



Staying Active



2020-2021

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ABOUT VITALITY CLUB *STAYING ACTIVE*

There is a need to promote health and wellbeing, as well as preventing falls, in older people, particularly with the proportion of older people living in Australia expected to double by 2050. It is clear from the evidence that physical activity is key to achieving this. Older adults that are physically active have higher levels of functional health and better cognitive function. Physical activity has also been shown to be one of the most effective ways to prevent falls with the primary risk factors for falls including osteopenia, poor balance and muscle weakness, all modifiable by appropriate exercise.

With preventive health being a major focus of current Governments, Vitality Club took the opportunity to work with NSW Health, and promote the important role that aquatic and leisure facilities can play in providing programs that provide health benefits to over 50s.

The *Staying Active* program aims to increase opportunities for physical activity among adults aged over 50 years through the establishment of water- and land-based exercise classes. The program removes barriers by providing physical activity leaders and organisations with seed funding to assist them in establishing sustainable programs and by making classes more accessible to community members. The program reaches a diverse demographic which extends to regional and remote areas of NSW.

Vitality Club has a proven history of delivering high-quality community exercise programs for older adults. VC's programs are run by Accredited Exercise Physiologists (AEP) and have been sustainable for almost 5 years in the community. Through VC's strong track record of delivering community based exercise programs, we will act as a support mechanism driving the expansion of the *Staying Active* program. Through targeted initiatives utilising promotional resources and key partnerships, we aim to increase accessibility, sustainability, and social inclusion in managing the program.

The *Staying Active* initiative focus:

- Is on encouraging physical activity leaders and aquatic and recreation facilities to establish new community based physical activity programs for older adults in NSW
 - Water-based classes with a focus on improving cardiovascular health and range of movement
 - Land-based classes with strength and balance challenging exercises for falls prevention.
- Providing support mechanisms to physical activity leaders and organisations to increase the number of adults over the age of 50 attending classes
 - Creating a social atmosphere to improve mental health, and maximise the potential of participants returning regularly
- Providing a broad range of suitable programs that are aimed at promoting physical activity for older adults, particularly males, Culturally and Linguistically Diverse groups, and Aboriginal and Torres Strait Islander people
- Expanding the online directory of the NSW Active and Healthy website

We look forward to working with your organisation to ensure the *Staying Active* program is a success in showing the important role that exercise and social inclusion can play in improving the health and fitness of over 50s.

AGREED REQUIREMENTS

If you are selected as a funding recipient of the Vitality Club Staying Active initiative, you agree to meet the following requirements:

Classes

- **Hold at least one water-based exercise class, and one land-based exercise class, or 2 of the same, per week for the program calendar (April 2020 – April 2021) with the aim of sustaining these classes after the funding period.** The classes must:
 - Be designed for, and aimed at over 50s
 - Be held at times suitable for over 50s – e.g. during the day. Note that this initiative is a great opportunity for facilities to increase attendance in off-peak hours
 - Be offered on a pay per class basis, and at an affordable concession rate for over 50's
 - Payment by cash must be accepted
 - The aqua fitness classes must aim to improve overall cardio-vascular health
 - The land-based classes must include load-bearing exercises that focus on improving strength and balance challenging exercises
- **Classes must be led by qualified fitness instructors.**
 - Instructors must hold qualifications as per the criteria on the NSW Active and Healthy website: <https://www.activeandhealthy.nsw.gov.au/information-for-exercise-providers/#InclusionCriteria>
 - Instructors must;
 - Hold a current Senior First Aid certificate
 - Hold current Public Liability & Professional Indemnity insurance
 - Have an interest in, and empathy for, leading classes for over 50s
- **Classes must include social opportunities**
 - This is as easy as providing morning or afternoon tea after a class, and having a suitable area for participants to socialise
- **Class participants must undertake pre-exercise screening**
 - Prior to beginning classes all participants must complete a Fitness Australia Pre-Exercise Screening Tool (Stage 1)
 - This is a simple, 1 page risk management tool that ensures the health of participants is not put at risk by participating in gentle exercise
 - Participants who do not pass pre-exercise screening must present clearance from their GP to participate in the classes

Venues

- **Classes are to be held in venues which are suitable and accessible for over 50s**
 - You are encouraged to investigate holding the land-based gentle exercise classes at 'outreach' venues in the community. Venues such as community centres are often already frequented by over 50s, and may initially be less intimidating and more accessible
 - Venues should be accessible by public transport, and have adequate car parking available
 - Venues must have access to clean, accessible bathrooms and drinking water
- **Space within each venue must be suitable and safe for the type of classes being held.** The space should:
 - Be of a sufficient size
 - Have suitable flooring
 - Be free of any hazards
 - Have seating available for participants to use if needed
- **You will need to provide Vitality Club with evidence that venues have been risk assessed, and have an adequate evacuation plan.**
 - This should include a copy of a risk assessment done on the venue in the last 12 months

Promotion

- **You agree to register as a program provider and list your Staying Active classes on the Active and Healthy website** <http://www.activeandhealthy.nsw.gov.au/information-for-professionals/register/>
- **You agree to actively promote Staying Active classes in their local community.**
 - You are encouraged to create unique branding (or use existing) for their classes.
 - Vitality Club will provide template posters and flyers which you can use
- **Promotional material must include acknowledgement of Vitality Club, Staying Active, and NSW Government funding.**
 - You will be provided with a Staying Active logo that should be added to all promotional material.
Please note: You are permitted to use your own logo with the 'Staying Active' and Vitality Club logos, but are not permitted to use the NSW Health logo on promotional material. You may however, include an acknowledgment that the program is funded in whole by NSW Health.
- **Your staff/colleagues must be made aware of the Vitality Club Staying Active program**
 - Reception and customer service staff must be able to provide information to any enquiries related to the Vitality Club Staying Active classes

Data Collection & Communication

- **You will need to submit class attendance records online to Vitality Club each month (April 2020 – April 2021)**
 - Vitality Club will supply you with a link to a 'SurveyMonkey' survey, where you will need to input data for the previous month. Monthly attendance records will be due by the 7th of the following month. Should there be unforeseen circumstances that prevent this, please notify Vitality Club.
 - Vitality Club will contact all funding recipients 12 months after the funding period to identify sustained classes and continued participant numbers.
- **Advanced data collection**
 - You will be given the option to complete measures that will track physical changes for participants of the program. This is not compulsory, however it provides data related to program efficacy and can be extremely valuable for ongoing programs. This has also been shown to provide an incentive for participant retention and ongoing sustainability of these classes.
 - If you wish to be involved in data collection, please advise Vitality Club who will provide you with the tools to do so.
- **Social Media & Networking**
 - You will be invited to join a Facebook group, set up by Vitality Club for all 2020 recipients. While participation is not compulsory, we highly recommend it as this serves as an effective way to communicate with fellow instructors, share success stories, or gain further support from Vitality Club.

Financial

- **You agree to use the Vitality Club Staying Active funding on approved expenses related to Vitality Club Staying Active classes**
 - Staying Active funds can be spent in a number of areas, including:
 - Promoting classes in the local area
 - Purchasing equipment needed for the classes
 - Room hire and/or instructor fees
 - Providing necessary training to fitness instructors (all training needs to be approved by Vitality Club)
 - Attending Professional Development Sessions

Bearing in mind that the *Staying Active* funding is one off and the funds should be used to establish classes that will be sustainable after the funding period.

Expenditure in other areas must first be discussed with, and approved by, Vitality Club.

- **You are required to provide an end of program expenditure report to Vitality Club**
 - Vitality Club will require evidence of expenditure related to the program
 - Expenditure must relate to areas approved by Vitality Club

In addition to the requirements above, you also agree to work collaboratively with the Vitality Club Staying Active staff members; the Exercise Liaison and the Growth & Partnerships Liaison. This includes designating a contact person to communicate with Vitality Club, and having a Vitality Club Liaison conduct a site visit or telephone catch up at a mutually agreed time.

Vitality Club STAYING ACTIVE KEY DATES AND TIMINGS

March 2020:

- **EOI closes: Friday 6th March**
- **11th March: Successful applicants notified**
- **25th March:** All key documents, such as class plans, with instructor qualifications and venue details and invoices for 1st instalment of \$4000 (+GST, if applicable), must be sent to Vitality Club. Vitality Club will provide you with templates.
- **Week commencing 30th March: 2 NEW classes to commence**

April 2020:

- **Week commencing 6th April:** You are required to support the evaluation of the Staying Active program. You will be asked to provide class participants with an information sheet about an online survey and/or provide Vitality Club with participant emails.

Monthly from April 2020:

- You will complete and submit data for the previous month through SurveyMonkey, (link will be provided via email) no later than the 7th of the subsequent month.

September 2020:

- You will be required to complete a mid-program class plan and attendance report for October.
- You will need to invoice Vitality Club for second payment of \$2000 (plus GST, if applicable)
- You will be invited to participate in a phone interview with an external agency to assist in the evaluation of the Staying Active program.

March 2021:

- You will complete an end of program expenditure report and attendance report and return to Vitality Club Staying Active G&P Liaison.
- You will need to invoice Vitality Club for the remaining balance of funds, \$2000 (*plus GST, if applicable*).

PLANNING VITALITY CLUB STAYING ACTIVE CLASSES

Scheduling

Vitality Club Staying Active classes should be held at times that suit over 50s. This will vary between locations, and all are encouraged to engage with people from this age category to find what times and days are most suitable. In most cases, Vitality Club Staying Active classes will be able to be held at off-peak times – both maximising the use of your facility, while also being the most convenient time of day for over 50s, particularly those who are retired.

Another important factor to consider when scheduling classes is how they link with public transport to your facility/venue. Starting classes at a time shortly after public transport drops off nearest to your facility can greatly increase the accessibility of your venue to over 50s.

Class venues

Vitality Club is committed to ensuring that all classes that are part of the Vitality Club Staying Active initiative are held in venues that are safe, accessible, and suitable for over 50s. Venues must meet the criteria listed under 'Venues' in the Agreed Requirements. This includes providing Vitality Club with evidence that the venue has been risk assessed in the last 12 months, and that it has an adequate evacuation plan.

Instructor

Choosing a suitable instructor is one of the most important decisions to ensure the success of Vitality Club Staying Active classes. It is crucial that you pick an instructor who understands over 50s, and who can engage and excite class participants. This obviously takes a much different approach than leading high intensity classes, and you are encouraged to spend time ensuring you have an instructor who is suitable for the classes. You are strongly advised to choose instructors that have experience and/or a natural affinity for leading classes for people aged over 50.

All instructors of Vitality Club Staying Active classes must hold Qualifications as per the criteria on the NSW Active and Healthy website: <https://www.activeandhealthy.nsw.gov.au/information-for-exercise-providers/#InclusionCriteria>

Training

You may allocate some funding to train and up-skill your staff in relevant courses and attendance of workshops / seminars approved by Vitality Club.

Vitality Club will be available to provide training to exercise leaders on the following;

- Data collection
- Upskilling on Exercise education for the population groups specified
- Class promotion methods and strategies
- Effective usage of the online portal; Exercise Leaders will be invited to join a Facebook group, linking leaders and VC staff.

Classes

The fitness professional instructing each class will have the required knowledge and training to develop suitable class material for each class. Gentle exercise classes must include load-bearing exercise that focus on improving participants' strength and balance; while aqua fitness classes must include exercises that are designed to improve overall cardio-vascular health and range of movement.

Payment options

As per the Agreed Requirements, you must give participants the option to pay on a per class basis, and to pay by cash. Participants must be able to participate in classes on a drop in basis, without being required to purchase a minimum amount of classes. Other similar programs have shown that this is the preferred payment option in the over 50s demographic, and that offering this payment method actually improves attendance numbers.

You may offer additional payment options if desired such as a 10 visit pass, but must accept that people over 50 may have a limited income. Hard selling and direct debit commitments may not only be beyond their means, but could also discourage attendance by this demographic.

Classes must be offered at a discounted over 50s rate.

Social opportunities for participants

Creating and fostering a social atmosphere among class participants can be instrumental in ensuring class participants return week after week. Knowing that other friends will be attending encourages people to come to classes, and a friendly and social atmosphere also makes classes more welcoming to newcomers.

To ensure this is the case, all classes must include the opportunity for participants to socialise before and/or after the class. This may be by offering tea and coffee after class, or by simply ensuring the instructor stays back or arrives early to talk and build a relationship with participants.

Budgeting

You should prepare a draft budget for presentation to the Vitality Club Staying Active G&P Liaison. As per the requirements, Vitality Club Staying Active funding can be spent on:

- Promoting classes in the local area
- Purchasing equipment needed for the classes
- Room hire and/or instructor fees
- Providing necessary training to fitness instructors

Expenditure on any other items must first be discussed with, and approved by, the Vitality Club Staying Active G&P Liaison. You will be provided with a template in order to do so, attached at the rear of this manual. Facilities will be provided with an end of program expenditure report to acquit all funds received, which must be accompanied by proof of expenditure.

PROMOTING VITALITY CLUB STAYING ACTIVE CLASSES

Promoting Vitality Club Staying Active classes to the local community is crucial to the success of the initiative, with all funding recipients required to actively promote the classes in their local community. You will have a good idea of which promotional methods will be most successful in your local area, and are also encouraged to continue using any branding that already exists for classes for over 50s.

Please be aware that all promotional material must specify that 'Classes are supported by Staying Active funding from Vitality Club and NSW Health'.

You are encouraged to use a combination of any of the following promotional methods to promote Vitality Club Staying Active classes:

Posters and flyers

Template flyers and posters will be made available. You are also encouraged to create your own, or amend existing, flyers and posters to promote Vitality Club Staying Active classes. Flyers and posters can be utilised for a number of promotional activities, including:

- Letterbox drops in local areas (particularly retirement villages)
- Display at other Council facilities, such as libraries, theatres, and community centres
- Distribution at Golf Clubs, Bowling Clubs, RSL Clubs, Pharmacies, GP offices, and other places frequented by over 50s
- Displayed on facility noticeboards

Local media

Local media can be a great way to engage with the local community, and promote Vitality Club Staying Active classes. You are encouraged to generate stories and other content to position in local media as part of the official program.

Networking

Making sure prominent and respected people and groups in the local community are aware of the classes can have enormous benefits for attendance. It is also asked that you make a concerted effort to encourage participation with the Cultural and Linguistically Diverse (CALD) groups as well as the local Indigenous community in your area. It is recommended that you promote Vitality Club Staying Active classes to these people, so that they can in turn promote the classes. These people and groups can include:

- Vitality Club Partners; Men's Shed and Auburn Diversity Services (this must be done via Vitality Club)

- Local GP's and other health providers, who can refer patients needing to increase physical activity
- Your Local Health District Health Promotion Service, who can promote your programs to through their networks (Vitality Club can provide your local contacts)
- Your Local Health District Stepping On coordinator, who can refer program participants to your classes (Vitality Club can provide your local contacts)
- The Aged Services worker from your local council who can provide contacts to relevant networks and groups, and arrange for publication in Aged Services publications
- The Multicultural officer at your local council who can provide contacts to relevant networks and promote the program through publications and possibly translate advertisements to reach the non-English speaking participants.
- Indigenous community workers in your local area who can provide contacts to relevant networks to encourage participation.
- Clubs frequented by over 50s, such as golf clubs, bowling clubs, RSL clubs etc.
- Other informal social groups, such as bridge clubs, walking groups, and bingo groups

Demo's / bring a friend for free / Try for free

You can explore the possibility of holding a demonstration class in a prominent local area that is well attended by over 50s. Demonstration classes could also be held at other local events such as festivals, fairs, open days etc., or at local retirement villages.

Creating a social atmosphere is one of the key aims of Vitality Club Staying Active classes. A fantastic way to foster that is to have a nominated week where participants can bring a friend along for free to try the classes. Attending with a friend makes the classes seem less intimidating to new participants, and also increases the social aspects of the class – encouraging more people to return each week. You might also like to offer any new participants to try their first class for free.