

Media Release

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FUN AND FEMALE FOCUS IN FIRST FUNDING PHASE

Social sports and programs for women and girls will be the winners in VicHealth's latest funding round.

VicHealth's Active Club Grants program has been supporting local sports clubs in remote, rural, regional and metropolitan areas to get more Victorians living healthier and happier lives for nearly three decades.

In the first of two rounds for 2016-17, two levels of funding grants - up to \$3,000 or up to \$10,000 - are available to community sports clubs across Victoria.

VicHealth is looking to fund clubs which:

- demonstrate how they will get more women and girls involved in physical activity, through new or recently established programs, activities and opportunities
- start up a social or modified sport program which will attract more people to be regularly physically active.

Victorian Minister for Health, Jill Hennessy, said being active is critical for a healthy lifestyle.

"Less than a third of Australians are getting enough physical activity to benefit their health. The Active Club Grants will enable clubs and sporting organisations to establish new teams, programs or competitions for women, or to start up a social or modified sport program," Ms Hennessy said.

VicHealth CEO Jerril Rechter said female participation in sport is still lower than male involvement, and due to a lack of time and confidence, many women and girls fail to fit the recommended 2.5 hours of moderate physical activity into their week.

"Too many people still think that being active means you have to play an organised sport, run a marathon or win a trophy.

"Our research shows that every step really does count, and anything that gets you moving is beneficial.

"With these grants, VicHealth wants to support a wider range of opportunities for everyone to get active – particularly those aimed at women and girls. Non-traditional, social and modified sports are becoming an increasingly popular choice," Ms Rechter said.

Social sport includes more flexible, fun and less-structured opportunities with a focus on social interaction, and less emphasis on performance, results and competition - they might be modified to increase opportunities across age, disability, skill level, fitness level, lifestyle, or location.

Football Federation Victoria's Summer Sevens and Bowls Victoria's Jack Attack are great examples of sport programs catering for different audiences.

Special consideration will also be given to applications from clubs in areas of socioeconomic disadvantage and communities recovering from natural disasters.

All eligible clubs are encouraged to apply through the VicHealth website before Round 1 closes on Friday 23 September. Details about Round 2 will be released towards the end of the year.

For further information or to apply online, visit www.vichealth.vic.gov.au/activeclub.

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