



Frequently Asked Questions

What is the Active Living Census?

The 2025 Active Living Census (ALC) is a region-wide survey conducted by Healthy Loddon Campaspe that asks residents in our region about their health, wellbeing and daily activities.

The survey looks at things like:

- How often people play sport or are physically active;
- What they eat and drink (like fruit, vegetables, water, and sugary drinks);
- Smoking and gambling habits;
- How happy people feel about their lives; and
- What stops people from being healthy and active.

When does it open?

The ALC will open for responses on Monday 26 May, and will close at 11.59pm Sunday 6 July, 2025. There will be no further extensions, so get in before it closes!

Who can complete the ALC?

The ALC is for residents located within the Loddon Campaspe region, which includes the council areas of:

- City of Greater Bendigo
- Campaspe Shire
- Central Goldfields Shire
- Loddon Shire
- Macedon Ranges Shire Council
- Mount Alexander Shire

Anyone aged over 14 can do their own Census. Parents or guardians can complete for kids aged from 3-13, and can also complete on behalf of children aged 14-17.

How long does it take?

The ALC takes around 15–20 minutes for individuals to complete, however if you're also completing it on behalf of your child/ren, please allow up to 30–40 minutes in total.



Frequently Asked Questions

Why do we need a Census?

The ALC provides local data to help us understand what supports your health, physical activity, and wellbeing. The results guide planning and funding for programs, facilities, and services that meet community needs. They also support councils, health agencies, and community groups in developing local initiatives and identifying priority projects for better health outcomes.

Why do you need my help?

The Census is a great opportunity for you to tell us what you and your community need to be active, healthy and happy.

We're interested in hearing from ALL members of your household, no matter how healthy or active you are! By hearing from all residents, it means the data is representative of the whole of our community, no matter your level of physical activity, what you eat or your circumstances.

Anyone aged over 18 can do their own Census. Parents or guardians can complete for kids aged from 3-13 and can choose to give permission for children aged 14-17 to complete or fill it out for them.

Who is delivering the 2025 ALC?

The ALC is being delivered by Healthy Loddon Campaspe, a Victorian State Government-funded initiative that aims to improve health outcomes for residents in the Loddon Campaspe region which covers six Council areas – Greater Bendigo, Campaspe, Central Goldfields, Loddon, Macedon Ranges and Mount Alexander Shires.



Frequently Asked Questions

Is this the first ALC?

No. The ALC was also delivered across the six participating local government areas in 2019. It was also delivered in City of Greater Bendigo in 2014. Almost 25,000 people took part in the 2019 ALC, providing the region with detailed data about our communities' health and wellbeing.

What is involved?

- The survey asks you questions about your health and wellbeing, physical activity, eating habits, use of public spaces and facilities, your wellbeing, and barriers to healthy living.
- It only takes 15 to 20 minutes to complete.
- You don't have to complete all the questions, just skip any you don't feel comfortable answering. However, the information you share helps provide an understanding of your needs and what matters to you, meaning projects and programs can be delivered where they're needed most.

How do I complete the ALC?

All you need to do is visit go.healthyloddoncampaspe.au/alc between Monday 26 May and Sunday 6 July, 2025 to start answering the questions.

If you or anyone in your household is having trouble completing the ALC online due to low English skills or any other reason, please contact us at alc@healthyloddoncampaspe.au.

Can I complete the ALC online in more than one sitting?

Yes, you can easily complete the ALC online, on any device, in one or more sitting.

To pause the survey and return at a later time to where you left off, just make sure you leave your tab open and avoid clearing 'cookies' in between.



Frequently Asked Questions

Do I have to do the survey?

No. Participation is voluntary and you may decline to take part or withdraw from the survey at any time (without providing an explanation).

If you do choose to take part, you can still skip any of the questions that you don't feel comfortable answering throughout the survey.

How long is the ALC open? When do I need to complete it by?

The ALC will be open online from Monday 26 May, 2025 and will close at 11.59pm Sunday 6 July, 2025.

Are there prizes? How can I go in the draw?

🎉 There are plenty of prizes on offer – just for having your say! 🎉

🌟 EARLY BIRD PRIZE DRAW 🌟

📅 Complete the ALC online between Monday 26 May and Sunday 1 June and you could win:

- 🏆 1 x \$1000 Grand Prize Voucher – to your favourite local sporting store or nursery
- 🥈 6 x \$500 Runner-Up Vouchers – to your favourite local sporting store or nursery
- 🥉 9 x \$250 Vouchers – choose JL King or your favourite local sporting store or nursery

🌟 WEEKLY PRIZE DRAWS

Didn't catch the Early Bird? Don't worry! Each week, 5 lucky participants will win:

- 🎁 A \$200 JL King pack + Stephanie Alexander's "The Cook's Apprentice" cookbook

🎉 BONUS PRIZE DRAW

The Bonus \$1,000 Gift Card Prize was announced on 8 June for anyone who completed the ALC between 26 May and 22 June.

Just complete the ALC online before Sunday 22 June to be in the draw to win a \$1,000 gift card!

✅ Just complete the census online and enter your contact details to be in the draw!
Winners announced weekly.



Frequently Asked Questions

Are there prizes? How can I go in the draw? (cont.)

☀️ ALC EXTENSION PRIZES

Didn't get a chance to have your say before 22 June? It's OK because we've extended the ALC to Sunday 6 July, 2025. And, we've announced a heap more prizes too:

📅 Week 1 extension prizes - 5 x \$100 gift cards, and 50 x home gardening packs

📅 Week 2 extension prizes - 5 x \$100 gift cards, and 50 x home gardening packs
+ a final bonus prize of a 🎉 \$500 gift card! 🎉

Prize draw terms and conditions

Visit www.healthyloddoncampaspe.au/alc for the prize draw terms and conditions.

When will the prize winners be announced?

The prize draws will be held on the following dates:

- Early Bird Prize Draws – Monday 2 June 2025 (for one Early Bird Grand Prize, six Early Bird Runner-Up Prizes, and nine Early Bird Prizes)
- Weekly Prize Draws – Tuesday 10 June 2025, Monday 16 June 2025, and Monday 23 June 2025 (each for five Weekly Prizes).
- Bonus Prize Draw - Monday 23 June 2025
- Week 1 Extension Prize Draw - Monday 30 June 2025
- Week 2 Extension Prize Draw and \$500 Final Bonus Prize Draw - Monday 7 July 2025

Winners will be notified by email within two business days of the draw.

Why is Council asking me for personal information and health information?

Your responses to the ALC are confidential. The ALC includes some sensitive questions. We encourage you to complete all questions to strengthen our understanding of our region's health and wellbeing needs and priorities. You can skip any question you do not feel comfortable responding to.

We are collecting contact information for the purpose of the prize draw only – this information will be stored separately from the rest of the survey information and will be destroyed as soon as the prize winners have been announced.



Frequently Asked Questions

How will my information be used?

Your information will be collected and securely stored.

The information will first be analysed by the Healthy Loddon Campaspe team, and the data and findings will be shared with participating Councils to inform community priorities.

Anonymous, aggregate data may also be provided to relevant organisations and research institutes.

How is my confidentiality protected?

The ALC itself does not ask for your name, address or any information that could be used to identify you. Any information that you provide while completing the survey will remain strictly confidential.

Any potentially identifying information collected for the purpose of the prize draw – such as your first name or email details – will be removed before information is shared with councils, and will be securely destroyed once the prize draw has been completed. Your survey responses will not be identifiable in any way.

Your confidentiality is protected by the Australian Market and Social Research Organisation's Privacy Principles (www.amsro.com.au) which govern how researchers collect, use, keep secure and disclose personal information. Healthy Loddon Campaspe abides by the principles of the Australian Market and Social Research Society of Australia's Code of Professional Behaviour (www.amsrs.com.au).

Will I get to see the results?

Yes, the finalised reports will be made publicly available on the Healthy Loddon Campaspe website and the websites of participating councils. Visit www.healthyloddoncampaspe.au/alcl for examples of the 2019 Active Living Census Selected Findings reports.



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Queries or questions?

If you have any additional queries, please contact Healthy Loddon Campaspe at alc@healthyloddoncampaspe.au or on 03 4408 6633.

Ethics

To view the ethics statement for the ALC, visit www.healthyloddoncampaspe.au/alc.