

## Media Release

6 September 2016

### OPPORTUNITY TO LEAD COMMUNITY SPORT IN A NEW DIRECTION

For the second time this year, VicHealth is inviting sporting organisations to share in \$500,000 worth of funding to test new ideas that get more Victorians moving toward better health and wellbeing.

VicHealth's *Innovation Challenge: Sport* program supports sporting organisations to create fun and flexible sessions, find more places to play and help the most disadvantaged Victorians get active.

Acting Minister for Sport, Martin Foley, welcomed the new funding and urged sporting organisations to put their ideas forward.

"Victoria is the world's sports capital. *VicHealth's Innovation Challenge: Sport* is an important opportunity for our sporting organisations to try new approaches and keep sport ahead of the game," Mr Foley said.

"It doesn't matter how weird or wacky your idea is, if you've got a creative way to get more people moving, make sure you submit it for consideration."

VicHealth CEO Jerril Rechter said pop-up squash in shopping centres, workplace team challenges and walking football games for older people are just some of the previous winning entries.

"Most people still don't get enough physical activity. In fact, less than one third of Victorians meet the minimum recommendations," Ms Rechter said.

"Our research shows many people are reluctant to get involved in sport if it's too competitive, difficult to get to or requires a big time commitment.

"VicHealth is looking for creative new ways to help Victorians get active. If you have an idea, enter it in the Challenge."

To enter, complete a short application and create a 90-second video pitch then send it to VicHealth by 21 October 2016.

For more information visit: [challenge.vichealth.vic.gov.au](http://challenge.vichealth.vic.gov.au)

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