‘Active in the Outback’

“Active Broken Hill Inc
...a positive vision for change in relation to physical activity levels and the overall health and well being of the Broken Hill community”
Broken Hill: far western NSW, Population < 19,000
SEIFA Decile of 2/10 (socio-economic advantage and disadvantage)
What is ‘Active Broken Hill inc’

Active Broken Hill Inc. is a semi-autonomous body, brought into existence to achieve a number of population focussed healthier lifestyle goals.
Goals.

• develop community links between all relevant agencies that can assist in getting more people active

• bring relevant support, education and training to Broken Hill in order promote sustainability
and ultimately...

- promote and enhance individual quality of life and community spirit through physical activity and healthier lifestyles
The need?

- Approximately **60%** of locals are not getting adequate physical activity to maintain vital health and wellbeing.

- Approximately **60%** of people in the region are overweight or obese.

- Some local sporting clubs/groups and associations are struggling to survive and many need help.
Setting up

- Management Committee, & memberships
- Formalised partnership (MOU) with Mallee Sports Assembly in Mildura
- Administrative tasks: Incorporation, development of Constitution, mail box and bank account
Setting up

A *community focused* business plan through:

- Survey of community barriers and benefits of physical activity
- Survey of clubs & organisations

Both of these surveys were ‘face to face’ and served to provide initial baseline information and stakeholder buy-in.
Achievements to date

- **Website** [www.activebrokenhill.org.au](http://www.activebrokenhill.org.au)
  - directory of sport/active recreations clubs & organisations
  - calendar of major events
  - links to federal & state programs
  - link to Council, tourism & other web sites
  - falls prevention information
  - access to all past newspaper column articles

- Fortnightly *newspaper column* ‘play your part’

- Quarterly *newsletter* to clubs ‘inside the huddle’
Play your part!

Active Broken Hill Inc. is a community owned organisation working to increase levels of participation in sport and physical activity across all age groups, for visitors and locals alike.

‘Play your part’ and check out the opportunities for sport and active recreation in Broken Hill. Make a contribution to your health and the health of our community by accessing what is available locally.

Active Broken Hill Inc. provides a data base and electronic events calendar. It also produces a newsletter and newspaper column in the Barrier Daily Truth called ‘play your part’.

** Prime Minister’s Olympic & Paralympic Challenges
The Australian Sports Commission is pleased to invite you to an information session on the Prime Minister’s Olympic and Paralympic Challenges.
Prime Minister Julia Gillard is challenging all Australian primary school-aged children to be more active, have fun and earn rewards in the lead up to and during the London 2012 Olympic and Paralympic Games. Children can be awarded a gold, silver, bronze or participation certificate and your school or organisation can go in the running to win prizes or a visit from a sporting hero!!
RSVP to this exciting event to be held on 17 May at the Enterprise Development Centre: Tony Ashton 0428 200 015 or email: tony.ashton@ausport.gov.au Check the attachment for more!!

** THE ALL-NEW YMCA TOUCH FOOTY ‘MIXED’ COMP IS HERE!!
Commences 28 May 2012 at the Memorial Oval at 5:30 pm. Contact the YMCA on 8988 1999.
**Why Tai Chi?**

What does it do for me?

By Caro Turner

I have always been an active person: 20 years of aerobic exercise classes, swimming and teaching swimming. But as I grew older, problems with my body had changed my life.

I was diagnosed with osteoarthritis, back problems, prostate problems, and arthritis in the shoulder joint and subsequent problems with my knee joints. I felt joint pain, also suffered anxiety which has been ongoing at times affecting my employment.

I started Tai Chi 12 months ago. I heard the flowing relaxing music, and the slow, controlled movements as a wonderful way to enhance my physical and mental well-being. I wanted to learn more about this form of exercise.

In my search for Tai Chi, I found the Tai Chi for Health Foundation (an Australian organization) which seemed to have a number of different classes to help people with osteoarthritis, and other chronic conditions improve flexibility and balance.

I decided to attend a six-week introductory workshop held in Sydney with other members of the group, and I was fortunate to be taught by a qualified Tai Chi instructor who taught with passion and knowledge.

With its roots in the martial arts and having been practiced for over 1,500 years, Tai Chi is renowned for its benefits in enhancing the body and the mind with controlled movements, breathing, and mental concentration. It has been medically proven to improve balance, reduce pain, and improve mental health.

Tai Chi is taught in a way that is easy to follow, and the movements are slow and smooth, allowing the body to relax and correct any imbalances.

Since I started Tai Chi, I have noticed a difference in my body. I feel less stressed, my anxiety levels have decreased, and I have a greater sense of balance and control.

Tai Chi is not just about improving physical health; it also promotes mental well-being and enhances overall quality of life.

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**Age no barrier to an active existence**

By Steve Balkin

Bettie Stewart returned to squash in 2011 after a nine-year break. This might sound like a shock, but Bettie is now 73 and still playing squash when she was 64.

Nine years ago she had an operation on her knee. In the intervening years she had gone back to squash and tennis, but she wanted to see if she could still play squash. She got advice from a friend about doing the activity and decided to give it a try.

Bettie’s one year of training and playing has been challenging. When she stopped playing squash, she had been playing for over 30 years. She was fortunate enough to have an opportunity to train with a world-class coach and improve her skills.

Since she started playing again, she has noticed a difference in her game. She feels more confident and enjoys the competition.

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**Get active by doing something you love**

By Frances Boreland

My parents died of heart disease in their late 70s and early 80s, so I’ve always tried to look after myself. I thought I did ok - I don’t smoke, rarely drink and eat my vegetables.

I knew I’d gained weight since coming to Broken Hill, especially after a friend I hadn’t seen in a while pointed out the middle of my stomach. “Just Francess, you’ve got to look after yourself!”

I never thought I’d get fat, but it became more and more of a problem. I needed to do something about it.

So I started walking, which I had been doing for years, and added some light exercise to my routine. I joined a local running group and started running regularly.

Riding bikes is another activity I enjoy. I love the freedom of being out in nature, and the sense of achievement when I complete a ride.

I’m not an extreme athlete, but I enjoy the benefits of regular exercise. I feel better, have more energy, and am more active overall.

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**PLAY YOUR PART**

**SENIORS WEEK**

**PLAY YOUR PART**

Newspaper column – Barrier Daily Truth
Further Achievements

• Promotion of ABH on radio & sports segments

• Logo, motto and local high profile signage

• Co-promoter of community events & education:
  eg: ‘Living Desert Dash’; ‘Running your Club – it’s your Business’; Accredited Sports Trainer Course

• Sponsors / supporters (monetary & in kind)
Time to play your part and make us more active

Making Broken Hill a healthier and more active community has been the mantra of the Barrier Daily Truth's regular "Play your Part" column over the past 12 months and now you have the chance to make a positive contribution.

The joint initiative between the BDT and Active BH will celebrate its first anniversary with a function at the University Department of Rural Health in Morgan Street next Thursday and anyone interested in contributing to the program is welcome to attend.

"Over the past year a dedicated group of contributors has written columns on a wide variety of topics," Active BH chairman Steve Burton explained.

"Now we welcome input and fresh ideas from other members of the community who would like to be involved.

"Whether you would like to put pen to paper yourself, or have suggestions for topics that our team of writers could explore, we would like to hear from you," Mr Burton added.

BDT Managing Editor John Casey said the first anniversary of the column was an opportune time to reassess its focus.

"The area of health is a central component to our community and it is a credit to Active BH that they have provided important topics which have made for some great weekend reading for those people who buy our Saturday edition," he said.

"We are always interested in receiving feedback from our readership and I would urge all those people interested to attend next week's function and help shape the future of this initiative.

"As the main source of daily news in Broken Hill it is vitally important for the BDT to engage with the community as much as possible and promoting this column is a great vehicle to help us achieve that goal," he continued.

Over the past 12 months, offering ideas on how to make fundamental changes in attitudes to food and fitness have been well received, according to Mr Burton.

"Some of the simple and straightforward articles seem to have been the most popular, such as the one about successfully making better food choices available at local cafes and clubs," Mr Burton said.

"Another article was about how you can lose weight and get active through finding something you really like doing to keep you motivated.

"In making better healthier living choices, community members make a contribution to the bigger picture, which is the health and well being of not only themselves but collectively, the wider community," he added.

Previous articles have been posted on the Active BH website (activebrokenhill.org.au) under 'News' for people to access.

Anyone interested in contributing to the "Play your Part" column is invited to meet at 5.45pm next Thursday at the University Department of Rural Health in Morgan St (on the hill above the hospital) or phone Active Broken Hill on 6080-1217.
Evaluation

A challenging task......

• via number of website visits
• f/u street / club & association survey
• ongoing anecdotal / opportunistic informal ‘surveys’
Evaluation

• Newspaper coverage of sport and physical activity has increased

• Academic & political support for initiatives

• Local Clubs are beginning to become more active in self-promotion
There are many sound and practical reasons for having a highly visible shop front (and part time employee) in the community – particularly when you are establishing yourself.”

“Community members, sporting clubs and active recreation groups simply want to know who you are and what is your purpose for existence - if you were secreted in some back street no-one would be any the wiser.”

“It gives you great presence and profile in the community.”
Lessons learnt: the Broken Hill context

- Know your community thoroughly incl. its history
- ‘Make hay while the sun shines’
- Develop channels to ‘get the word out’ and increase profile at every opportunity
Lessons learnt: the Broken Hill context

• ‘Walk the walk’ and encourage the committee to do likewise

• *Keep* your long term goals in sight and regularly promote them!

• Work hard to develop trust – & deliver every time!
Lessons learnt: the Broken Hill context

• Seek out and accept constructive comment
• Develop internal process early.
• Keep a diary of the organisations evolution
Lessons learnt: the Broken Hill context

• ‘Cultural change’: a long term process? 8 years
• Using a volunteer model to run something like Active Broken Hill Inc won’t work long term
Future Plans / Sustainability

• P/T employee and high profile shop front - Committee in management role only

• Processes to evaluate ongoing impact

• Stable resourcing - identify income streams
Future Plans / Sustainability

• Recurrent education & training to improve sustainability of local sporting and physical activity groups

• Capacity build committee members
Thankyou – questions / comments?