

HARVEY RECREATION AND CULTURAL CENTRE

Harvey Community Physical Activity Challenge

Project Date:

September - November 2011

Project Location:

Harvey

Target Group:

Local residents aged between 25-50 years

Background

As part of the Harvey Recreation and Cultural Centre's 18th birthday celebrations, a 12 week community challenge was conducted. The program, used in conjunction with the Swap It, Don't Stop It 12 week planner, was aimed at introducing local residents to new physical activity opportunities.

Objectives

- Introduce local residents to a physical activity that may not have previously been tried.
- Increase participation levels in physical activity.
- Promote the Harvey Recreation and Cultural Centre via local radio.

What happened?

- The Centre offered seven different programs over the 12 weeks - body pump, body combat, zumba, the gymnasium, table tennis, badminton and roller skating.

- The 12 week challenge was promoted by the local media, including a weekly radio show on Harvey Community Radio (96.5fm). The show, called "Life at the Centre – The Physical Activity Show", promoted the Harvey Recreation and Cultural Centre's program along with Swap It, Don't Stop It messages.
- Former, current and potential participants were contacted directly to encourage participation.
- Specific instructors and coaches were engaged to coordinate each of the activities.

Results

- A total of 140 participants used the recreation and cultural centre during the 12 week program, completely exceeding expectations.
- The community challenge has made the local community aware of the Centre's trading hours and available classes.
- Many participants experienced a particular physical activity for the first time.
- All sports over the 12 week challenge were successful. Badminton was a favourite, with more than 40 participants taking part in the sessions conducted.
- The community challenge aimed to increase awareness and participation in physical activity. This was achieved with the help of regular promotion via the weekly radio show.



HARVEY RECREATION AND CULTURAL CENTRE *continued*



Tips for others

- Use a range of physical activity options to suit different people.
- Access local community services (radio, newspapers, library, noticeboards etc.) to promote your program to everyone. These services are mostly free of charge and a great way to reach those you are most likely targeting.

Organisation contact

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Where to from here?

Since the 12 week challenge, the Harvey Recreation and Cultural Centre is now open on weekends and has continued to offer the more popular programs (badminton, table tennis, roller skating) as sessions for all ages. The program's success has meant that other opportunities for community style physical activity challenges are now being investigated. The Centre hopes the Heart Foundation will continue sponsoring the weekly Harvey Community Radio physical activity show in 2012.

