



HEALTHY LODDON CAMPASPE ACTIVATION PROJECT WRAP UP 2024/25

Central Goldfields Shire

HEALTHY SPORTS REWARDS PROJECT

The Healthy Sports Rewards project involved four sporting clubs across Central Goldfields Shire, reaching over 300 junior participants.

Expression of Interest process

An expression of interest process was developed inviting local sporting clubs to apply for vouchers. Clubs completed an online form detailing their junior membership numbers and current sponsorships.

Based on voucher availability, four local junior clubs were selected - Maryborough Giants Football Netball Club, Maryborough Netball Association, Maryborough Junior Football Club, and Carisbrook Cricket Club.



Healthy vouchers

Each club received practical, healthy reward packs designed to replace traditional fast food incentives. Vouchers included swimming vouchers and movie tickets, as well as drink bottles and swim bags.

The vouchers were positively received by all participants, and the project planted the seed for longer term culture change in how the clubs celebrate and support young people in sport.





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MARYBOROUGH STORYWALK

The Maryborough StoryWalks project brought physical activity and literacy together in a fun, free activity.

A StoryWalk is a fun, educational activity that places a children's story (literally a book taken apart!) along a popular walking route in the community. Books are swapped over regularly so children and parents can continue to enjoy the activity long-term.

Launched in March 2025, over 150 young people participated in the launch events at the new StoryWalk in Phillips Gardens, just behind Maryborough Library.

HLC partnered with Maryborough Library to develop the project, strengthening community connection to the project.

Having Maryborough Library as an ongoing project partner of the StoryWalk, as well as the StoryWalk's close proximity to the library will also help support ongoing engagement the activity.

The Maryborough StoryWalks project is an, inclusive place for families to walk and read together, encouraging regular physical activity and helping foster long-term habits through simple, joyful experiences.

STORY WALK





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SUPPORTING HEALTHY EATING IN CENTRAL GOLDFIELDS SHIRE

The Healthy Eating project successfully built local capacity to support healthy cooking and eating across Central Goldfields Shire.

Cooking Together workshop

A Cooking Together workshop was delivered, with facilitators from local Neighbourhood Houses and disability services gaining practical skills in preparing simple, low-cost meals and reducing food waste.

The workshop also increased their confidence and food literacy, equipping them to run their own community cooking programs in the future.

Cooking Together Manual

The project also developed a tailored resource designed to support the ongoing delivery of community cooking programs.

The *Cooking Together: A Facilitator's Guide to Community Cooking Programs* manual will enable community facilitators to lead healthy eating initiatives in their own settings, helping more residents access nutritious food and build lifelong skills.





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PHYSICAL ACTIVITY PROJECTS

The physical activity projects in Central Goldfields Shire delivered a variety of successful, community-based programs aimed at increasing participation in physical activity. Each component was designed to be inclusive, low-cost, and easy to access, helping residents be more active, more often.

Outdoor Exercise Equipment sessions

Guided Outdoor Exercise Equipment sessions were delivered across Dunolly, Carisbrook, and Maryborough, supporting 69 participants – primarily older adults – to build confidence to safely and independently use outdoor exercise equipment.



Walking Basketball

This 55+ program was initially launched as a four-week trial, however the program quickly grew in popularity and is now a regular weekly session. It offers older adults a fun, low-impact way to stay active and socially connected.



Sports Equipment Libraries

Sports Equipment Libraries were established at Maryborough Library, Dunolly Neighbourhood Centre, and Maryborough Community House, providing free access to scooters, skateboards, balls, and safety gear. These have been especially popular with families during school holidays, helping reduce cost barriers to physical activity.



Friday Night Lighting project

The Friday Night Lighting project turned on the lights at three community sport spaces in Maryborough, making ovals and courts safer and more accessible for evening use. Community feedback highlighted increased feelings of safety and more opportunities for casual play and training after hours.

