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Active Launceston increases physical activity by almost 13% in only 18 months!

In a short period of time, the multi award winning Active Launceston project has developed a strong community profile, an excellent reputation and a highly-recognisable community identity.

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

University of Tasmania (UTAS) is leading the project in partnership with the State Government Department of Sport and Recreation, Launceston City Council and the Tasmanian Community Fund.

The project has attracted over \$900,000 worth of funding. It was initiated as an 18 month pilot in June 2008. Due to its initial success the project will now be ongoing for a period of three years (until Dec 2012).

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Evaluation:

The Active Launceston pilot project was fully evaluated by independent research company Community Focus. The following is an excerpt from this report:

“The Active Launceston Pilot Project has created a model of how to engage a community in physical activity and well-being activities. Active Launceston has demonstrated how effective it is for Local Government, business, Universities, the media and the community sector to work together in a partnership to coordinate and promote physical activity programs within a locality base”

The pilot project evaluation report demonstrates that participation in Active Launceston is helping to increase the level of physical activity in the City:

- The number of people who had participated in moderate- and vigorous-intensity activity in the past two weeks increased by 4.0% and 8.6% respectively in the Launceston area from when the pilot project commenced in July 2008 and 18 months later in December 2009.

Active Launceston has been successful as it has:

- clear management structures
- a key driver (Project Manager) who can work collaboratively and network
- sought to build on what exists instead of replacing or duplicating other initiatives
- a focus which is ongoing and strategic
- high profile partners
- strong media presence and effort put into the brand
- a wide range of activities and events, including 'tasters'
- a range of sites/locations
- specific, targeted programs as well as general ones.

Active Launceston provides a practical case study and an evidenced based framework to inform physical activity provision for other communities across the state, the nation and the globe.

For more information visit the [Active Launceston website](#) or contact Lucy Byrne (nee Marshall), Active Launceston Project Manager by [email](#) or phone +61 3 6324 4047.

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Heart health tip of the month:

Have fish at least twice a week

