

SPONSORSHIP PROSPECTUS





1. Rationale

For over 60 years, research has proven that the health benefits that can be derived from a physically active lifestyle are extensive¹. In fact, it is now widely accepted that physical inactivity is a significant predictor of numerous chronic diseases such as obesity, chronic heart disease, type 2 diabetes and some cancers^{2, 2}.

World Health Organisation (WHO) recognise “physical inactivity as one of the leading global risk factors for morbidity and premature morbidity” WHO also suggests that approximately 3.2 million deaths each year can be attributable to insufficient physical activity³.

Increasing levels of physical activity in individuals and the community as a whole has the potential to improve the health and wellbeing of our city, state, nation and even the world.

Rationale

continued

Evidence has shown that increasing physical activity is one simple, preventative strategy that can decrease the likelihood of obesity and other chronic conditions. It also contributes to improvements in overall health and well-being and the building of social capital.

It is also interesting to note that nutritional, psychosocial, therapeutic or educational interventions are all said to be less effective lifestyle interventions than simple physical activity participation⁶.

It is reported that one of the most successful investments in increasing physical activity levels are population based, community-wide, multi-sectoral, multi-disciplinary programs involving numerous settings and sectors and that mobilise and integrate community engagement and resources³.

In an Australian context, the burden of chronic disease will increase significantly over the next decade with major impacts on families, communities, the health care system and the economy⁹.

According to the Australian Bureau of Statistics' 2011-2012 Australian Health Survey, 63% of the adult Australian population are overweight or obese¹¹.

Locally, Tasmanians suffer higher levels of chronic conditions than populations in other states and territories and hence the impact of physical inactivity on this state may be greater than in other states of Australia¹¹.

The Tasmanian Population Health Survey of 2009 suggested that "almost 1 in 3 Tasmanians do not undertake sufficient physical activity to maintain good health and over half of all Tasmanians reported being overweight or obese."¹¹

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Rationale

continued

The extent of problems associated with being inactive is concerning. As suggested above, not only does it have an impact on the health and wellbeing of an individual, but physical inactivity has a substantial negative impact on the economy.

Medibank Private estimated in 2008 that the impact of physical inactivity on the Australian economy in terms of direct healthcare costs, reduced productivity and increased mortality, equates to \$13.8 billion each year³³.

However Vic Health in 2009 reported that physical inactivity contributes to 6.6% of the overall health burden in Australia, in terms of the number of years lost due to ill-health, disability or early death. Physical inactivity is estimated to cost the health sector \$672 million each year with a further \$1,135 million lost in production and leisure⁹.

Based on this analysis carried out by Vic Health, in 2011 Tasmania's Department of Health and Human Services has estimated, if community-wide physical activity campaigns can reduce the number of people who are inactive by 4% the potential annual savings for the Tasmanian Government include, but are not limited to; \$2.9 million in healthcare and \$4.9 million in lost production and leisure^{9,14}.



Rationale

continued

Most recently in 2012 the value of sport and physical recreation (SPR) to Tasmania was said to bring a 400 per cent return on the dollars invested. Its value conservatively estimated to be \$5.6 billion, delivers over \$4 value for every \$1 invested¹⁵.

The principal finding of this research was “that although the current levels of investment in SPR yield a strong return, a more economically efficient outcome can be achieved by increasing the regular rate of participation. For example, a 10 per cent increase in SPR participation would generate an additional \$905.3 million in annual benefits¹⁵”

In America it has been suggested that for every \$1 invested into evidence-based prevention programs (e.g. targeting smoking, physical activity, nutrition), an estimated \$5.60 in savings is delivered back into the community within five years¹⁶.

The rationale for community-wide physical activity interventions is clear. To encourage and support people to increase their physical activity levels will improve individual health and wellbeing, and in-turn, the overall prosperity of the community in which they live.

Through sponsoring Active Launceston,
your organisation can make a big
difference to your community...

2. Project Outline

Active Launceston is a community driven partnership with the vision of improving 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, reducing barriers and targeting those with the highest need.

As the sole university in the state, the University of Tasmania (UTAS) has a responsibility to actively contribute to the economic, cultural and social environment in Tasmania. In 2008, UTAS, the 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, committee and stakeholder network has always been comprised of organisations that believe the initiative is working in line with their own strategic directions.

Active Launceston has become a multi award winning, community driven partnership that has developed a strong community profile, an excellent reputation, and a highly-recognisable brand and community identity. The partnerships events, programs, website, organisational structure, partnerships and levels of community engagement have gained accolades at a state, national and international level.

Active Launceston provides free physical activity programs and events for the community. The partnership also seeks to endorse, support and guide new and existing physical activity providers to enhance their service and their connection with the community.

Project Outline

continued

Physical inactivity is major risk factors for chronic disease. By facilitating engagement of all members of the community in physical activity, Active Launceston seeks to encourage behaviour change through providing access to programs, resources and networks to ensure these healthy lifestyle behaviour changes are sustainable and thus reducing the burden of chronic disease on both an individual and community level.

Rather than duplicating or reinventing the wheel, Active Launceston initiatives are designed to add value to existing successful local programs, fill any identified gaps in provision and develop capacity within the community to ensure sustainable participation in physical activity.

Initiatives are designed to overcome barriers community members have to participation in physical activity and these particularly include; a lack of opportunities, low self-esteem, high costs associated with participation, social disconnection and/or a lack of knowledge of the opportunities available in our community.



3. Target Groups

In line with current health statistics, research and community consultation, Active Launceston targets groups within our community who are identified as having the highest need. Active Launceston currently focuses their programs towards:

- Older people
- Disengaged young people
- Children
- Under 5's
- Sedentary adults
- Adults suffering from a chronic condition
- Those recovering from illness/injury
- Those from a non English speaking background – migrants and refugees
- Adults and children with a disability
- Those in employment – workplaces
- Those from a lower socio-economic background

4. Benefits



Benefits
continued



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Active Launceston has a diverse range of individual and community benefits and outcomes. These benefits include but are not limited to;

- Improving individual and community health and wellbeing through increasing the number of physical activities available along with endorsing, promoting and supporting new and existing providers
- Encouraging sustainable participation through creating support networks and resources
- Increasing the knowledge of the benefits, and importance of physical activity, through community advocacy
- Developing and utilising an innovative evidence based, preventative health care model
- Reducing inequity in our community through focusing programs towards those in our community who are the most vulnerable, with the highest level of need, and who may not have otherwise participate
- Empowering people and communities through providing employment, training and leadership opportunities
- Decreasing social and geographical barriers through encouraging inclusive participation
- Providing opportunities for evaluation and research into preventive health care
- Providing a strong return on investment through seeking to securing health for the long term by keeping people out of hospitals thus reducing the burden on the health budget and the individual cost of living
- Contributing to the vision and goals of Tasmania's Plan for Physical Activity 2011-2021 as well as many other Federal, State and Local Government, NGO and University plans and policies in the areas of preventive health care, employment, cost of living and access to services, children and youth, sustainability, community engagement, and social inclusion
- Providing a framework that can be adapted to meet the needs of other communities



5. OUTCOMES

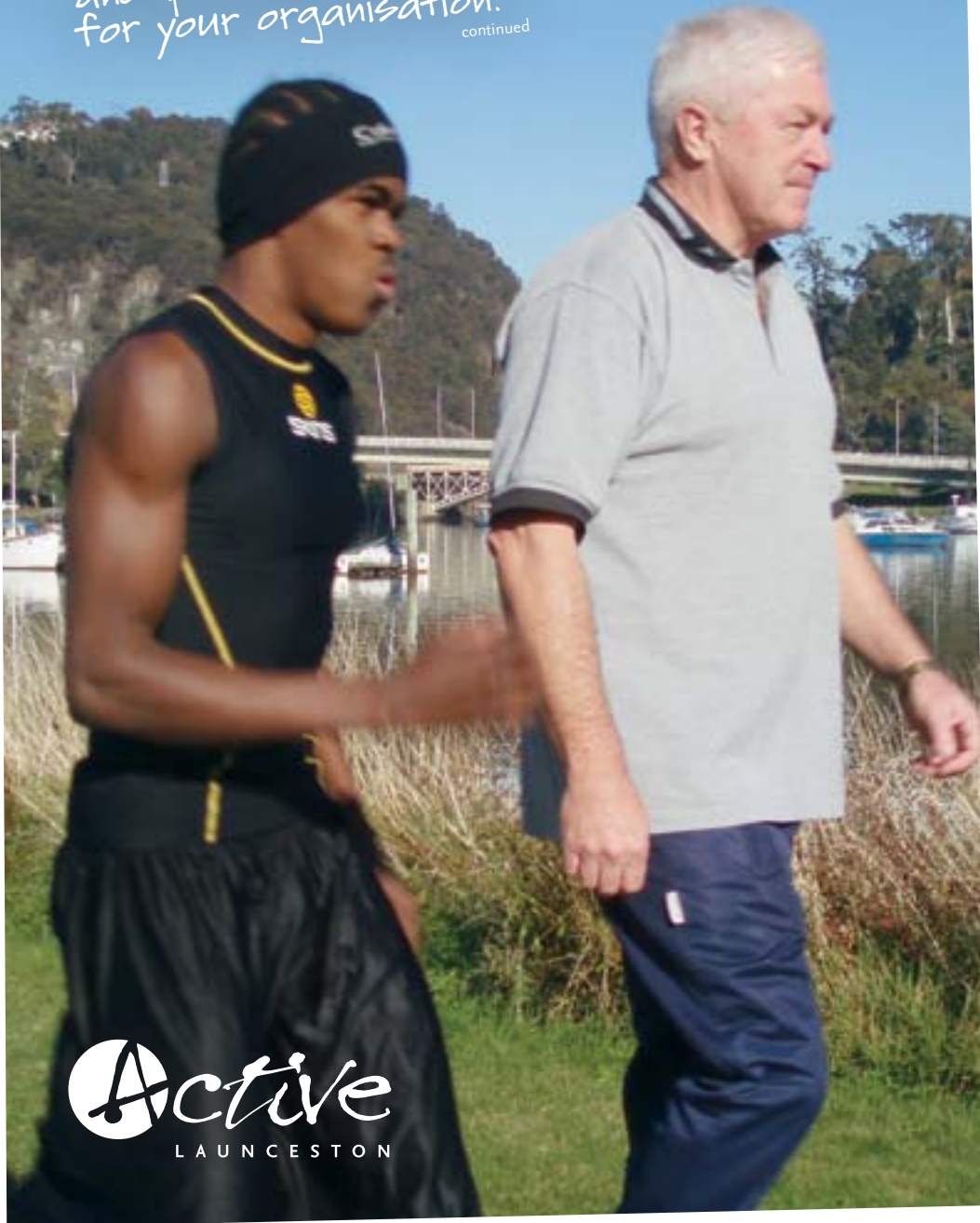
and potential exposure for your organisation!

Between 2008 and 2012 Active Launceston coordinated 69 programs that engaged a total of 8,240 participants, had a session attendance of 18,739 which amounted to 23,216.5 hours of physical activity. Active Launceston has now coordinated a total of 69 events and programs since 2008. In 2012 a record was broken with 94 participants attending one stretch and strengthen session!

There are now a total of 60 events, programs or organisations endorsed and supported by Active Launceston.

EMRS, an independent social and marketing research company, was engaged to track physical activity participation rates between 2008 and 2012. The following results are outlined in their report entitled; Active Launceston Initiative Research Report May 2013. The number of Launceston respondents who reported participating in exercise was higher in 2012 compared with 2008, with a **4% increase** from 20% in 2008 to 24% in 2012. A similar outcome was recorded for participation in moderate exercise with an increase of 8% and for vigorous exercise and increase of 12%.

*Outcomes
and potential exposure
for your organisation!*
continued



Active
LAUNCESTON

Active Launceston has also been an important mechanism for providing valuable experience to students from the University of Tasmania and other educational institutions. Over the period from 2008-2012, a total of 73 students assisted in the facilitation of Active Launceston programs.

Active Launceston has also engaged 47 private providers in a paid capacity to instruct and coordinate sessions since 2008, along with creating business for numerous other providers such as merchandise vendors and graphic design companies.

Just as an example - In 2012 alone, Active Launceston released ten media advisories and received coverage through print media (newspapers, magazines etc) on 13 occasions. This was accompanied with six series of program advertising. Along with five paid program advertising series Active Launceston also featured in four news radio interviews. Finally along with eight paid program advertising series Active Launceston featured on television editorial news programs on five occasions.

Active Launceston produces and distributes tens of thousands of promotional flyers and brochures and also utilises Facebook and SMS marketing.

Active Launceston has caps, t-shirts, car stickers, aluminium signs, banners, wrist bands and swimming caps to further promote the project and enhance the brand recognition in the community.

Outcomes of Active Launceston have been presented at numerous workshops and forums along with four state and national conferences and two international conferences in Sweden and Florida.

Active Launceston has won three awards including Active Tasmania Award, Heart Foundation Award and Vice Chancellors Award for Community Engagement.

Active Launceston has been engaged to conduct three consultancies in other communities and developed a Feasibility Study into the development of a project called Go George Town.

Through support from UTAS, commitment has now been given to develop an initiative called Active Tasmania. This project will seek to support other communities to develop initiatives similar to Active Launceston.

*With these outcomes
in mind, imagine the
possibilities for exposure
of your organisation
and brand when you
become associated with
Active Launceston...*

6. Funding & Sponsorship

In a short period of time Active Launceston has attracted the support of a variety of partners and sponsors who see benefits in an active association with the partnership.

Active Launceston is managed by the University of Tasmania and is coordinated in partnership with Launceston City Council. The partnership is supported by a committee which has included representation from over 24 different local organisations since 2008.

Organisations who have also previously supported Active Launceston through sponsorship or funding arrangements include;

- Federal Government
- Tasmanian State Government
- Tasmanian Community Fund
- Hawthorn Football Club
- St Lukes Health
- Winifred Booth Charitable Trust
- St Giles

7. Media Partnerships

Active Launceston's valuable media partners; Southern Cross Television and the Examiner Newspaper, ensure the Active Launceston partners and sponsors are regularly exposed to the greater community through considerable and ongoing media coverage.



8. SPONSORSHIP OPPORTUNITIES

Your Organisation has the opportunity to be associated with a community oriented initiative with an excellent reputation, high public trust and credibility, and a highly-recognisable brand and community identity. In addition Your Organisation will be supporting community members to take a positive step towards improved health and wellbeing.

There are several possibilities for Your Organisation to build on your sponsorship portfolio and improve brand recognition, increase your customer/membership levels and enhance your image locally, nationally and internationally through supporting Active Launceston. The following pages outline the level of commitment required, initial benefits for your organisation and long term outcomes for your organisation through association with Active Launceston.

**PACKAGE 1
MAJOR
SPONSOR**

\$50,000

**PACKAGE 2
GENERAL**

\$2,000 – \$20,000

**PACKAGE 3
MERCHANDISE**

VARIOUS

Your commitment

Provide \$50,000 cash sponsorship to support the ongoing development of Active Launceston.

Benefits for your organisation

- **Recognition** as a Major sponsor.
- **Corporate logo** to appear on all Active Launceston **Television commercials**.
- **Corporate logo** on Active Launceston **website** and hyperlinks to your website.
- **Organisational brochure** to be given out to community members with Active Launceston promotional material.
- **Corporate signage** (provided by you) displayed at all major events, program launches and media events.
- **Acknowledgement** at all events and programs by Chairperson/MC.
- **Corporate logo** to appear on all Active Launceston project material including letter heads and promotional material (brochures, flyers, banners, signage).
- **Opportunity to address** community members at the opening of all major events, launches and media events.
- **Complimentary advertisement** on Active Launceston website.

Outcomes for your organisation

- High level **media opportunities**.
- Ability to work with Active Launceston to **support other communities** across Australia to implement similar projects.
- **Differentiation** in a crowded marketplace.
- Be seen as a **major contributor** to a cutting edge community health initiative.
- Ability to **position your organisation as a leader** in supporting health and wellbeing in the community.
- **Increased awareness** and profile of Your Organisation through recognition at a local, national and International level.
- High level increase in **brand recognition**.
- **Increased membership/customer base**.
- Foster relationships with event and program attendees through **valuable networking opportunities** (including community members/media executives and local business identities).
- **Ability to negotiate** these sponsorship terms with Active Launceston.



Your commitment

Provide between \$2,000 and \$20,000 cash sponsorship to support the ongoing development of specific aspects of Active Launceston.

Benefits for your organisation

- **Corporate signage** (provided by you) displayed at all major events, program launches and media events.
- **Corporate Logo** on Active Launceston website.
- **Recognition** as a sponsor.
- Corporate logo to be included on **promotional material** of a specific Active Launceston event or program that the funding is allocated to.
- **Acknowledgement** at all events and programs by Chairperson/MC.

Outcomes for your organisation

- **Increased awareness** and profile of your organisation through recognition at a local national and International level.
- **Increase in brand recognition.**
- **Be seen as a contributor** to a cutting edge community health initiative.
- **High level community involvement.**
- **Increased membership/ customer base.**
- **Differentiation** in a crowded marketplace.
- **High level image enhancement.**
- Foster relationships with event and program attendees through **valuable networking opportunities** (including community members/media executives and local business identities).



Your commitment

Supply promotional merchandise such as signage, banners, t-shirts, water bottles, calico bags, stress balls, Frisbees, note pads, mouse pads etc to promote Active Launceston and the company.

Benefits for your organisation

- **Corporate Logo** on Active Launceston website.
- **Your corporate logo to appear on all merchandise** provided by your company along with the Active Launceston logo (and partners).
- Community members encouraged to pick up merchandise (t-shirts, water bottles) and other **promotional material** (eg event programs, posters) from your shopfront/business premises.

Outcomes for your organisation

- **Increased public recognition** of shopfront location/place of business.
- **Local Image enhancement.**
- **Increased brand recognition.**
- **Increased membership/ customer base.**
- **Local community involvement.**



9. Risks

The University has a strong reputation for the delivery of projects and prides its self on the numerous successful outcomes it has created for the Tasmanian community. There appear to be no major risks for sponsoring organisation who become involved in Active Launceston, due to the following;

- The project will be managed under the guidance of UTAS and as such financial and administrative procedures will follow their strict guidelines.
- Best practise procedures will be used in coordination programs and events.
- Activities will be covered under the insurances of the University of Tasmania.
- Media exposure is managed centrally by the Project Coordinator in association with project media partners to ensure a positive media exposure and adequate recognition of major sponsors.
- University of Tasmania and Launceston City Council have committed to support Active Launceston until the end of 2015.

A woman is floating in a swimming pool. She is wearing a bright yellow life vest over a dark top and a white swim cap with pink markings. She is holding a white cup with pink writing on it. Her right hand is raised in a thumbs-up gesture. The water is clear and blue.

10. Annual Appeal

Another way to support Active Launceston is through the Active Launceston Annual Appeal managed by the UTAS Foundation.

To make a donation please visit the UTAS Foundation website www.utas.edu.au/foundation/donate and follow the links to the Active Launceston Appeal. This process allows you to make an anonymous donation to help secure the future of this great initiative.



More information

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