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OFFICE OF THE PRO VICE-CHANCELLOR (TEACHING & LEARNING)

MEDIA RELEASE

NEWS: FROM THE UNIVERSITY OF TASMANIA

DATE: THURSDAY 3 JULY

ATTENTION: Chiefs of Staff, News Directors

Launceston citizens to get active

Launceston workers will be encouraged to get walking with the promise of free parking at Inveresk, under the new Active Launceston program launched at the University of Tasmania today.

UTAS pro Vice-Chancellor (Teaching and Learning) Professor Gail Hart also highlighted Australia's first *Sports Ability Hub* to be located at the UTAS Sports Centre, providing equipment and training for people with disabilities.

"This initiative between the university and Launceston City Council will run over 18 months and aims to improve health and well-being through physical activity," she said.

"We'll be providing a number of activities such as the Sports Ability Hub and the Inveresk Park and Ride but we will also want to better co-ordinate and promote existing health opportunities rather than simply duplicating.

"Many initiatives are long-term, such as developing suburban walking maps and gardening for older adults in city parklands.

"Others are aimed at specific groups, such as *Active Launceston Gold* for older people, *Active Launceston Crank It* for young people and *Active Launceston Activate Your life* for currently sedentary people."

Other initiatives from Active Launceston include:

- Co-ordination of the Giant Walk – the Guinness Book of Records nation-wide attempt to have the most people walking for 1km (1 September);
- Co-ordination and promotion of National Walk to Work Day (3 October) and Ride to Work Day (15 October);
- Active Launceston Northern Suburbs - expansion of the highly successful Active City Park program into the northern suburbs of Launceston with free activities outdoors.



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Launceston Mayor, Albert van Zetten, said Launceston City Council Council was fully supportive of the \$240,000 project – and pledged to increase his own level of physical activity by joining in the Launceston 10 Fun Run and Walk on 20 July.

“Council is proud to be a major partner of this fantastic community project and I am delighted that a number of aldermen and council staff will be joining me in the fun run,” he said.

“We are committed to initiatives that improve the health and well-being of our community and this is certainly one way to achieve this.

“As little as 30 minutes of physical activity a day can improve our health and fitness.

“I encourage your participation to take up the challenge, get out there and get active.”

Active Launceston is a partnership between the University of Tasmania, Launceston City Council, Education Department, The Examiner Newspaper and TAFISA (Trim and Fit International Sport for All Association).

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