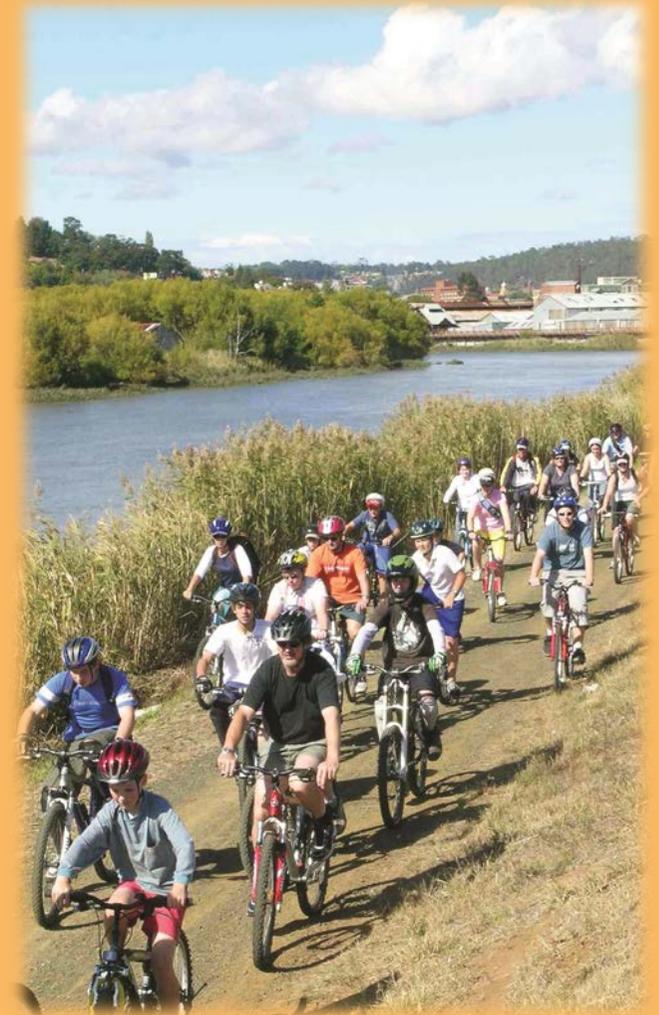
## EVALUATION AND RESEARCH

Lucy has a high level of experience in the evaluation of projects, programs and events.

She has initiated, developed and managed numerous evaluation processes utilising a mixed methods approach.

Lucy is familiar with best practice evaluation procedures, including everything from gaining ethics approval right through to the presentation of results in peer reviewed articles.

Lucy is currently completing a Master of Biomedical Science at the University of Tasmania.



## FUNDING AND SPONSORSHIP

Lucy has been successful in securing grants from local, state and federal government bodies along with non government organisations, philanthropic trusts and general granting bodies.

Lucy has also secured numerous corporate sponsorships for events, programs and other initiatives.

Lucy has often been praised for her ability to engage with people of influence in our communities (politicians, chairman of funding bodies etc) and convince them of the benefits of the project that she is seeking support for.



# PROMOTION AND MARKETING

Lucy has a high level of knowledge and experience in the promotion and marketing of health related initiatives. Including;

- development of communication and marketing strategies
- media relations and interviews
- media release/advisory development
- advertising through print, radio and television



## AWARDS

- Active Tasmania – Tasmanian Public Sector Administration Awards – Nominated – 2015 (pending)
- Lucy Byrne – TELSTRA Business Woman of the Year – FINALIST – Government and Academia – 2015
- Active Launceston – Active Tasmania Award – Whole-of-Community-Involvement Award – Premiers Physical Activity Council – 2013
- Active Launceston – *Finalist* – Community Of the Year Award – Awards Australia – 2013
- Lucy Byrne - Vice Chancellors Award for Outstanding Community Engagement – University of Tasmania – December 2009
- Active Launceston - Active Tasmania Award – Premiers Physical Activity Council – 2009
- Active Launceston - Healthy Weight Program - Local Government Awards – Heart Foundation 2009 (*including a National commendation award*)
- Active City Park – Joint City and Innovative Award - Premiers Physical Activity Council – 2007
- Launceston City Council recreation initiatives ‘Active Launceston’ – Commendation Award - Premiers Physical Activity Council – 2006
- Ride Launceston – State Winner for Physical Activity Project - Heart Foundation – 2005
- Lucy Byrne - “STUDENT OF EXCELLENCE” in Recreation Management, Awarded by Parks and Leisure Australia 2001



## CONFERENCES & GUEST SPEAKING

Lucy has been a guest speaker at many workshops, forums and conferences and has a great ability to share her knowledge and passion around community health to a wide range of stakeholders. Lucy has also been part of conference organising committees such as the 2008 Growing our Futures Conference and the 2005 Parks and Leisure Australia National Conference.

Here is a brief summary;

- University of Paderborn – Guest Lecturer - Germany, June 2015
- International Health Promoting Universities Conference – Kelowna, Canada, June 2015 (Active Tasmania Oral Presentation)
- Be Active - National Physical Activity Conference - Canberra, October 2014 (Active Launceston Poster Presentation)
- CO–OPS Collaboration of Community Based Obesity Prevention Sites – National Workshop – Sydney, October 2010 (Active Launceston Oral Presentation)
- International Congress on Obesity, Stockholm, Sweden, July 2010 (Active Launceston Poster Presentation)
- Glenorchy on the Go, Glenorchy 2010 (Active Launceston Oral Presentation)
- MAD, Health Promotion Training DHHS, 2009, 2010. (Active Launceston Oral Presentation)
- Premiers Physical Activity Council Local Government Forum, Scottsdale, 2009. (Active Launceston Oral Presentation)
- AIESEP (International Assoc' for PE in Higher Ed') Florida, USA September 2009 (Active Launceston Oral Presentation)
- TAFISA Sports Leadership — Monash University, Melbourne, April 2009 (Active Launceston Oral Presentation)
- Get Moving at Work, Workplace Health and wellbeing healthy Breakfast presentation, Work Place Safe week 2008, 2009 (Active Launceston Oral Presentation)
- Growing Our Futures Conference—Launceston March 2008 (Active Launceston Oral Presentation)
- National Physical Activity Conference – Oct 2007 - Adelaide (Active City Park Poster Presentation)
- National Tracks and Trails Conference 2005 – Hobart (Mountain Bike Oral Presentation)

## PUBLICATIONS, CONFERENCE PAPERS & JOURNAL ARTICLES

- Byrne, L., Ogden, K. and Auckland, S. (2014) Knowledge in Action - Engaging Australia, Chapter 2, Cambridge Scholars Newcastle pp. 35-52.
- Byrne, L, Ogden, K & Auckland, S 2014, 'Active Launceston: How effective is a partnership project in increasing physical activity in a community setting?', *Journal of Science & Medicine in Sport*, vol. 18, pp. e95-e95
- Byrne, L. 2011. Go George Town Feasibility Study - University of Tasmania
- 2010, Australian University Community Engagement Alliance, Active Launceston Pilot Project - University Partnerships for Healthy and Active Communities, S. Auckland, L. Marshall.
- Byrne, L, 2007, 'Active City Park', *Journal of Science and Medicine in Sport*, vol. 10, supplementary issue 6, 2007

# WORK EXPERIENCE

University of Tasmania

## SENIOR PROJECT MANAGEMENT (REGIONAL DEVELOPMENT)

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FEBRUARY 2008 — PRESENT

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### Strategic Advice

Provide strategic advice to the Pro Vice-Chancellor (Regional Development) in the areas of community engagement, physical activity and health and wellbeing to ensure the development of UTAS in these disciplines.

- Provide strategic advice on the development and implementation of health and wellbeing plans and policies and infrastructure projects for the University, the community and all levels of government.
- Liaise with local councils, The Office of Sport and Recreation, the Department of Health and Human Services and other stakeholders to review and make recommendations to the University on current health and wellbeing related statistics, literature, research and trends.
- Liaise with business leaders and high level local, state and federal government officials and politicians to promote the benefits of UTAS projects.

### Projects

Scope, develop and implement projects relating to health, sport, nutrition and active living with a particular emphasis on developing interdisciplinary collaborations across the University.

- Through a high level of knowledge in the area of physical activity, facilitate the development of community health initiatives.
- In collaboration with UTAS Communications Department, manage public relations activities in regards to initiated projects, including maintaining contact with media (through development of media releases and managing media launches, photo opportunities and interviews and managing social

media) and engagement with all levels of government and other stakeholders.

- Engage faculties, schools, staff and students in initiated projects to allow skill development in areas such as research, marketing, leadership, health science, education and human movement.
- Liaise with staff across the University, other professional groups and all levels of government regarding the identification of innovative research methods to measure the effectiveness of initiated wellbeing interventions. In turn conduct and/or coordinate qualitative and quantitative research including research and instrument design, data collection, management and analysis and research reporting.
- Seek opportunities to publish and/or present significant research, evaluation results and outcomes for initiated projects to allow adequate recognition for UTAS. This may or may not be done in collaboration with other UTAS staff and students.
- Seek funding opportunities to support initiatives through lobbying Federal, State and Local politicians along with managers of other potential funding bodies.
- Conduct general consultancies on behalf of the University within the sport, recreation and physical activity industry with the intention of raising the University's profile and in turn generating income for the University.
- Develop grant funding submissions to ensure the initiation and ongoing sustainability of initiated projects along with managing funding body liaison and contract management.

### Develop and Market

Develop the 'Active Tasmania' initiative to both share the knowledge gained across the state of Tasmania along with developing a commercial product ready for market including consultancies and resources.

- Market and sell Active Tasmania across the state, the nation and the globe to enable a profit to be gained by UTAS to in turn support the ongoing sustainability of local projects.

**Launceston City Council  
RECREATION PLANNING OFFICER**

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MAY 2004 – FEBRUARY 2008

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- Recreation planning for the provision, utilisation and development of Council facilities, parks and reserves
- Development and implementation of regional and local recreation and sport specific plans/strategies
- Recreational trail development and planning including on-road bike lanes
- Recreational program initiation, development, implementation and evaluation
- Contractor and volunteer management, supervision
- Event planning and management
- Physical activity and health and wellbeing promotion
- Community Development and engagement including stakeholder consultation
- Engaging with the media including, television, radio and print

**TAFE Tasmania  
TEACHER, Children's Services**

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SEMESTER 2, 2006, 2007

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- Teaching – How to Develop Sport and Recreation Programs as part of the 'Diploma of Out of School Hours Care' in the Community Services Department at TAFE
- Coordination of guest speakers and practical physical activity opportunities for students
- Session planning and delivery

**Launceston City Council  
YOUTH AND COMMUNITY OFFICER**

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JANUARY 2003 – MAY 2004

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- Working with local young people, youth organisations and the broader community to facilitate cooperative/collaborative approaches in the youth sector
- Consult young people and the community on matters of importance and priority to young people's participation in community development, planning and local government decision making
- Project management of numerous recreational, educational programs and events

**Ashley Youth Detention Centre  
PROGRAMS MANAGER**

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JULY 2001 - FEBRUARY 2002

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- Managing the development and provision of complex, outcome based programs that maximised rehabilitation for young people in custodial care
- Using leadership, communication and motivational skills to encourage and direct staff and residents to participate in all recreational, vocational and educational programs
- Managing the centre's program budget and utilised current resources
- Consulting with community service providers, employers, youth justice staff and centre staff to design programs that best met the needs of the residents

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**Freycinet Lodge**  
**ACTIVITIES OFFICER**

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NOVEMBER 2000 - APRIL 2001

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- Arranging, co-ordinating and developing the activity program for Tasmania's premier sea side resort
- Guiding interpretative bush walks and activities for both adults and children
- Administrative duties including rosters and planning bushwalking activities utilising mapping systems

**Melbourne Sports and Aquatic Centre**  
**PROGRAM LEADER**

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JUNE 1999 - NOVEMBER 2000

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- Co-ordinating and running corporate sports days
- Children's programs including school groups and birthday parties, coordinating a team of leaders



# EDUCATION, PROFESSIONAL DEVELOPMENT AND QUALIFICATIONS

## TERTIARY EDUCATION

### 1. Master of Biomedical Science

University of Tasmania – *Currently completing*

- **Graduate Certificate of Research 2014**  
XGR501 Introduction to Higher Degree by Research  
XGR502 Communicating Research

### 2. Bachelor of Arts in Recreation Management

(3 years) Victoria University – Graduated 2000

- Distinction Grade Average
- AWARD “STUDENT OF EXCELLENCE” in Recreation Management, Awarded by Parks and Leisure Australia 2001

### 3. Advanced Diploma of Business Management

National Business Institute of Australia - Graduated 2007



## GENERAL QUALIFICATIONS

- Vicfit - Fitness Instructor - Fitnation - Reg No. VF13271. 31st August 2000
- Emergency First Aid level 2 / Senior – St Johns Ambulance Aust.
- Bronze Medallion
- Drivers License - Australian No. E76128
- Passenger Vehicle License - Australian No. 110364
- Motor Boat License - Australian No. U13205

## COMMITTEE REPRESENTATION

- Healthy Tasmania Committee 2015 - Tasmanian Minister for Health

## BOARD REPRESENTATION

- Women Sport and Recreation Tasmania 2012 – 2014
- Launceston PCYC 2003

## PERSONAL DEVELOPMENT

- 2007 - Rotary International – Group Study Exchange – Brazil
- 2011 – Tasmanian Leaders Program – Tasmania

## PROFESSIONAL DEVELOPMENT

- 2015 – Introduction to cost effectiveness analysis in health – University of Melbourne
- 2015 – Nvivo – University of Tasmania
- 2015 – Tasmanian Health Conference – University of Tas
- 2015 – International Conference of Health Promoting Universities – Kelowna – Canada (Active Tasmania Oral Presentation)
- 2014 - Aspiration Matters – University of Tasmania – Launceston (Active Launceston Oral Presentation)
- 2014 – Be Active National Physical Activity Conference – Canberra (Active Launceston Poster Presentation)
- 2013 – Systematic Review Training – Cochrane Collaboration – UTAS Launceston
- 2013 – Giving Your Initiative Sustainability For The Future – CO-OPS Collaboration, Melbourne
- 2013 – Writing Manuscripts for Publication, Professor Robert Glew PHD University of New Mexico, USA, UTAS
- 2010 – International Congress on Obesity, Stockholm, Sweden
- 2010 – Funding Connect Tasmania, ROCU, TCCI, CSIRO, AUSINDUSTRY, Hobart
- 2010 – Structuring and Negotiating Collaboration and IP Commercialisation Deals, DIER and ROCU, Hobart
- 2009 – AIESEP (International Assoc' for PE in Higher Ed') Florida, USA (Active Launceston Oral Presentation)
- 2009 – TAFISA Sports Leadership – Monash University, Melbourne (Active Launceston Oral Presentation)
- 2008 – Physical Activity Public Health Course – University of Sydney
- 2008 – Evaluating Health Programs – DHHS Launceston
- 2008 – Growing Our Futures Conference – Launceston (Active Launceston Oral Presentation)
- 2008 – Making Projects Work – Dimensions Data Melbourne
- 2007 – Community Development for Health Professionals – Short Course – Jim Cavaye and UTAS
- 2007 – National Physical Activity Conference – Adelaide (Active City Park Poster Presentation)
- 2007 – Health Coaching Training, DHHS
- 2006 – Active After School Communities - Coach Training – Launceston
- 2004/2005 – Parks and Leisure Australia National Conferences – Brisbane/Hobart
- 2005 – National Tracks and Trails Conference - Hobart
- 2005 – Better Facilities Stronger Communities Conference - Melbourne
- Women Get Active 'Train the Trainer' – Elizabeth Town
- 'Comment' – Community Mentor Training – 'Train the Trainer' - Launceston
- Designing out Crime, Designing in People - Launceston
- Introduction to Project Management - Hobart
- Queering the North - Launceston
- Healthy Lifestyle Forum - Hobart
- Cross Cultural Awareness - Launceston
- Get Moving Towards a More Active Tasmania - Hobart

## LUCY BYRNE

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## REFEREES

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