

Healthy Eating and Active Living grants: Case Study

Inverleigh Country Women's Association Inverleigh Fitness Classes



Well done to the Inverleigh CWA for their efforts and enthusiasm in planning this community initiative.

Funding category (Eat Well or Be Active): Be Active

Target audience: Whole of population

Audience: There was an average attendance of approximately 15 individuals per session, which was approximately composed of 15% children (under 10 years), 80% adults (26-64 years), and 5% older adults (65 years +).

What was the aim of the project?

The project was developed to promote outdoor physical activity to community members, providing the opportunity to meet likeminded people, and to link in with local fitness providers.

Project Overview:

In October 2018 the Inverleigh CWA ran a series of 'Come and try' fitness classes across Inverleigh, at the Town Hall, Lawson Reserve and Federation Bridge.

The exercise sessions, engaged local fitness providers who delivered different classes including 80's Dance Fit, Cardio Blast and Yoga. Classes were scheduled over a weekend promoting attendance by multiple population groups including school aged and working individuals.

How did the Inverleigh CWA contribute to the project?

Contributions were primarily through 'in-kind' volunteer time and assistance in supporting the facilitation of events, developing the promotion material and promoting events.

What was the \$500 HEAL grant spent on?

The grant was used to cover the cost of venue hire, cover fitness instructor costs, and to cover printing or advertising materials.

Feedback by attendees confirmed that it would be great to have an annual 'come and try series'.