



FOREWORD

'The future is not someplace we are going to, but one we are creating. The paths to it are not found but made, and the making of those pathways changes both the maker and the destination.' Peter Ellyard

This edition of the **be active** newsletter continues to highlight the network of dedicated groups and individuals that are working hard to ensure more pathways and activities are available to enable and encourage more South Australians to move into, and enjoy, a healthier, more active future.

The support of the Minister's Forum for the **be active** message continues to enable the **be active** team and the Physical Activity Council to help those in the field to move along the pathway of implementation of the Physical Activity Strategy to 'create a State of Activity where regular physical activity is part of everyday life for all South Australians.'

In the face of the many conflicting and competing demands placed on our societies, families and lifestyles nowadays, facilitating, supporting and encouraging involvement in physical activity is a huge challenge. However, the commitment of many organisations, groups and individuals throughout the State to the **be active** philosophy is evidence that we can all be agents of change as well as future makers, as we move towards our shared vision and destination.

Pauline Brooks OAM
Chair, State Physical Activity Council



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Children's *be-activator*

As many of us know, children and young people love to **be active**. Making physical activity part of their everyday life is not only fun, but good for you in so many ways!

There are lots of exciting ways that children of all ages can enjoy physical activity, whether it's at school during recess or lunch, or in the community with family and friends.



The Children's beactivator is our latest colour-coded activity wheel which offers a wide range of activities which children and young people can enjoy at school, at home, outside and indoors. There is even room to add in their own favourite ways to **be active**. To order a copy of the Children's beactivator, visit www.beactive.com.au.

Mix FM Back to School Fridays

In partnership with the Department of Health, the **be active** team has continued to be part of Mix FM's Back to School Fridays, which involves the Mix FM breakfast crew of Kym, Ali and Dzelde broadcasting from a school on a Friday morning, and running a series of activities on the school's oval. The most recent Back to School Friday visits have been at Fulham North Primary School, Tyndale Christian School and Braeview Primary School, where hundreds of excited school children and their parents have learnt more about the value of physical activity and healthy eating. For more information about Back to School Fridays, visit www.mix1023.com.au.

Campaign update

The next phase of the **be active** media campaign is on its way and will be implemented between August and December 2007. This campaign will feature a series of television commercials and supporting media, such as billboards, posters and localised signage. The messages within the campaign will encourage all South Australians to look for opportunities in their everyday lives to **be active**, and cumulate the recommended weekly amounts. Examples include taking the stairs instead of the lift and parking further away instead of right out the front.

So why not get in the spirit of our campaign and encourage your friends, family, work colleagues, or school mates to do the same!



Community and Neighbourhood Houses and Centres Association Incorporated Annual Conference

Community and Neighbourhood Houses and Centres Association Incorporated (CANH), is the peak body for approximately 80 community centres and neighbourhood houses in metropolitan and country South Australia. Across these sites, dedicated and passionate workers and volunteers provide valuable services to the community such as adult community education courses, physical activity programs, after school care and support groups to a wide range of members from varying backgrounds and demographics.

The CANH Annual Conference was held on 24th and 25th May, under the theme of 'Achieving Balance'. Physical activity plays a major role for everyone trying to ensure a balanced work-life relationship, and the conference provided the Physical Activity Branch at the Office for Recreation and Sport with the perfect opportunity to reach an audience of over one hundred people working at grass roots level.

Representatives from Office for Recreation and Sport presented information to CANH staff, giving them the necessary tools to develop and maintain physical activity initiatives at community centres and houses.

The Office for Recreation and Sport sees this conference as an important first step to building a lasting partnership, aimed at increasing physical activity levels and awareness within this sector and within selected population groups.



2007 *be active* Corporate Cup

The 2007 *be active* Corporate Cup is underway again, providing a fantastic physical activity opportunity for more than 5,500 South Australians from workplaces, tertiary institutions and the community.



First conducted in 1981, the Corporate Cup, run by Life. Be in it, is now an iconic South Australian event in which participants can run or walk distances between 2 km and 7 km once a fortnight to gain personal improvement over the four month program. The *be active* Corporate Cup caters for people of all levels of fitness and ability, so anyone is welcome to take part. The goal is improvement and the winning team is the one that improves the most over the 16 weeks.

The **City** course, held around the River Torrens, starts on Wednesday, August 1st. Three other regions also host events across metropolitan Adelaide. These are:

South – Flinders University Sports Grounds, starts Tuesday, August 7th

North – Mawson Lakes, starts Wednesday, August 8th

West – Port Adelaide, starts Thursday, August 9th.

So, *be active* and get behind this year's *be active* Corporate Cup. Entries are open until Friday, 27th July. To register or find out more, visit www.sa.lifebeinit.org or call 8232 3944.

Rio Tinto Anangu Pitjantjatjara Yankunytjatjara/ Maralinga Tjarutja Lands Challenge Cup

Advertiser 28 May 2007

Most of them had never seen a big city before – let alone attended a national sporting event. But that all changed for a group of young Aboriginal people, from some of the most remote communities in Australia, on 27 May 2007.

Not only did the group of 40 watch their first live AFL match – Port Adelaide vs. Geelong - they also took centre stage at AAMI Stadium in the curtain-raiser.

The Anangu Pitjantjatjara Yankunytjatjara Lands side fought it out against the Maralinga Tjarutja Lands team in the Rio Tinto Indigenous Lands Challenge Cup.

Some of the youngsters travelled more than 1,500 km to take part in the Challenge, now in its third year. Like the previous two Challenge Cup encounters, the match featured extraordinary athleticism and a free flowing and skilful style of footy.

The Office for Recreation and Sport were one of several partners in this event, and the *be active* logo was used in the promotion of the game.



be active in SA



The Department for Environment and Heritage and the Heart Foundation Take A Walk in the Park

The Department for Environment and Heritage (DEH), through the Healthy Parks Healthy People program and the Heart Foundation, through the Just Walk It program, are working in collaboration to deliver the Heart Foundation Just Walk It In The Parks initiative.

The initiative aims to encourage people to enjoy themselves within the natural environment including national parks, coastal parks and local council reserves. Community members are invited to participate in free monthly recreation walks that are led by Friends of Parks members and/or Just Walk It volunteer walk organisers.

This program is a great way to explore and learn about our local natural environment as well as improve our health and wellbeing while socialising with friends.

So, why not contact the Heart Foundation on 1300 36 27 87 for a copy of the program, or to register for the next walk.

Registrations are essential.



Are you up to the challenge?

Of all the types of physical activity we engage in, walking is the most popular, which is why the National Pharmacies Parisian Challenge is the activity for you!

The National Pharmacies Parisian Challenge is a team-based, physical activity program that aims to promote healthy lifestyles and partnerships. Each team consists of ten participants who each wear a pedometer and record their total daily steps over an eight week period. The goal is to 'walk' the equivalent number of steps from Adelaide to Paris!

The cross-section of groups involved in the challenge include: General Practitioners, General Practices, Primary Health Care Providers, Allied Health Care Providers, Local and State Government agencies, Schools, Corporate Organisations and Hospitals.

Participants log their steps onto a user-friendly website each week and can register as members of their own team or elect to be grouped with others as part of a 'virtual' team. Quality prizes will be awarded to the most improved and leading team on a fortnightly basis.

The National Pharmacies Parisian Challenge offers a great opportunity for workplaces to increase their staff morale and organise social activities over the period of the challenge.

Registrations are due by Sunday, 9th September 2007, and the program will commence on 10th September 2007.

So, join with your colleagues and friends and take up the challenge - it will improve your health at the same time as having some old fashioned FUN!!

To register, or for further information phone (08) 8271 5455 or visit acedgp@acedivision.com.au.

African Women Get Active

In the true spirit of their slogan 'Everybody's Sport', Bowls SA recently held a 'come and try lawn bowls' day for 15 women involved in Lutheran Community Care's African Women's Wisdom 40+ group at the Prospect Broadview Bowls Club. The women had never seen anything like lawn bowls in their native homeland, but after their initial befuddlement, they took to the sport with much enthusiasm.

The women received instruction from Bowls SA staff and club volunteers and quickly learnt the fundamentals. The day brought lots of shared laughter and an opportunity for the group to become acquainted with the sport and their local club. The culmination was a fantastic meal prepared by the bowls club and sharing of culture as the African women showed their appreciation with an impromptu dance performance.

Next season, Lutheran Community Care intends to organise a group of the women to participate in night bowls at the club.



Physical Activity in the Workplace

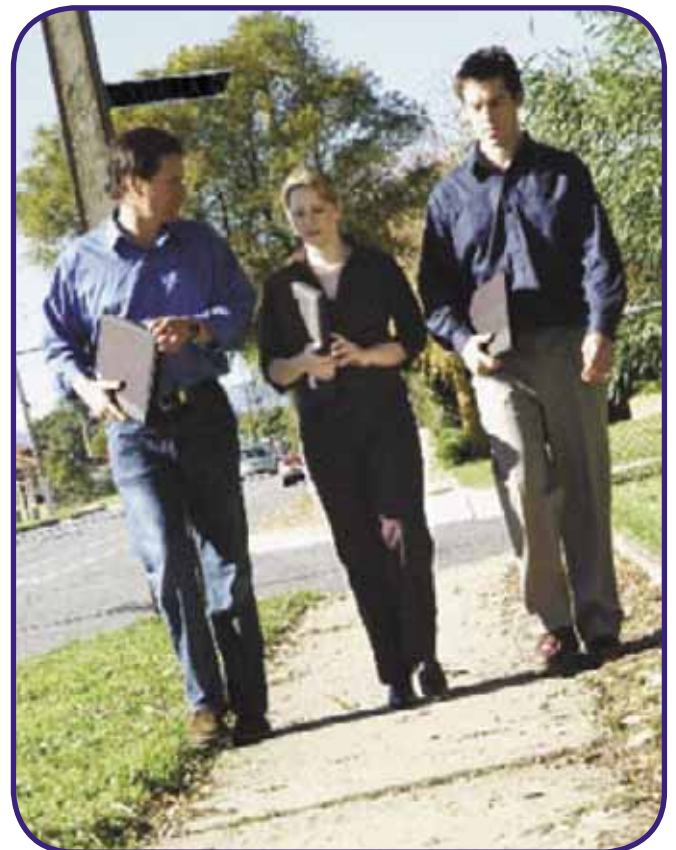
Phase 1 of the *be active* Workplace Physical Activity program has recently been completed. Phase 2 has now begun, and will be implemented in 2007/2008.

Did you ever think that up to 30% of a working adult's time is spent at work? From a physical activity perspective, imagine if it was law that 30% of the recommended amount of physical activity for adults, (that is 150 minutes a week), had to occur at work. Sounds tough, but it's just ten minutes a day for a five day working week!

There is no doubt that the challenge of increasing physical activity through workplaces is a long term journey. To be successful, strategies must be integrated into the day-to-day running of an organisation. They must also acknowledge that there are many direct and indirect reasons why a person chooses to *be active* or not, including whilst at work.

In Phase 2 of the *be active* Workplace Physical Activity program, planning processes have recognised these challenges by identifying opportunities for working in partnership with peak agencies for workplaces, and through developing a *be active* Workplace Master Plan based on the seven goals of the South Australian Physical Activity Strategy.

For more information about the Workplace Physical Activity program, contact Gavin Fairbrother, Senior Project Officer, on 8416 6733 or email Fairbrother.gavin@saugov.sa.gov.au.



Cycle Port Augusta

The Office for Recreation and Sport, in partnership with local councils, health services and regional development boards, currently employs eight **be active** Field Officers to increase community participation in sport, recreation and physical activity programs in regional South Australia. Active Field Officers are being placed in the South East, Murraylands, Riverland, Eyre Peninsula, Fleurieu Peninsula/Kangaroo Island, Port Augusta/Whyalla, Mid North and Outback.

Currently, in Port Augusta, a number of initiatives have been implemented to provide sport, recreation and physical activity opportunities. A recent example of these is the Port Augusta City Council's Strategic Bicycle Plan.

This plan previously only included the major roads throughout the city. After a review, a decision was made to create cycling trails within the city that would highlight the best views and most interesting historical areas of the town.

Three cycling trails were developed by the Port Augusta Outdoor Adventure Centre, including a one hour (8 km) ride, a two hour (11 km) ride and a three hour (15 km) ride. All three routes take into account time to stop and read the new interpretive signage that has been installed along the way.

The three hour trail runs through the award winning Australian Arid Lands Botanic Garden, which has previously only allowed access by walkers and guided tours.

Contact the Port Augusta Outdoor Adventure Centre on 8642 2699 to find out more.

Power Community Youth Program

As part of the Eat Well **be active** initiative program, the Department of Health are currently co-sponsoring the Power Community Youth Program.

This program involves Port Power players, Quit Lightning & Wheelchair Sports members visiting schools in both metropolitan and regional South Australia, and delivering three lessons on healthy eating, physical activity, anti-smoking and positive decision making. A new, interactive workbook for students supports the delivery of these messages over the three visits, with a large focus on encouraging students to be physically active on a regular basis.

Former South Australian champion footballer Russell Ebert, manages the Community Youth Program, which visited nine schools in term 1 (reaching over 800 students) and twelve schools in term two (reaching over 1,000 students!). Other sponsors include DECS, Tobacco Control, DPC and BHP Billiton. For more information about the program visit www.portadelaidefc.com.au/Community/CommunityPrograms/CommunityYouthProgram.



The Department for Families and Communities 10 Grand Steps Program

In November 2006, the Department for Families and Communities (DFC) launched the DFC Health & Wellbeing Program to implement a consistent 'whole of DFC' approach to family-friendly support, healthy lifestyles and general wellbeing. This program includes programs that encourage a more positive state of physical, mental and social wellbeing amongst employees of the Department.

Physical activity plays a major role in the program, and DFC have worked with the **be active** team to introduce a 10 Grand Steps pedometer initiative into the Department. Program 1 consisted of 200 participants made up of individual walkers and teams. The winning team was a group of ten staff members from Families SA – IT Services Department. Here is their story:

'HAPPY FEET' DFC's First 10 Grand Steps Champions
On Monday 12th February 2007, the Happy Feet Team set off on a penguin journey from the edge of the Antarctic to the South Pole and back. This equates to 13,700 steps required per day for each of the ten penguin members to achieve their goal. At the end of week one, they had walked 950,551 steps which was not quite enough steps per week if they were going to make it to the South Pole and back in the scheduled four weeks - in time to raise the flag of Pengonia and attend the victory beach party.

With this in mind, they increased their steps and by the end of week four they had made it to the South Pole and back, a total of 4,036,079 steps or 3,229 km and with 391,000 steps to spare. They celebrated their return with cola flavoured penguin lollies for all!





be active

Coast to Vines Trail Nears Completion

The Coast to Vines Trail is due for completion in mid 2008 as a fully sealed, shared use path with safe road crossings along the way. Following the route of the old Willunga to Marino rail corridor, the trail offers over 35 km of off-road paths for cyclists and walkers to enjoy. The rail trail is of local, state, national and international significance and offers a wonderful recreational experience for users. The trail captures the spectacular panorama of the Adelaide coastline, seen from Marino to Hallett Cove, and the ever-transforming vineyard vistas experienced when entering McLaren Vale or from McLaren Vale to Willunga.

The trail is a great facility for those who live nearby, providing local links of safe, off-road paths to schools, shops and neighbours for the residents of Hallett Cove, Trott Park, Reynella, Morphett Vale, Seaford and all the suburbs along the way.

Rail trails are unique because they provide a gentle gradient for ease of cycling and walking and they also attract tourists who have a particular interest in capturing the charm of historic

railway routes. To enhance the rail trail experience, a facilities and interpretive signage plan is being implemented by both Marion and Onkaparinga Councils.

For those who feel that the whole 35 km is too daunting on foot or by bike, the trail can be broken down into shorter sections which are to be highlighted on the interpretive signs.

The construction of the trail has involved collaboration between State and Local Government over the last ten years. The Minister for Road Safety, Carmel Zollo, recently announced projects costing a total of \$627,000 which the State Government will jointly fund with councils for 2007/2008. The State Government's contribution has come from the longstanding State Bicycle Fund and the more recent Green Cycle Path initiative.

So, for a healthy day out in spectacular surroundings, consider a walk or ride along the Coast to Vines Trail.

Ikea gives staff chance to get on their bikes

By Martin Hickman, Consumer Affairs Correspondent
December 2006

Ikea, the Swedish retail chain, showed its green credentials recently by giving all 9,000 of its workers a free bicycle. The store handed out the £139 fold-up bike and offered a 15 per cent subsidy on public transport at its Christmas breakfast. Last year, the Christmas present was a portable DVD player and in 2004 staff received an MP3 player.

This year, the flatpack furniture specialist decided that giving a bike would send a strong environmental message.

“We want to create a better everyday life for the many, and do what we can to make greener living possible,” Ikea’s UK Manager, Peter Hogsted, said. “The bike is a fun present, but there is a serious message. We all have a responsibility to do what we can to protect the environment.”



The Pioneer Women's Trail

The Pioneer Women's Trail offers a unique opportunity for walkers to learn about our past whilst experiencing the beautiful surrounds of the Adelaide Hills between Verdun and Beaumont. Passing through the townships of Bridgewater, Stirling and Crafers, the trail has recently been redeveloped with improved signage and trail work.

The trail commemorates the early European settlers from Hahndorf who supplied Adelaide with fresh produce at a time when most foodstuffs had to be imported into South Australia. Not only did the women and girls carry their produce the 35 km from Hahndorf to Adelaide along a rough bush track, they also each carried two bricks back to Hahndorf for the new

church. Beaumont was a favourite spot to refresh the weary walkers on their travels.

At approximately 22 km long, the Pioneer Women's Trail offers choices for a longer walk, short strolls and even links to other walking trails in the Adelaide Hills region including the Heysen and Yurrebilla Trails. Maps are available from Walking SA, local visitor centres and the Trails SA website at www.southaustraliantrails.com.



be active

be active

Have Your Children Taken the Challenge?

The Premier's **be active** Challenge is off and running! Launched on the first day of second term, the Challenge, run by the Department of Education and Children's Services (DECS), is a reward-based program which aims to encourage and motivate children to be more active. The goal for participants is to accomplish at least 60 minutes of moderate to vigorous, physical activity each day.

Over 11,000 Reception to Year 9 students Statewide are already enjoying the Challenge, and recording their activity on-line at www.pbac.sa.edu.au. A quarter (204) of all eligible schools are taking part and well over 800 students have now completed the first four weeks, which sees them receive an award for their outstanding achievement. Bronze, silver and gold medals will be awarded over the journey of the Challenge.

As an incentive for schools that continue to support their students to complete the ten week Premier's **be active** Challenge, the 50 top performing schools will each receive \$1,000 of physical activity equipment.

The Challenge has been funded for the next three years – so our first gold medals will be awarded in 2009!

If you, or someone you know, wishes to join the Challenge, visit the website and find out more, or contact:

Mark Williams
Project Officer, Premier's **be active** Challenge
Department of Education and Children's Services
P 08 8226 4308 F 08 8221 6617 M 0401 121 098
E williams.mark4@saugov.sa.gov.au



umbrella



dog lead



fling thing



water bottle



hacky sack

bumper sticker

fridge magnet



Winter Competition

Physical activity in winter is not just about hiding away at the gym or indoors – winter brings an endless array of possibilities for being active. Set yourself (and others) the challenge to make the most of the season by participating in winter sports and other activities. It's a great way to develop new skills, be healthy, feel great, enhance physical activity habits, and learn about the realm of opportunities available for physical activity.

We want to hear from YOU!

For your chance to win one of five **be active** packs*, tell us in 30 words or less what is your favourite winter activity, why you like it so much, and anything else you would like to add. Visit www.beactive.com.au to submit your entry. Entries are welcome from everyone!

* **be active** pack includes a large umbrella, hacky sack, fling thing (frisbee), water bottle, bumper sticker and fridge magnet. Winners to be announced on the **be active** website on 31 August 2007.