



**Healthy Loddon Campaspe
Annual Implementation Plan
2023 - 2024**



Acknowledgement

Healthy Loddon Campaspe respectfully acknowledges that the Loddon Campaspe region encompasses the traditional lands and waters of the Dja Dja Wurrung, Taungurung, Wurundjeri, and Yorta Yorta people.

We pay our respects to them, their culture and their Elders past, present and future.



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The Healthy Loddon Campaspe initiative is supported by the Victorian State Government

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Aim

To improve health outcomes in the Loddon Campaspe region

Target populations

HLC takes a population health approach, while focusing efforts and resourcing on target population groups and locations through specific projects. An equitable approach to resourcing means we prioritise those most at risk of poor health outcomes in our communities, including those who typically engage below the state average in physical activity and healthy eating.

Activation projects are place based, with locations or target groups in each of the six LGA's determined on a needs basis through local engagement and data from the 2019 Active Living Census, the Australian Bureau of Statistics and other available sources.





HLC Model

Key components

Governance	Health Brokers	Activation	Data and Research Driven Approach
<p>A light-touch, participatory governance structure which provides opportunity for a range of expertise and place-based knowledge to guide and support the initiative. The three levels of governance ensure broad achievement of our objectives, while allowing for locally driven decision making and delivery of activities.</p>	<p>A mix of both place-based and regional specialists tasked with supporting systems change through influencing policy development and local practice, building awareness and engagement of HLC and monitoring and evaluating the effectiveness of HLC's work; with a focus on making Health Everyone's Business.</p>	<p>Local and regional projects focused on creating healthy spaces, places, and practices to support an increase in physical activity and healthy eating among target populations. Place-based activation projects are designed based on community-level data and local stakeholder and community engagement.</p>	<p>Place-based data collection to help inform planning, projects, funding opportunities and to undertake and collaborate on research. This includes use of the 2019 ALC data and potential delivery of a re-envisioned 2024 ALC*.</p>

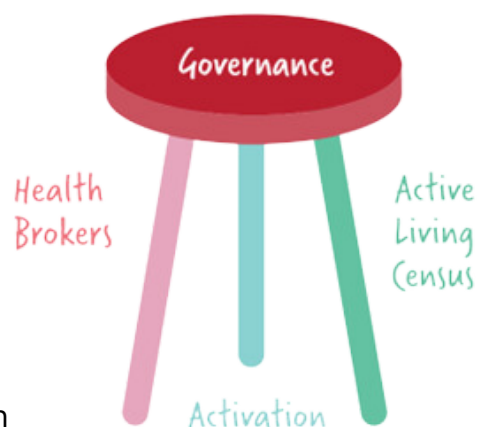
**While the current funding round from the Victorian State Government does not fund the ALC, the collaboration believes the ALC is an integral part of our model and will work together to identify opportunities to fund a re-envisioned ALC for the initiative.*

Governance

- A Regional Steering Group (RSG) provides stewardship for the vision and legacy of the initiative.
- An Operational Working Group (OWG) responds to operational decisions not covered in the HLC Strategic Plan 2022 – 2026.
- Six Local Project Groups (LPG) oversee the work undertaken in each LGA.

Membership across governance levels includes representatives from:

- Department of Health
- Loddon Campaspe Regional Partnership
- Regional Development Victoria
- Sport and Recreation Victoria
- Local Government
- Loddon Mallee Public Health Unit
- Sports Focus
- Community Health
- Regional and District Health Services
- Department of Transport
- Neighbourhood and Community Houses
- Stephanie Alexander Kitchen Garden Foundation
- Disability services
- Education sector
- Community groups



Objectives

- Support innovative and locally driven decision making, while aligning with regional and state prevention investments (Governance).
- Increase understanding, commitment, and action to embed a health priority lens across the region to help make Health Everyone's Business (Health Brokers).
- Create healthy spaces, places, and practices to support an increase in physical activity and healthy eating among target populations (Activation).
- Support place-based data collection to inform planning and regional advocacy for healthy eating and physical activity activation and infrastructure initiatives (Data & Research Driven Approach).



Approaches

- **Place-based** approaches target the specific circumstances of a place and engage the community and a broad range of local organisations from different sectors as active participants in developing and implementing solutions (Victorian Government - A framework for place-based approaches).
- **Systems thinking** helps us to look in depth at our communities, our food systems, our environments and how each of these interacts to create communities in which healthy behaviours are the easier, more sustainable options. Rather than just tackling the tip of the iceberg, a systems thinking approach delves below the surface and identifies the fundamental and interconnecting causes of complex issues such as chronic disease (The Australian Prevention Partnership Centre - A systems thinking approach).
- **Health in All Policies (HiAP)** recognises that population health is not merely a product of health sector programmes but largely determined by policies that guide actions beyond the health sector. Policy in every sector of government can potentially affect health and inequities in health. Using a HiAP approach aims to address policies such as those influencing transport, housing and urban planning, the environment, education, agriculture, finance, and economic development so that they promote overall health and health equity (World Health Organization).
- **Health Equity** - An equitable approach to health means that everyone has a fair and just opportunity to attain their highest level of health and wellbeing, and that the causes of inequity are addressed (Victorian public health and wellbeing plan 2023-2027).
- **Monitoring, Evaluation and Learning (MEL)** is the systematic approach to the use and collection of data to monitor, evaluate and continuously learn and adapt an initiative throughout its implementation (Victorian Government - Place-based approaches: Monitoring, Evaluation and Learning (MEL) toolkit).



Priority Areas

- Increasing Healthy Eating
- Increasing Physical Activity

Our priority areas align with the Victorian Public Health and Wellbeing Plan (2023-2027) priorities:



- Increasing Healthy Eating



- Increasing Active Living

Regional Projects	Healthy Eating	Physical Activity
Flourish - Regional Food System Framework	✓	
Flourish governance structure establishment	✓	
Grow it Local platform and activities	✓	
Support Our Own. Choose Locally Grown. campaign and activities	✓	
Cost of purchasing locally grown fruit and vegetables research project	✓	
Healthy Loddon Campaspe Regional Workshop	✓	✓
Healthy Systems Network	✓	✓
Deakin LGBTQIA+ research project		✓
Adventure Bingo initiative (TBC)		✓
Regional physical activity project (TBC)		✓

See Appendix A for list of LGA Activation projects and priority areas.



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Target groups

Target groups at the regional level relate to projects implemented across all six LGA's, including Adventure Bingo, Deakin LGBTQIA+ research project and Flourish Regional Food System Framework. Target groups at the LGA level primarily relate to Activation projects.

Intersectionality explains how people may experience overlapping forms of discrimination or disadvantage based on attributes such as Aboriginality; age; disability; ethnicity; gender identity; race; and sexual orientation. Therefore, a HLC Activation project that is targeted at one group, for example youth, may also reach additional target groups i.e. people with a disability.

Target group	Regional	Campaspe	Central Goldfields	Greater Bendigo	Loddon	Macedon Ranges	Mount Alexander
Children	✓	✓	✓	✓	✓	✓	✓
Youth	✓		✓	✓		✓	✓
People with a disability		✓					
Older people		✓	✓	✓	✓		
CALD communities				✓			
Disadvantaged communities	✓	✓	✓	✓	✓	✓	✓
Women and girls	✓	✓	✓	✓	✓		
LGBTQIA+ people	✓						
Aboriginal and/or Torres Strait Islander people	✓						

Key activities

Objective	Activities	Outcomes (from HLC Strategic Plan)
<p>Governance Support innovative and locally driven decision making, while aligning with regional and state prevention investments.</p>	<ul style="list-style-type: none"> • Hold quarterly RSG meetings • Review RSG Terms of Reference (ToR) (Feb 2024) • Invite guest speakers to RSG meetings to facilitate learning and support alignment with regional and state prevention investments (quarterly) • RSG review and approval of key pieces of work as per the ToR • Hold quarterly OWG meetings • Review OWG ToR (March 2024) • OWG review and approval of key pieces of work as per the ToR • Hold regular LPG meetings with frequency determined by each of the six LGA's • Review LPG ToR and membership to ensure effective coordination of HLC activities and to strengthen collaboration (annually) 	<ul style="list-style-type: none"> • Innovative practices are undertaken to achieve objectives and create opportunities for learning and scale-up. • Improved coordination and collaboration within and between LGAs and regional partners.
<p>Health Brokers Increase understanding, commitment, and action to embed a health priority lens across the region to help make Health Everyone's Business.</p>	<ul style="list-style-type: none"> • Undertake a review of the Healthy Systems Network to improve the learning opportunity for stakeholders and increase engagement (by end of 2023) • Hold regular Healthy Systems Network meetings (monthly, with new regularity TBC in 2024) • Hold an annual regional workshop to build stakeholder and partner capacity, share learnings, and strengthen relationships (Nov 2023) • Finalise the development of Flourish – Regional Food System Framework, including undertaking an equity impact assessment process (EIA – Nov 2023) • Scale up Flourish in partnership with Loddon Mallee Public Health Unit (Oct 2023 – March 2024) • Establish Flourish governance (March – June 2024) • Participate in and promote to stakeholders local, regional, and state-wide networks, including VALA, VHEE, MAV LG Health and Social Planners, PHU networks and workshops, VLGP communities of practice (as they occur) • Influence plans, policies, and practice in each of the six LGA's guided by local needs and opportunities (as opportunities arise) 	<ul style="list-style-type: none"> • More organisations embed a health priority lens in planning and policy: Health is Everyone's Business. • Innovative practices are undertaken to achieve objectives and create opportunities for learning and scale-up. • Improved access to meaningful data to inform local and regional physical activity and healthy eating activation and infrastructure initiatives.

Key activities (cont.)

Objective	Activities	Outcomes (from HLC Strategic Plan)
<p>Activation Create healthy spaces, places, and practices to support an increase in physical activity and healthy eating among target populations.</p>	<ul style="list-style-type: none"> • Implement Flourish place-based and regional actions (July 2023 – June 2024) • Build on Support Our Own. Choose Locally Grown campaign and implement new activities (July 2023 – June 2024) • Build on <i>Grow it Local</i> early implementation and further leverage the platform (Oct 2023 – June 2024) • Deliver regional physical activity initiative Adventure Bingo 3.0 (proposed) (Jan/Feb 2024) • Develop a new regional physical activity initiative (proposed) (Jan – June 2024) • Review HLC cooking program investments and prepare recommendations to inform future activities in this space (Nov 2023) • Deliver 23/24 LGA Activation projects (see Appendix A) (June 2024) • Develop project proposals for 24/25 LGA Activation projects (to be assessed by RSG in June 2024) • Monitor and evaluate Activation projects (ongoing) • Engage stakeholders in the development, implementation, delivery, and evaluation of Activation projects (ongoing) <p>In developing, delivering, and evaluating Activation Projects, HLC aligns with local, regional, and state-wide prevention initiatives and partners. This includes:</p> <ul style="list-style-type: none"> • Vic Kids Eat Well • VicHealth Local Government Partnership • Healthy Kids Advisors • Community Health – Health Promotion • Loddon Mallee Public Health Unit • Regional Sports Assembly <p>Please see collaboration and partnerships section for further information.</p>	<ul style="list-style-type: none"> • More people living in the Loddon Campaspe region participate in physical activity. • More people living in the Loddon Campaspe region engage in healthy eating. • There are more healthy food and drink options available where our communities live, work and play. • Everyday physical activity is an easier option for people living in the Loddon Campaspe region. • More community members the Loddon Campaspe region are actively involved in improving health outcomes. • Innovative practices are undertaken to achieve objectives and create opportunities for learning and scale-up.

Key activities (cont.)

Objective	Activities	Outcomes (from HLC Strategic Plan)
<p>Data and Research Driven Approach Support place based data collection to inform planning and regional advocacy for healthy eating and physical activity activation and infrastructure initiatives.</p>	<ul style="list-style-type: none"> • Manage Research Partnerships and share study learnings. Partnerships include: <ul style="list-style-type: none"> ◦ IPAN - Examining barriers and enablers to fruit and vegetable intake (using 2019 ALC data) (learnings to be shared at regional workshop – Nov 2023) ◦ Deakin – Physical activity engagement by LGBTQI+ people in the Loddon Campaspe region, Victoria, Australia (using 2019 ALC data) (Change our Game Research Grant application – Oct 2023) • Undertake further data collection using the developed research methodology to explore the price of fruits and vegetables in the Loddon Campaspe region across winter, spring, and summer • Advocate for the delivery of a further Active Living Census and seek alternate funding (July 2023 – June 2024) • Undertake place-based data collection when evaluating and monitoring Activation projects (ongoing) • Undertake further 2019 ALC data analysis as required and continue to promote findings (as required) • Share HLC learnings and data to inform initiatives locally, regionally, and beyond (as opportunities arise) 	<ul style="list-style-type: none"> • Improved access to meaningful data to inform local and regional physical activity and healthy eating activation and infrastructure initiatives. • Innovative practices are undertaken to achieve objectives and create opportunities for learning and scale-up.

Collaboration and Partnerships

Stakeholders in the Loddon Campaspe region collaborated to design the HLC model, and they continue to work together to improve health outcomes in our region.

Facilitating strong engagement and support from a broad range of stakeholders has been a key part of the HLC initiative from its inception. HLC brings together representatives from state and local government, peak health bodies and local health and community services, summarised below.

HLC also participates and contributes to other networks and forums across the region that focus on aligned work and shared priority areas to leverage opportunities and reduce duplication.

State Government Departments

- Department of Health
- Regional Development Victoria/LCRP
- Sport and Recreation Victoria
- Department of Transport
- Department of Education

Local health and community services

- Community Health
- Regional and District Health Services
- Neighbourhood and Community Houses
- Disability services
- Education providers
- Loddon Mallee Public Health Unit
- Grampians Public Health Unit
- Aboriginal Controlled Community Health Organisations
- Bendigo Foodshare

Peak bodies

- VicHealth/VicHealth Local Government Partnership
- Sports Focus
- Nutrition Australia/Healthy Eating Advisory Service
- Cancer Council Victoria/Achievement Program/Vic Kids Eat Well
- Stephanie Alexander Kitchen Garden Foundation/Healthy Kids Advisors
- Heart Foundation
- Diabetes Victoria
- Sustainability Victoria

Local Government representatives

- Mayor, Councillors, CEOs, relevant departmental Directors, Managers, and staff from each LGA.

Through the HLC MEL Plan implementation, partnerships established are being tracked by Health Brokers for each LGA. The process of mapping partnerships was developed during a workshop to define the scope of partnerships and then standardised and updated with additional input from the Brokers.



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Communications, Marketing and Engagement

Objective

Communications and Marketing will raise awareness of HLC, expanding reach, engagement, and exposure of the initiative. Connection, engagement, and capacity building amongst HLC's audience, through a variety of communications channels and methods, will help increase community-led activity focused on physical activity and healthy eating.

Key activities

- Raise awareness of HLC across the broader Loddon Campaspe community, as well as amongst target population groups.
- Inform and demonstrate to the community ways they can improve health outcomes through participation in physical activity and healthy eating.
- Create partnerships with key stakeholders to support and guide local projects and regionally to enhance and increase reach and engagement of HLC communications.
- Align communications and marketing activity with the main components of HLC – Activation, Health is Everyone's Business (Health Brokers), and Data and Research Driven Approach – as well as with State and Federal guidelines and programs.

Alignment with local, regional and state campaigns

HLC will share relevant information from local, regional, and state initiatives and campaigns with our audiences. These may include:

- | | | |
|---|---|-----------------|
| • This Girl Can | • Nutrition Australia | • Get Active |
| • Vic Kids Eat Well | • Heart Foundation | • Live Lighter |
| • Stephanie Alexander Kitchen Garden Foundation | • Local initiatives such as Greater Bendigo's 'Biketober' | • Grow It Local |

All information created or shared by HLC in relation to physical activity and healthy eating also aligns with approved Australian recommendations or guidelines.

Key messages / taglines

Improving health outcomes in the Loddon Campaspe region - the heart of Victoria

Aligns with all objectives and articulates the overall remit and focus of initiative. The heart of Victoria wording refers to the regions location in central Victoria and gives a nod to the initiative's previous name.



Health is Everyone's Business

Aligns with Health Broker objective and articulates HLC's commitment and focus on embedding a health priority lens across the region.



More People, More Active, More Often

Aligns with Activation objective, and articulates HLC's focus of promoting physical activity as a way to improve health outcomes.



Eat Well. Be Well

Aligns with Activation objective and articulates HLC focus of promoting healthy eating as a way to improve health outcomes.



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HLC platforms, targets and metrics

Facebook	End of FY 22/23	Target FY 23/24
Followers	1,534	1,687
Engagement	10,650	11,715
Reach	430,056	473,061

Instagram	End of FY 22/23	Target FY 23/24
Followers	108	118
Engagement	382	420
Reach	72,949	80,243

LinkedIn	End of FY 22/23	Target FY 23/24
Followers	77	84

E-newsletter	End of FY 22/23	Target FY 23/24
Recipients	218	240
Avg. open rate	35.1%	38.6%
Avg. click rate	5.2%	5.7%

HLC website	End of FY 22/23	Target FY 23/24
Users	1900	2090

YouTube	End of FY 22/23	Target FY 23/24
Total views	534	2,000





Communications, brand, and media protocols

HLC brand and style guidelines:

- Brand guidelines outline how and where to use the various versions of the HLC logo and HLC/Victorian State Government logo lockup, including reference to State Government funding contribution.
- Use of HLC logo across all promotion, advertising and media must be approved by Health Broker - Communications and Marketing.
- Guidelines have been communicated with HLC team and are shared by Health Brokers with existing and new stakeholders as required.
- Protocols in relation to use of HLC brand as outlined in approved funding agreements (See Appendix B).

Media

- Media releases are managed at the regional level by City of Greater Bendigo as the lead agency.
- Releases are drafted by Health Broker – Communications and Marketing, reviewed by Communications team, approved by Healthy Communities Coordinator and Director Healthy Communities and Environments, prior to release.
- Healthy Communities Coordinator/HLC Coordinator is the nominated spokesperson for media activity, unless delegated otherwise. Delegation would be to Manager Active and Healthy Communities or Director Healthy Communities and Environments.
- As per State Government Acknowledgment and Publicity guidelines, State Government funding is required to be acknowledged in media releases.

Communication methods

Target audience	Local Government	State Government	Local communities
Communication method	<ul style="list-style-type: none"> Email updates to host council line managers LPG meetings and papers HLC attendance at local networks Website Newsletter Social media Broker updates to host councils Councillor bulletins Staff newsletters 	<ul style="list-style-type: none"> RSG meetings and papers Contract management meetings and papers OWG meetings and papers Website Newsletter Social media Upon request for information Annual implementation plan Annual report Annual budget forecast & acquittal 	<ul style="list-style-type: none"> Website Social media Newsletter Local media and promotion Community newsletters Direct from Health Brokers Via Activation delivery partners and stakeholders

Target audience	Regional Steering Group	Local Project Groups	Health Services, PHU, key stakeholders
Communication method	<ul style="list-style-type: none"> RSG meetings Meeting agenda & papers Meeting minutes Email updates Newsletter Social media Website Annual implementation plan Annual report Annual budget forecast & acquittal 	<ul style="list-style-type: none"> LPG meetings Meeting agenda & papers Meeting minutes Comms points from RSG meetings Project updates from Health Brokers Website Social media Newsletter 	<ul style="list-style-type: none"> RSG meetings LPG meetings HLC attendance at local networks Direct email Healthy Systems Network Annual workshop Website Social media Newsletter



Engagement

Community engagement is about creating a two-way conversation with stakeholders. For HLC, a stakeholder is an individual or group that has an interest in or will be affected by the initiative and its activities. Stakeholders can be internal, like colleagues, and external, like partner agencies, community members, community settings and special interest groups. HLC will:

Inform	Consult	Involve	Collaborate
<p>Inform stakeholders about the initiative and its activities through a variety of communication and marketing channels.</p> <p>Examples:</p> <ul style="list-style-type: none"> • HLC e-newsletter • HLC social media channels • HLC website 	<p>Seek input from stakeholders through methods such as surveys, feedback, and focus groups.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Project feedback surveys i.e. Support Our Own. Choose Locally Grown campaign survey • Project design activities i.e. Campaspe Active Stadiums scoping survey and focus groups 	<p>Involve stakeholders in the initiative and its activities through forums such as working groups, workshops & networks.</p> <p>Examples:</p> <ul style="list-style-type: none"> • HLC Regional Workshop • Healthy Systems Network • Project working groups 	<p>Collaborate with stakeholders on the initiative and its activities through advisory, reference and governance groups etc.</p> <p>Examples:</p> <ul style="list-style-type: none"> • HLC governance groups • Regional Food System Framework Reference Group <p>Flourish governance structure (yet to be established)</p>

Evaluation and Monitoring

Objective

Monitoring and Evaluation will demonstrate HLC impacts, outcomes, and learnings to inform quality improvement, sustainability, and opportunities for scale up. The engagement of a specialist contractor to develop a Monitoring, Evaluation and Learning plan and prepare annual reports, will ensure independent oversight of monitoring and evaluation across the life of the initiative.

HLC Monitoring, Evaluation and Learning Plan (2022 – 2026)

The MEL plan will be finalised this financial year. Although still in draft, implementation of the MEL plan is underway (particularly across Activation projects) and the first HLC Annual Report has been prepared by Independent Evaluator - First Person Consulting. The suggestion to form an evaluation working group will be re-visited and the development of a cost effectiveness evaluation plan is proposed in response to advice from the Department of Health regarding Lapsing Program Evaluation.



HLC Annual Report 2022/2023

Addressing lessons and recommendations from the Annual Report:

There are benefits of an engaged and supportive LPG (and by extension, RSG)

- HLC will further clarify the expectations of LPG members and their roles and responsibilities, including reviewing LPG membership where necessary to ensure the group remains representative of their respective LGAs.

There are generally strong results emerging thus far in relation to partnerships

- Health Brokers will maintain key partnerships, while balancing this with any increasing engagement of new partners. Health Brokers will be responsive to their local environment and any new initiatives and resulting changes in partner capacity.

Leverage successes to help reach or engage new partners or settings

- Where possible Health Brokers will follow up with settings that implement changes to understand and document the benefits or impacts. An example of this is the follow up that has been completed as part of the Healthy Sports Clubs project.

Activation efforts have been strongly focused on increasing healthy food and drink options in sports clubs to date, via the regional role out of the Healthy Sports Clubs Project

- Health Brokers will take opportunities to expand the reach of Activation projects within their communities. Many opportunities have already been captured in the Activation projects for the upcoming financial year. For example, the Healthy Sports Clubs project model has also been replicated through the Healthy Schools project being delivered by four LGAs in the upcoming financial year, demonstrating the scalability and replicability of the model.

There was a lack of a consistent monitoring and evaluation approach, with delivery information and feedback from community members being collected in different ways

- This lesson has been addressed through the development of a revised monitoring, evaluation, and learning plan developed by FPC.

Timelines and contract deliverables

Contract deliverable	Due date
Annual implementation plan	31 August 2023
Annual budget forecast 23/24	31 August 2023
Annual financial acquittal 22/23	31 August 2023
Annual report 22/23	30 September 2023
HLC MEL Plan 2022 - 2026	31 October 2023



Appendix A - List of Activation projects and priority areas

Activation Projects	Healthy Eating	Physical Activity
Campaspe Shire		
Healthy Schools Project	✓	✓
Twin Rivers School Garden Project	✓	
Active Stadiums Project		✓
Portable StoryWalks Project		✓
Drinking Water Partnership Project	✓	
Central Goldfields Shire		
Dunolly Cooking and Gardening Workshops	✓	
Healthy Schools Project	✓	✓
Healthy Sports Clubs Project	✓	
Skate Park Activation Project		✓

Appendix A - List of Activation projects and priority areas (cont.)

Activation Projects	Healthy Eating	Physical Activity
Greater Bendigo		
Active Outdoor Playgroups White Hills		✓
Active and Healthy Youth and Seniors Program White Hills	✓	
Walking group and supporting infrastructure White Hills		✓
Preschool physical activity program White Hills		✓
Path activation project Heathcote		✓
Beginners cooking initiative Heathcote	✓	
Physical activity mapping project Heathcote		✓
Adventure Bingo Long Gully	✓	✓
Bike repair station, pump and hoops Long Gully		✓
Multicultural cooking classes Long Gully	✓	
Bendigo Foodshare projects	✓	
Healthy Sports Clubs Project	✓	
Loddon Shire		
Active Footpaths Project		✓
Community Gardens Engagement Project	✓	
Cooking Healthy Meals at Home Project	✓	
Portable StoryWalks Project		✓
Healthy Sports Clubs Project	✓	

Appendix A - List of Activation projects and priority areas (cont.)

Activation Projects	Healthy Eating	Physical Activity
Macedon Ranges Shire		
Healthy Schools Project	✓	✓
Early Childhood Bike Skills and Resources		✓
Macedon Ranges Food Coalition	✓	
Verge Gardening Project	✓	
Mount Alexander Shire		
Healthy Flexible Learning Options Program	✓	
Healthy Schools Project	✓	✓
Food Links Mount Alexander	✓	
Drinking Water Partnership Project	✓	

Appendix B - Excerpt from funding agreement: Communications and Marketing

Communications and marketing

The Recipient agrees that:

1. Healthy Loddon Campaspe and the State Government's funding contribution must be acknowledged by including the Healthy Loddon Campaspe and the Victorian State Government logo and a funding statement in any announcement, disclosure, release, publicity, advertising, print collateral, online channels (excluding social media assets), presentations, reports, award submissions, or news release (printed or electronic) for the purpose of the initiative or activity (see example - attachment 3).
2. The Healthy Loddon Campaspe style guide (see attachment 4) must be followed.
3. The Acknowledgment and publicity guidelines for Victorian Government funding support must be followed (see attachment 5).
4. Approval must be sought from Healthy Loddon Campaspe prior to any media event, media release or paid advertising.



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