

SHIRE OF GOOMALLING

Great Health, Great Life, Great Goomalling!



Project Location

Goomalling, a Wheatbelt town about 240km north-east of Perth

Project Date

December 2012 – January 2013

Target Group

Rural residents aged 25 to 50

Objectives

- To help residents read food labels, increase their knowledge of healthy food choices and awareness of the 'Swap It, Don't Stop it' message.
- To expose residents to a variety of exercise classes outside traditional sports.
- To increase participation at the local gym and fitness classes.

What Happened

- Exercise classes were advertised in the local paper, in posters around town and on Facebook.
- Local gym instructors held group fitness classes including Pilates, Konga and boot camp on Saturday mornings in a park on Goomalling's main street.
- Typically 10 to a dozen people, mostly women, attended each session
- Four nutrition workshops and shopping tours were arranged.

Results

- Attendance at Konga classes and gym membership both increased by around 20%.
- Planning is in motion for more physical activity classes through 2013.
- The local supermarket has introduced a healthy option range of pasta and is looking to source more healthy options.

Feedback from Participants

- All participants on the supermarket tours reported getting brilliant 'Swap It' ideas.
- There was an increased awareness about reducing food budget costs.
- "The sessions were very factual and the instructor was very inclusive and open to whatever you wanted to discuss. I found it very interesting and informative."
- "I thought the whole program was just a really nice environment and with no one being judgmental about size or age."
- "I didn't know much about the Swap It campaign before but now I think it's great."

Tips

- Timing in country towns is critical to attendance levels.
- Coinciding with harvest time and sports activities limits attendance.
- The three-hour sessions on Saturdays were deemed too long.

Where to from here?

The program is to be refined in autumn and spring. The exercise and nutrition sessions will both be reduced to 90 minutes as per participation feedback. The local shop will hopefully be important more healthy foods throughout 2013 for the community.

Organisation Contact

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