



HLC'S MOST SUCCESSFUL SCALE UPS

TAKING WHAT WORKS AND GROWING ITS IMPACT

A defining feature of Healthy Loddon Campaspe (HLC) Stage 2 was its ability to identify successful local initiatives and scale them across multiple communities. Through strong partnerships, place-based leadership and regional coordination, HLC supported the expansion of evidence-informed projects that increased opportunities for healthy eating, physical activity and social connection across the region.

Several initiatives demonstrated particular success in scaling from individual communities to broader regional implementation.



HEALTHY SPORTS CLUBS PROJECT

Sporting clubs are central to community life across the Loddon Campaspe region and provide an important setting to influence health behaviours. HLC recognised that clubs could play a significant role in promoting healthy food and drink choices, creating inclusive environments and supporting community wellbeing.

2022
Piloted in City of Greater Bendigo with four sporting clubs.

2023
Scaled up across all six LGAs

48
sporting clubs reached

The initiative demonstrated that sporting clubs are effective settings for prevention activities and community engagement. By embedding healthy practices into existing club structures, HLC increased the reach of health promotion efforts while supporting clubs to remain welcoming, family-friendly and sustainable community hubs.

HEALTHY SCHOOLS PROJECT

Schools provide a unique environment to influence healthy habits from an early age while also engaging families and the wider community.

2023
Healthy Schools piloted in four LGAs

2024
Scaled up across all six LGAs

35
schools reached

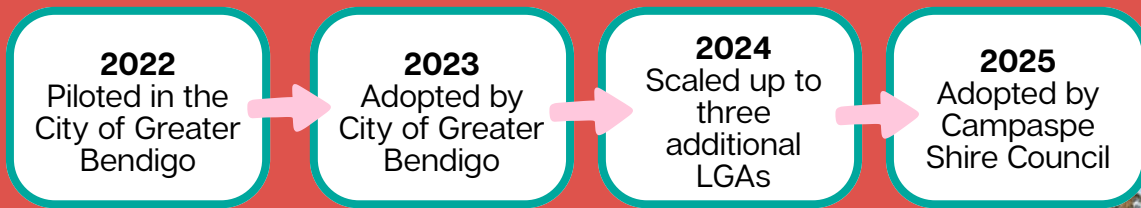
Schools were supported to implement initiatives that promoted healthy eating, physical activity and wellbeing through curriculum activities, food education, active play opportunities and policy development. The Healthy Schools Project strengthened whole-school approaches to health and wellbeing while increasing opportunities for children and families to engage in healthy behaviours. The project also demonstrated the value of schools as settings for long-term prevention and community-wide impact.



HEALTHY SCHOOLS PROJECT

HEALTHY SPORTS REWARDS

Community sporting clubs often rely on fundraising activities that may not always align with healthy living messages. The City of Greater Bendigo received funding through VicHealth to develop a program that sought to create incentives that encouraged healthier practices while recognising and celebrating positive change. Healthy Loddon Campaspe then took this model and scaled it up to other LGAs across the region.



Healthy Sports Rewards was expanded across several LGAs, providing clubs with recognition, resources and incentives for implementing healthy initiatives. Junior members were provided with healthier reward alternatives, such as vouchers for healthy meal deals at the club's canteen or a local cafe, as well as vouchers for experiences, such as free entry to swimming pools.



LIGHTS ON

Access to safe and affordable opportunities for physical activity can be limited, particularly outside organised sporting seasons or for people who may not feel comfortable participating in competitive sport.



LOCATIONS

- Donaldson Park, **Wedderburn**
- Inglewood Recreation Reserve, **Inglewood**
- Ewing Park, **Bendigo**
- Shadforth Park, **North Bendigo**
- Barrack Reserve, **Heathcote**
- Truscott Reserve, **Eaglehawk**
- Strauch Reserve, **Huntly**
- Princes Park, **Maryborough**
- Tongala Recreation Reserve, **Tongala**
- Kyabram Northern Oval, **Kyabram**

The Lights On initiative was developed to increase access to community sporting facilities during evening hours. Through partnerships with councils, sporting clubs and facility managers, communities were provided with free or low-cost opportunities to use courts, fields and recreation spaces for informal physical activity. What began as a local activation model was adopted in multiple communities due to its simple design, relatively low implementation costs and strong community response.



PARKRUN

Creating free, inclusive and sustainable opportunities for physical activity is critical for improving community health outcomes, particularly in regional communities.

2021
Goldfields Reservoir parkrun, Maryborough

2021
Nolens Park parkrun, Boort

2025
Pyramid Hill Golf parkrun, Pyramid Hill

2026
Breen Avenue Walking Track parkrun, Kyabram

2026
McIvor Creek Trail parkrun, Heathcote

HLC supported the establishment and promotion of parkrun events across the region, recognising the model's ability to engage diverse populations in regular physical activity. Through partnership development, community engagement and local promotion, parkrun became embedded within several communities as a recurring activity that required minimal ongoing investment while delivering significant community benefit.

KEY FACTORS FOR SUCCESSFUL SCALE UPS

Several common factors contributed to the successful expansion of these initiatives across the region:

Strong local leadership provided through HLC Health Brokers.

Flexible project models that could be adapted to different communities.

Cross-sector partnerships involving councils, health services, schools, sporting clubs and community organisations.

Regional coordination that enabled shared learning, resource development and consistent support.

A focus on prevention, inclusion and community ownership.

Integration into existing community settings and infrastructure.

LEGACY AND REGIONAL IMPACT

The scale-up of Healthy Sports Clubs, Healthy Schools, Healthy Sports Rewards, Lights On and parkrun demonstrates HLC's ability to move beyond individual projects and create region-wide impact. By identifying effective local initiatives and supporting their expansion across multiple LGAs, HLC increased the reach, efficiency and sustainability of prevention efforts.

Collectively, these initiatives strengthened community connectedness, increased opportunities for healthy eating and physical activity, supported healthier community environments and contributed to long-term systems change across the Loddon Campaspe region. They provide strong examples of how place-based innovation, when supported by regional coordination and partnership networks, can achieve meaningful health and wellbeing outcomes at scale. Importantly, the success of these initiatives has generated interest from communities beyond their original implementation areas, with LGAs and organisations outside the Loddon Campaspe region seeking advice and insights to inform similar approaches. This growing interest highlights the transferability of HLC's initiatives and their potential to create positive impacts well beyond the region.



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