



## OUR MISSION

We are a national health promotion charity working to improve the health and wellbeing of Australian children by making movement part of everyday life.

We draw on the evidence that demonstrates moving more and sitting less will improve physical, mental and social wellbeing. Movement develops our sense of self, builds confidence, improves resilience and reduces our risk of disease.

We recognise that widespread impact will require generational change, so our work starts in the early childhood years with Aussie kids and those that influence them to give them the skills and motivation to lead active lives.

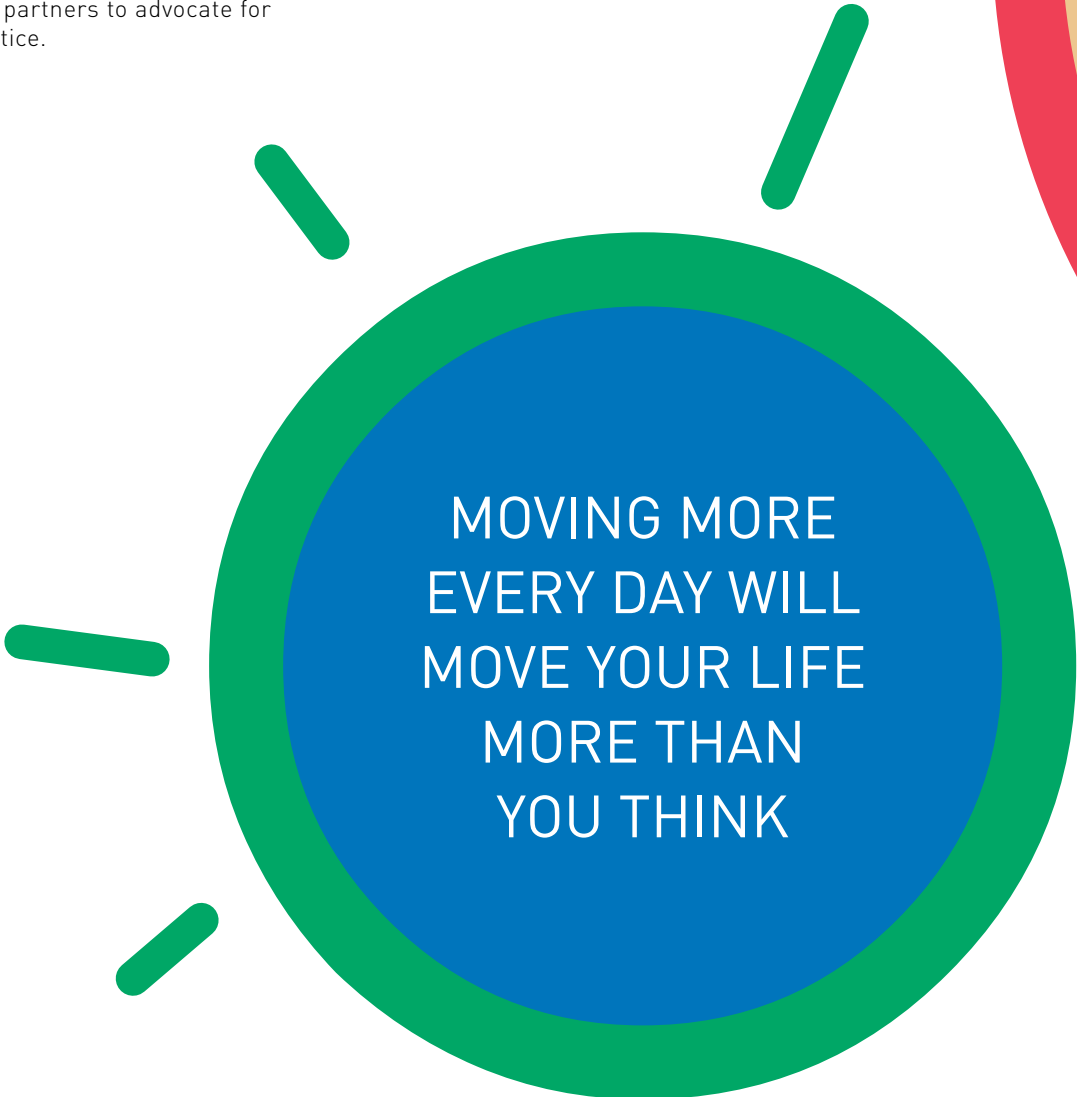
We also recognise that widespread impact will require system change, so we work with government, industry and community partners to advocate for improved policy and practice.

## FOUNDER'S STATEMENT

"Bluearth was founded on the principle that movement and physical activity are vital to our wellbeing. An active life brings us so much more than just good physical health. We still have a way to go, but I believe more strongly than ever that we are making a difference to the lives of Australian children and their families and creating an active nation for our future generations."

**Malcolm Freake OAM**

Founder and Director



MOVING MORE  
EVERY DAY WILL  
MOVE YOUR LIFE  
MORE THAN  
YOU THINK

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# ORGANISATIONAL GOALS

## Education and capacity building

- To support schools to reduce sedentary time and increase students' physical literacy
- To support parents and carers to be active with children and encourage them to live active, healthy lives
- To support a strong, viable high quality fitness industry to meet the diversity of client needs

## Awareness and reach

- To increase the awareness of the benefits and joy of physical activity and moving more and sitting less each day
- To increase the awareness of the dangers of sedentary living

## Advocacy

- To advocate for policy change, including increased focus on physical activity in early childhood, schools, neighbourhood and workplace settings
- To form coalitions with like-minded organisations to increase our strength of voice on issues relating to physical activity and sedentary behaviours

## Organisational capability

- To continually develop staff skills in achieving sustainable behavioural change in creating active lives for children and their parents and influencers
- To develop fundraising and communications strategies



# CHAIR / CEO REPORT

In Australia with the majority of adults overweight or obese, and sitting seen as the norm, the urgency of getting everyone moving more and sitting less has never been more pressing.

We all need a wakeup call. For many of us despite sitting all day, we can't wait to get in the car, or on the bus or tram and sit down, so that we can rest our weary bones after a long day. Thankfully though when we asked you how you felt sitting for long periods in our Move More Sit Less survey, you knew it made you feel tired. Moving more and sitting less gave you energy.

Children know this inherently, they are often jiggling, dancing, and playing but still over two thirds of children do not meet the daily physical activity recommendations. At Bluearth, we are working with schools, parents, early learning centres to encourage everyone to value movement, to improve health and wellbeing of children by making movement part of everyday life. Our children are our future, they can lead us to a healthier happier life, where we all move more and sit less. We share our skills and provide the tools, skills and resources to build an active school culture and make movement a core tool for student and teacher learning, development and wellbeing.

Each year Active Healthy Kids Australia provides a report card, comparing the physical activity levels of Australian children with their counterparts overseas. Despite our reputation as an active sport loving nation, we continue to perform poorly. Assessing the overall physical activity levels of Australian children we scored a D minus, certainly not a score to be proud of.

Each day we are working to harness children's energy and enthusiasm for movement, and creating a generation of active leaders that can share the joy of moving with their communities. In the last two years we have trained over 1600 student leaders around the country.

With our student leaders, our education professionals, our fitness professionals and our growing community of Move More Sit Less organisations we are continuing to build the 'movement movement' making movement part of everyday life. Through our Physical Activity Australia division, we are working with the fitness industry to ensure high quality fitness options are available to more Australians.

This year we were also very pleased to launch our Move More Sit Less campaign, providing over 35,000 people with information, tools and resources to help them their families, schools and workplaces to move more and sit less, and to recognise the critical health risks associated with sedentary behaviour. We also joined industry partners, advocating for government investment in a national physical activity strategy.

The interest in the campaign was significant, with invitations to four international conferences including the Jakarta World Congress of The Association of International Sport for All (TAFISA).

We know we need generational change, so increasingly we are focussing our services in the early childhood area, working with both parents and early childhood educators using play to support children's learning and development. Our Mighty Movers program in the Australian Capital Territory and our School Engagement Program in the Northern Territory and the East Kimberley continue to deliver great outcomes in conjunction with community partners. We know that providing children with strong positive early movement experiences will stand them in good stead.

It has been both exciting and rewarding to see the impact of our long term work with Aboriginal communities in both Western Australia and the Northern Territory, with parents and educators noting how the program improved focus, concentration and improved overall school readiness.

Recognising the important role that women play in Aboriginal communities we were also excited to initiate a partnership with Yok Djakoorliny, a health and wellbeing group for Noongar women and their friends and provide scholarships for Aboriginal women to train as fitness professionals.

Of course like all not-for-profits in Australia, we cannot do this on our own. The tight fiscal environment has created challenges. We are increasingly reliant on the generosity and support of our donors and partners who share our vision for an active nation.

We want to thank you, our supporters, partners, donors, volunteers, staff, patrons and Board members. Thank you for helping us to make a difference. There is still a lot more that we can, and should, do. With your continued support, we will continue to do so.

  
**Yvonne Rate AM,**  
Chair

  
**Wendy Gillett,**  
Chief Executive Officer

## 2016 HIGHLIGHTS



Engaged with over

22,000

children, providing learning  
and development opportunities  
through movement

Launched Move More Sit Less health  
promotion campaign with founding  
partners Australian Physiotherapy  
Association, IBISWorld and ISEAL  
(Institute of Sport, Exercise and Active  
Living at Victoria University).

35,000

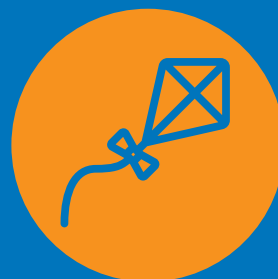
people reached with  
Move More Sit Less

Supported  
6,371

educators with training,  
professional development and  
access to online resources



Initiated our Reconciliation Action Plan  
and employed Aboriginal staff in  
Darwin and the Kimberley



Awarded ACT Children's Week Award  
for the 'Take Off' program in  
partnership with YMCA

Became a Member of TAFISA  
(Association for International  
Sport for All)



Presented at

4

International Health Congresses:  
Active Aging World Congress –  
Melbourne, International Society of  
Behavioral Nutrition and Physical Activity  
(ISBNPA) – Cape Town, ISPAH Congress –  
Bangkok, TAFISA World Sport for  
All Games – Jakarta

Advocated for active living at industry  
conferences throughout Australia



Increased our social media  
reach by

300%

157

community members joined  
the Walktober Challenge



Introduced the pilot  
playgroup program, Active Families  
Playing Together, in partnership  
with Softball Victoria

Provided local training  
and support to youth workers  
in Kununurra, in conjunction with  
Save the Children



## 2016 HIGHLIGHTS

The 2016 Principal and Teachers Survey showed that the Bluearth Active Schools Program 'definitely'

Helps educators develop strategies to enhance learning

→ Principals: **89%**

→ Teachers: **80%**

Improves educator confidence in delivering physical activity

→ Principals: **84%**

→ Teachers: **80%**

Helps deliver HPE requirements

→ Principals: **84%**

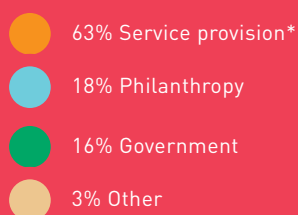
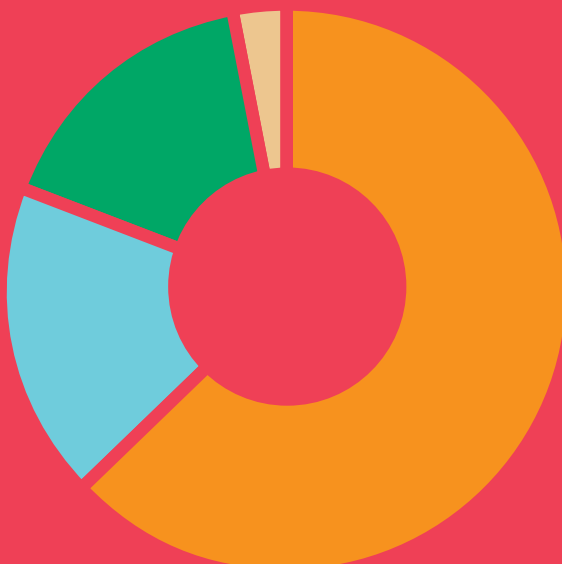
→ Teachers: **80%**

Helps develop self-perception and self-awareness in students

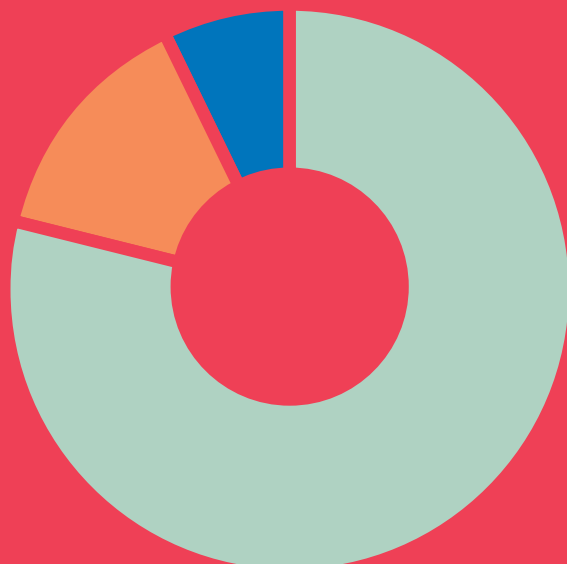
→ Principals: **86%**

→ Teachers: **85%**

Bluearth Income 2016

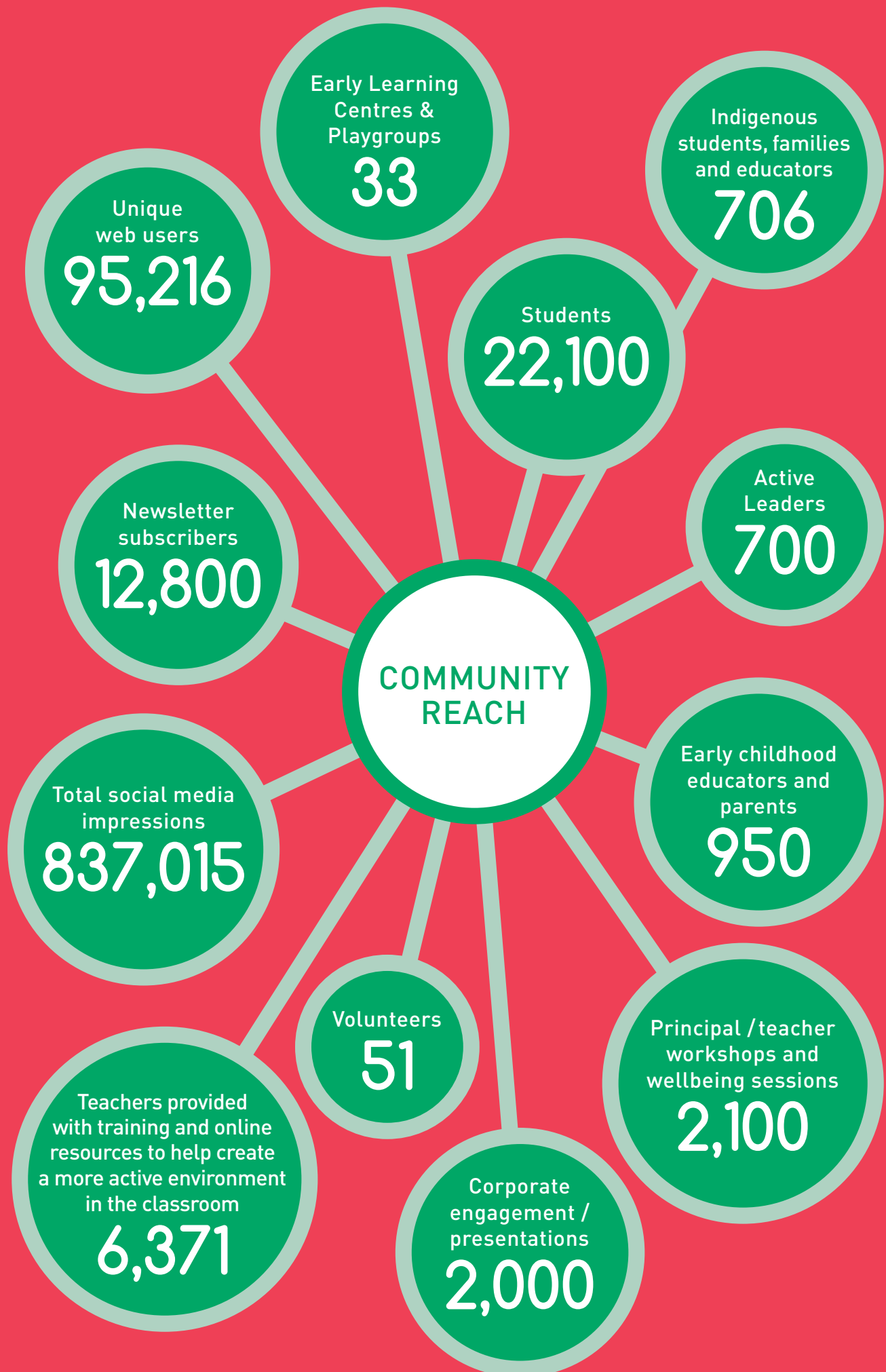


Bluearth Expenditure 2016



\* includes Physical Activity Australia





## OUR WORK IN SCHOOLS

We focus our efforts  
where they are needed most

66%

of the schools Bluearth work in are  
classified as disadvantaged

70%

are in regional / remote areas



Despite increased awareness and messaging around the importance of living an active life, Australians' physical activity levels continue to decline. Forty percent of Australian adults and thirty-three percent of Australian children meet the recommended daily physical activity levels<sup>1</sup>. For some groups in the community, physical activity levels decline even further:

People living in regional or remote areas are **1.15** times more likely to have sedentary levels of physical activity, compared to people living in major cities.<sup>2</sup>

Adults living in the least disadvantaged areas were **1.5** times more likely to have done sufficient physical activity compared with those in the most disadvantaged areas.<sup>1</sup>

People from culturally and linguistically diverse (CALD) communities are less likely to be active than people born in Australia:

**40%** of children from CALD communities engage in sport and regular physical activity, compared to 64% of Australian-born children<sup>3</sup>

**52%** of adults from CALD communities engage in sport and regular physical activity, compared to 68% of Australian-born adults<sup>3</sup>

### References:

1. Australian Health Survey 2011-12, Australian Bureau of Statistics
2. The Determinants of Health in Rural and Remote Australia, National Rural Health Alliance Inc, May 2011
3. Perspectives on sport: migrants and sport, 2009, Australian Bureau of Statistics

THINK OUTSIDE THE CHAIR: REGULAR 'MOVEMENT SNACKS' DURING CLASS TIME  
HELP KIDS REFOCUS AND BE MORE ATTENTIVE IN CLASS



The likelihood of meeting physical activity levels increases with education levels and household income and decreases with remoteness and socio-economic disadvantage. By working in schools that experience disadvantage both in a socio-economic and a geographical sense, we use physical activity to improve not only physical health outcomes, but overall health and wellbeing outcomes.

To further support rural and disadvantaged schools, we continue to invest in the development of school and community partnerships, drawing on local communities to help support schools. We now have 14 locally based corporate and community partnerships that have enabled our program to expand across new communities, thanks to the support of local businesses and organisations.

## Active Schools

Our Active Schools Program uses movement and physical activity to improve children's physical, social, mental and emotional wellbeing; to equip them with the skills and motivation they need to live healthy, active lives but to also experience the simple joy of moving.

One of our Active Schools programs, Active Leaders, focuses on developing leadership programs in upper primary and early secondary school students to enable them to become peer leaders or community advocates for living a healthy, active life. Students lead and run events that promote the benefits of physical activity within their schools and wider communities.

## In 2016:

- 153 Australian schools took part in the Active Schools Program
- 22,100 students enjoyed movement-based learning activities
- 735 teachers undertook professional development to run Bluearth sessions
- 700 students became Student Leaders through our Active Leaders program. Events run by student leaders reached thousands of people in their school and wider communities
- 140 movement and wellbeing school-based workshops were conducted, for more than 2100 school staff members and principals
- 5636 teachers were provided with resources through the Teachers Resource Centre to help make their classrooms more active places to learn

Since 2014, we  
have helped create  
Active Leaders in schools  
throughout Australia

2,500



## OUR WORK IN SCHOOLS

### Brimbank Active Leaders Program

More than 350 students developed their leadership skills through the Brimbank Active Leaders Program, launched this year to address low physical activity levels in Melbourne's western suburbs.

Funded by the Barr Family Foundation, the three-year program runs across eight schools in the suburbs of Sunshine and St Albans. Bluearth staff work with student leaders to design and coordinate events to motivate other students, teachers and parents to become more physically active. This approach enables the leaders to develop physical activity messages in their own words and style and to pass the messages on to their peers. In the first year of the program, more than 1500 students, staff, parents and visitors took part in events, which included Olympic-themed activity days, a Lunchtime Leaders Program, a 'BluBuddy' Day and parent-child activity sessions.

**"I have learnt that joining in means that you be nice and not be a bossy boots. Take up a challenge. And have a go. Don't give up."**

*Eva, Monmia Primary School*

**"Bluearth has taught me how to be resilient. This has helped me in my education by not giving up when I'm having trouble and it has also helped me with my skills in P.E."**

*Angelina, St Albans Heights Primary School*



### Make your MARC: Northern Bay College

In the second year of the Make your MARC program at Northern Bay College, 168 student leaders in years 6-8 ran events for more than 4000 students, staff, family members and the wider community.

Student leaders focused on mindfulness, awareness and resilience skills to advocate for the importance of physical activity. This provides a powerful opportunity for student leaders to gain experience in planning and leading meaningful physical activity sessions, and for younger students to be inspired by and connect to their peers. Leaders taking part are proud of their ability to facilitate positive physical activity experiences for peers and have discovered abilities in themselves that were previously unknown.

Observations from teachers highlight that the program is helping students become more settled, less reactive, and able to make better life choices.

The program is revolutionising a new group of leaders. Kate\* was an extremely shy student who barely spoke. The program has transformed her. She is now School Captain, competent in public speaking and regularly addresses the school. Ben\* was struggling and showing some behavioural issues. He has thrived as a leader and is now helping to manage and discipline the same peers he once created problems with.

The ongoing support from Give Where You Live has enabled us to continue to expand the Active Leaders program within Northern Bay College. In an area of high disadvantage, the College Principal believes the leadership program is addressing sedentary living and an ingrained lack of motivation and purpose; it has created the momentum for change.

**"Joining Bluearth as a leader has been a magnificent time for me this year, working with others, encouraging others to never give up, communicating with other students and getting a chance to be in charge of groups."**

*Jessie, Year 8 Campus Captain*

**"Being a good leader doesn't mean you have to be good at everything, all it means is having a go without giving up."**

*Soe Mya, Year 8 Campus Leader*



## Alice Springs School of the Air

Proving distance and isolation are no barrier to participation, active learning sessions are also delivered remotely for Alice Springs School of the Air students. The school is made up of more than 100 students spread across 1.3 million square kilometres covering nearly all of the Northern Territory, the northern area of South Australia and the eastern area of Western Australia. Students living on cattle stations, at roadhouses, within Aboriginal communities and in national parks take part in daily lessons via satellite broadband<sup>1</sup>.

Our Northern Territory Coordinator, Josh Mapstone, runs weekly sessions for the students. He demonstrates movement activities to help students thousands of kilometres apart break up their sitting time and share in experiences in areas where there are no opportunities to be take part in regular, organised sport. The activities also develop greater persistence, resilience and confidence; skills that are especially important for distance education students, as they are unable to ask their teacher for help as often as in a traditional classroom setting.

1. Alice Springs School of the Air: [www.assoa.nt.edu.au](http://www.assoa.nt.edu.au)



KIDS WHO REGULARLY MOVE AND PLAY FROM A YOUNG AGE DEVELOP GREATER SELF-CONFIDENCE, CONCENTRATION AND COORDINATION, AND HAVE A REDUCED RISK OF DEPRESSION AND ANXIETY.



# EARLY CHILDHOOD

Early childhood is a critical time for developing lifelong, healthy habits, but children of all ages are not moving enough. The Federal Government's National Physical Activity Guidelines state that babies, toddlers and pre-schoolers (birth – 5 years) should be physically active every day for at least three hours, spread throughout the day. Active play is essential for children to learn about themselves and their environment. Our work is aligned with the Early Years Learning Framework: Being, Belonging, Becoming and has four key goals:

- 1 To support school readiness by facilitating development in the early developmental domains of play:
  - a) Fine motor skills
  - b) Gross motor skills
  - c) Social and emotional development
  - d) Language development
  - e) Cognitive development
- 2 To support the learning and development of vulnerable children
- 3 To support the development of skills in early childhood educators
- 4 To develop parent confidence in enabling more child-led active play to occur

## Mighty Movers

Launched in 2016, Mighty Movers aims to motivate families with young (0-5 years) children in the ACT to experience the fun and joy of being physically active together.

Regular sessions are run in ACT playgroups, demonstrating to educators, parents and carers the many different, fun ways they can be active with their children. Families were then encouraged to introduce more active play and reduce sedentary time at home.

In its first year, 256 children and 190 parents or carers took part in Mighty Movers at nine different playgroups. Parents reported that they had learnt to interact with their children in new ways that encouraged physical activity and that their children had begun to play more creatively at home.

The three-year program is a partnership with YMCA Canberra, and funded by a Healthy Canberra grant from the ACT Government.



Photo credit: YMCA Canberra

**“My child has taken initiative and shared some of the activities she has learnt with her extended family and friends. The program has also impacted on our home environment.”**  
*Mother, ACT*



## TakeOff!

Over the last three years, the TakeOff! project has supported more than 300 educators at YMCA early learning centres and after-school care centres in the ACT to become positive movement role models for children. Educators working with Bluearth and YMCA Canberra have worked with more than 2500 children and their families and shown them how to incorporate movement into their everyday lives, through shared experiences and simply having fun together.

2016 was the final year of the three-year TakeOff! project. Educator surveys at the completion of the project showed:

- 20% increase in educators' understanding of the national physical activity guidelines for children and young people
- 15% increase in educators' confidence, knowledge and skills to include movement experiences as part of their daily routine

- 20% increase in the number of educators who regularly incorporate movement in early learning centre / out of school care sessions
- 15% increase in the number of educators who regularly participate in movement activities with the children

TakeOff! was funded by ACT Health.

Recognising the impact of the Take Off Project – Bluearth Foundation and YMCA received a Children's Week award for the project.



LETTING YOUR CHILD EXPLORE AND PLAY FREELY WITHOUT INTERVENTION  
HELPS BUILD CONFIDENCE, COMPETENCE AND MOTIVATION TO MOVE.

# WORKING WITH ABORIGINAL AND TORRES STRAIT ISLANDER COMMUNITIES

The gap in educational and health outcomes for Aboriginal children is well documented; both the Close the Gap and the Australian Early Development Index Reports highlight the vulnerabilities of Aboriginal children against fundamental development domains.

Our work supports the objectives of Close the Gap of improving health and wellbeing, working with Aboriginal and Torres Strait Islander children to help them realise their potential.

At their core, the programs improve overall health and wellbeing, including social and emotional health, and developing healthy habits for life. We work with a range of community-based Aboriginal organisations, such as the Central Australia Aboriginal Congress and the Aboriginal Medical Services Alliance NT, seeking input and guidance regarding community needs.

**“The traditional way of life was a good variety of foods and an active life. We believe in Healthy Country, Healthy People”**

*Uncle Bill, Wurundjeri elder, Kulin Nation*

## School Engagement Program

Funded through the Federal Government’s Indigenous Advancement Strategy, the School Engagement Program aims to increase child and family involvement and connection with early childhood education (playgroup, kindergarten and early primary school). Engagement in early education is closely linked to reaching the developmental domains and improved school readiness.

Active play and movement challenges are used as the conduit to:

- Increase participation and positive learning outcomes in early childhood development, care and education, leading to improved school readiness
- Increase school attendance and improve educational outcomes
- Increase the capacity of Aboriginal families and communities to engage with schools and other education providers



HELP YOUR CHILD BRING THEIR FAVOURITE ANIMAL, SUPER HERO, FAIRY OR TREE TO LIFE:  
A CHILD’S IMAGINATION IS A SOURCE OF GREAT PLAY IDEAS AND ENDLESS LEARNING POTENTIAL



**In 2016, Bluearth Physical Activity  
Project Officers ran 1,323 School  
Engagement Program sessions,  
meeting 115% of our target.**

We worked in Alice Springs, Darwin and Kununurra with

576

Aboriginal  
children

51

Aboriginal  
family members

79

Educators, including  
28 Aboriginal educators

Educators were asked if  
the School Engagement  
Program:



Improved  
overall school  
readiness

83%

2015: 42%

Supported educators to  
improve relationships  
with families

73%

Supported educators to  
improve relationships  
with students

63%

Improved  
social  
competence

80%

Increased  
focus and  
attention

80%

**“Integrating the Bluearth Program into everyday  
classroom activities has helped to build a cooperative  
and cohesive classroom and good relationships.”**

Early childhood educator

# WORKING WITH ABORIGINAL AND TORRES STRAIT ISLANDER COMMUNITIES

## Kununurra Youth Centre After School Program

An after-school program at the Kununurra Youth Centre was established in 2016, with the assistance of funding from Save the Children Australia. The aims of the program are twofold; to run a range of activities that assist in delivering improved learning outcomes and to also develop the skills and confidence of local youth workers.

Bluearth weekly activity sessions focus on fine-motor skills, literacy, numeracy, concentration and cooperation. Core elements focus on self-esteem, respect and self-governance. The sessions provided the local youth workers to be trained to deliver movement sessions that support learning and development. As their skills develop, they will take on more responsibility in delivering the sessions.



**"I now allow my daughter to take more risks to help her learn."**  
*Parent*

**"The greatest benefit to our playgroup is to see parents play with their children."**  
*Playgroup educator*



## Reconciliation Action Plan

Recognising the importance of involving Aboriginal and Torres Strait peoples in our planning and delivery, and working in partnership to improve outcomes for community members, we commenced a consultative process to develop an organisational Reconciliation Action Plan (RAP). Key strategies within the plan include:

- Whole-of-staff cultural awareness process
- Being guided by local consultations with elders
- Increasing the employment of Aboriginal staff
- Creating visually welcoming spaces and places
- Recognising the interconnectedness of language and culture and supporting the recognition and valuing of language

Our RAP is a living document that will continue to guide us in 2017.



**"Bluearth has helped me develop resilience and well-being in my students through fun games and activities. These traits are vital for my students to develop as they often have backgrounds of trauma, abuse and neglect."**  
*Early primary teacher*

## Yok Djakoorliny

Aboriginal and Torres Strait Islander women have poorer health than non-Indigenous women; they have higher levels of risk factors, earlier onset of disease and lower survival rates<sup>1</sup>, and are also much less likely to participate in physical activity. Recognising the important role Aboriginal women play in community health and wellbeing, Bluearth has established a partnership with the Western Australian Department of Sport and Recreation and Yok Djakoorliny, a Perth-based health and wellbeing group for Noongar and other Aboriginal women and their friends.

Bluearth will offer Perth-based fitness scholarships to Aboriginal women. Scholarship recipients will receive accredited Certificate IV in Fitness training, mentoring and support and student registration to Physical Activity Australia to enable them to become fitness leaders for their community.

The scholarships are jointly funded by the Western Australian Department of Sport and Recreation and money raised by Bluearth CEO, Wendy Gillett, by taking part in the 2016 Outback Marathon.

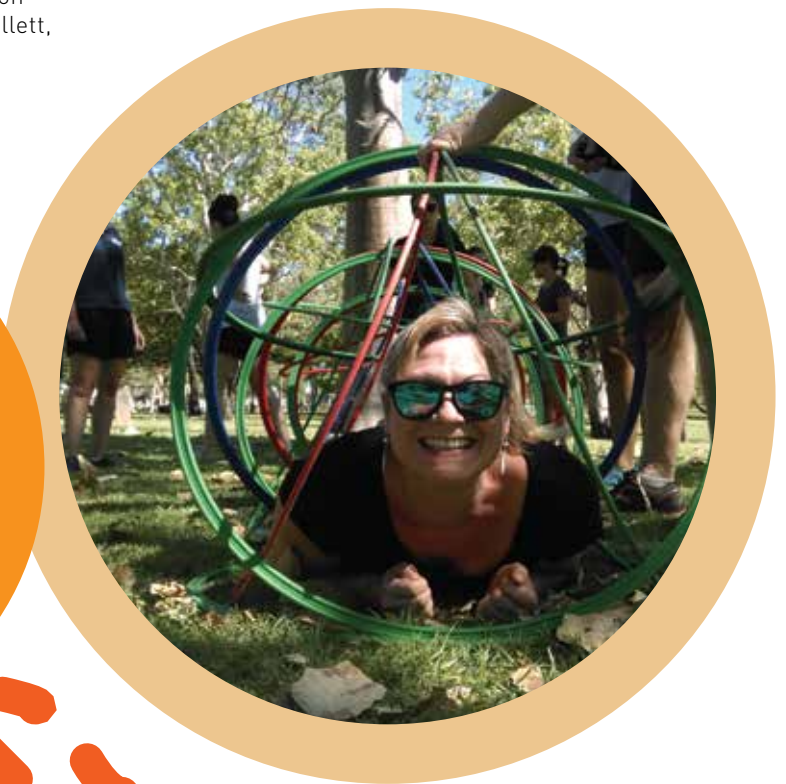
<sup>1</sup> Summary of Indigenous Women's Health:  
[www.healthinphonet.ecu.edu.au](http://www.healthinphonet.ecu.edu.au)

## Allied Health Professional Development

As part of professional development training for allied health professionals working in the East Kimberley, Bluearth ran a session on how to use movement and mindfulness to engage with children.

Allied health professionals from the East Kimberley participated in a Bluearth workshop learning a range of ways in which they could use movement to:

- Build rapport and connection and young people
- Support the development of fine motor skills
- Reduce stress and anxiety – both for themselves as professionals and also for children and families they work with
- Improve rapport and connections with colleagues



JUMPING IS A GREAT WAY FOR KIDS TO DEVELOP MUSCLES, RHYTHM AND DENSE DENSITY

# MOVE MORE SIT LESS

Move More Sit Less was launched in February 2016 as a whole-of-community initiative to change sedentary behaviours by getting more Australians moving more and sitting less. Rather than a prescriptive call to action, the campaign is about raising awareness of our sedentary habits, how we feel when we sit too long, how we feel when we move more and through that awareness, provide a little nudge in the right direction.

Move More Sit Less is a fun, irreverent campaign. Launching the 'Break Up with your Chair' videos on Valentine's Day and posting break up messages in the Valentine's Day Classifieds, we encouraged people to think more about their relationship with sitting.

An initial focus of Move More Sit Less was to support office-based workplaces to offer more active options for employees. Organisations, including schools can choose to take the Pledge and commit to embedding a Move More Sit Less culture in their workplace. We ran Move More Sit Less presentations within schools and workplaces and at national and international conferences, giving us an opportunity to reach diverse audiences and to raise awareness of our message among people of influence.



How much do you sit?  
Take our sitting calculator test at:  
[www.moremoresitless.org.au/sitting-calculator](http://www.moremoresitless.org.au/sitting-calculator)



## SITTING IS THE NEW SMOKING



DID YOU KNOW THE AVERAGE OFFICE WORKER WILL SPEND 80,000 HOURS SITTING DURING THEIR LIFETIME? THAT'S NEARLY 10 YEARS WITHOUT A BREAK!  
SIT, STAND, WALK, STRETCH — WE WANT YOU TO MOVE MORE!

# BEWARE THE CHAIR

## Meet Nudge

We want to nudge people to make moving more and sitting less easy. How can we make sitting less the default? Less chairs? Easy options for sit stand desks? Having office champions?

Nudge takes his name from 'nudge theory' – an approach used by advertisers and governments to try and influence behaviour change by making it easier for people to do the things we want them to do. The Move More Sit Less campaign is all about giving people a nudge, to get them thinking a bit more about their sitting habits, and for workplaces, schools and families to make small changes that make it easier to move more and sit less and to have fun while doing it.



Let this email be a little nudge to get up and move about.

**move more sit less**

Want to feel better at work?  
Stand up for yourself!

YOU CAN'T CLIMB THE CORPORATE LADDER SITTING DOWN!





## PHYSICAL ACTIVITY AUSTRALIA

In 2016, Physical Activity Australia (PAA) focussed on increasing industry engagement and student membership numbers.

The industry engagement strategy introduced this year has engaged quality training organisations, industry peak bodies, universities and fitness businesses. Working with high quality industry stakeholders ensures ongoing adherence to minimum industry standards while offering registrants and prospective registrants the flexibility to direct their own career pathway.

PAA presentations to students studying a Certificate IV in Fitness saw a 400% increase in the number of student memberships. Students are encouraged to stay connected with other professionals and continue to develop their skills within the industry once they graduate.

A comprehensive review of program and education accreditation systems has led to streamlined processes, improving systems and new business acquisition.

**PHYSICAL ACTIVITY AUSTRALIA**  
NATIONAL FITNESS REGISTRATION

## WALKTOBER

Held in October, Walktober challenged participants to log their kilometres to collectively walk around Australia as a team and also raise money for our Active Leaders program. The event encouraged individuals, families and friends to get outside and step up for kids health.



### Greg, father of three, Walktober registrant

Greg registered his family for the Walktober Challenge to show his three kids how much fun regular physical activity can be.

"I exercise regularly but I wanted to involve my kids more. We originally aimed to walk 200km in the month, which seemed like a lot at the start, but we all quickly realised how easy it is to add a little more walking to each day. The kids really got into it, and I found that walking to school more often, they were more likely to open up and chat than if we went by car. For me, that was the best part of the challenge."

 **walktober**



STUDIES HAVE SHOWN THAT REGARDLESS OF REGULAR EXERCISE, PROLONGED PERIODS OF SITTING CAN STILL POSE MAJOR HEALTH THREATS. IT'S TIME TO LOSE THAT CHAIR!



## FUNDRAISING



### Wendy Gillett

Bluearth's CEO, Wendy Gillett competed in the Australian Outback Marathon and raised over \$5000 to help fund two scholarships for Indigenous women to become fitness instructors.



### Pilates International Training Centre

One of our newest partners, Pilates International Training Centre, held a series of community Pilates sessions around Australia to celebrate World Pilates Day. Entry was free, but participants were asked to donate to Bluearth.



### Jacey Octigan

Instead of taking it easy while holidaying in Chile, Jacey set herself a walking challenge to experience life at a slower pace. Walking along beaches and valleys, she travelled more than 270 kilometres on foot and raised funds to improve kids health.



### Anne, Pilates instructor, Brisbane

I'm passionate about getting office workers moving more! I run weekly Pilates classes to encourage my colleagues to move more and donate to Bluearth. I love the Move More Sit Less message and want to help spread the word that moving more is an easy way to improve your health and quality of life.



### Moving for our kids

A big thank you to everyone who moved for our kids and took part in fun runs across Australia. More than \$7000 was raised, which will help us get more Aussie kids active.

PLAY MUSICAL CHAIRS: REMOVE CHAIRS FROM COMMON AREAS  
SO YOU HAVE TO STAND OR SHARE... OR REPLACE THEM WITH HULA HOOPS!



## STAFFING

### Administrative staff

Wendy Gillett  
Chief Executive Officer  
Richard Corbet  
National Operations Manager  
Ross Dennis  
Regional Coordinator, NSW, ACT and Queensland  
Matt Dillon  
Victorian Regional Coordinator  
Julie Jacobs  
Public Relations and Communications Coordinator  
Ron Johnstone  
Risk Manager  
Josh Mapstone  
Aboriginal Participation and Development  
Jacey Octigan  
National Marketing Manager  
Evan Robertson  
Administration Manager  
Mick Wilson  
Victorian State Manager

### Physical Activity Australia

Ben Cooper  
General Manager  
Erin Brealey  
Fitness Registration Officer  
Julian Merola  
Business Development Manager  
Leeanne Moxon  
Fitness Registration Officer

### Physical Activity Project Officers

#### ACT/NSW

Paul Lucas

#### Northern Territory

Lucy Adam  
Jody Dixon

#### Queensland

Ilona Barr

#### Victoria

Mitch Barrow  
Sarah Blythman  
Sam Caruso  
Kerry Hammersley  
Cathryn Humphrey  
Kristen Guymer  
Sarah Keegan  
Leigh Kentish  
Olivia Lie  
Daniel McCullough  
Brendon Ryan  
Amanda Sgarioto

#### Western Australia

June Blair  
Ben Durant  
Lois Doherty

### Casual staff

Nikola Andonovski  
Marc Bebich-Philip  
Jaclyn Commons  
Tania Conlan  
Shounnika Kennedy  
Danica Mareko  
Suzanna Olsen  
Ben Teune  
Matthew Ward  
Stuart Watt  
Amanda White



# SUPPORTERS AND DONORS

## Philanthropic Support

Barr Family Foundation  
Freake Family Trusts  
Monika and Malcolm Freake  
Madge Brown Charitable Trust  
Give Where You Live

## Government

Department of Prime Minister  
and Cabinet (IAS)  
ACT Healthy Canberra Grants  
(YMCA of Canberra Partnership)  
Benalla Health  
Brimbank City Council  
Central Desert Regional Council  
City of Greater Geelong  
City of Wannon  
Department of Sports  
and Recreation WA  
Latrobe City Council  
Maribyrnong City Council  
Northeast Health Wangaratta

## Corporate Supporters and School Partners

Albury Demolitions  
Albury SS&A Club  
Allthorpe Plumbing Corio  
Anzuk Education Services  
Barooga Ski Club - Barooga  
Sports Club  
Brown Brothers Milawa Vineyard  
Pty Ltd  
Elders Insurance Wangaratta  
Financial Momentum  
Floyd Industries  
Jumbunna Investments  
Maxxia  
Milspec Manufacturing  
Mulwala Ski Club - Mulwala Water  
Ski Club  
Quicklift Crane Hire - Shepparton  
Quick Lift Crane Hire  
Sharpe Ivo  
The Lyster Group  
Wangaratta Business Group

## Community and Corporate Fundraising

ACTIVate  
Canberra Times Fun Run  
Fountain Gate Secondary College  
IGA Community Chest  
Run Melbourne - Blueearth Team  
Sun Herald City2Surf Run  
WAtoday Swan River Run  
Wangaratta Marathon  
Walktober 2016

## Community Partners

The Alannah and Madeline  
Foundation  
Better Health Channel  
Deaf Sports Australia  
Deakin Exercise and Sports  
Science Advisory Committee  
Indigenous Parent Factor  
The Parents Voice  
Sandringham Football Club  
Sandridge Surf Lifesaving Club  
Save the Children Australia  
Softball Victoria  
TAFISA  
YMCA Canberra  
Yok Djakoorliny

## Move More Sit Less Founding Partners

Australian Physiotherapy  
Association  
IBISWorld  
ISEAL (Institute of Sport,  
Exercise and Active Living)  
Victoria University

## Physical Activity Australia - Supporters and Industry Representation

Australian Fitness Academy  
Australian Catholic University  
Cengage Learning  
Deakin University  
Eagle Academy  
EFit Academy  
FIA Fit Nation  
GMHBA  
Marsh Advantage  
MSAC Institute of Training  
Sengage Learning  
Sting Sports  
Polar  
PT Essentials  
The Reserve Bench  
Victoria University  
Virus International  
Yur Buds

## Preferred Charity Partners

Gym and Fitness  
Pilates ITC  
SAMMIMIS



# FINANCIAL SUMMARY

## Board of Directors

The following were the directors of Bluearth Foundation in 2016:

**Yvonne Rate** AM, Cit WA  
**Malcolm Freake** OAM  
**Dr Jeffery Simons** PhD BA MA MAPS  
**Peter Thomas** BCom FCA MAICD  
**Michael Brady** AM  
**Helen Berry** B.Ed (PE)  
**Gail Morgan**

## Secretaries

The secretaries of Bluearth Foundation are:

**Wendy Gillett** appointed 13 March 2014  
**Karen Jacques** appointed 24 February 2015

## Meetings of Directors

Director	No of meetings eligible to attend	No of meetings attended
Yvonne Rate	8	8
Helen Berry	8	7
Mike Brady	8	6
Malcolm Freake	8	8
Gail Morgan	8	2
Jeff Simons	8	6
Peter Thomas	8	8

## Company Structure

Bluearth Foundation is a company incorporated under the Corporations Act 2001 and is a company limited by guarantee. In the event of Bluearth Foundation being wound up, the liability of each Member, and each former Member who ceased to be a Member within a year of Bluearth Foundation being wound up, is limited to an amount not exceeding \$100. As Bluearth Foundation is limited by guarantee, there is no reference in the statement of financial position to share capital or shareholders' equity. At 31 December 2016 the number of members of the company was three (3) and the combined maximum total amount that members of the company are liable to contribute if the company is wound up is \$300.

## Principal Activities

The principal activities during the financial year were: promoting health and preventing diseases in human beings through participation in physical activity. No significant change in the nature of these activities occurred during the year.

## Review and Result of Operations

In the opinion of the Directors, the company's operations during the year performed as expected.

The total operating revenue of Bluearth Foundation in 2016 was \$2.34 million (\$2.15 million in 2015). The net result for 2016 was \$17,401a significant improvement from 2015 result). (-\$170, 624) At the end of 2016, the Bluearth cash reserves were \$404,023 (\$501,327 in 2015). The surplus at the End of the 2015 Financial Year was \$349,269 (2015 \$331,868).

The work undertaken in 2014 and 2015 supported a break even result in 2016. This included a growth in the diversity of income streams, reducing the reliance on the fee for service schools program.

## Auditor's Independence Declaration

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is included with the financial reports.

## Directors' Declaration

The directors of the company declare that:

1. The financial statements and notes for the year ended 31 December 2016 are in accordance with the Corporations Act 2001 and:
  - a. comply with Accounting Standards, which, as stated in Note 2 to the financial statements, constitutes explicit and unreserved compliance with International Financial Reporting Standards (IFRS); and
  - b. give a true and fair view of the financial position and performance of the company.
2. In the directors' opinion, there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.



Malcolm Freake OAM  
Director



Mike Brady AM  
Director

Dated this 5th day of April 2017

# FINANCIAL SUMMARY

## BLUEARTH FOUNDATION

### INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BLUEARTH FOUNDATION

#### Opinion

We have audited the financial report of Bluearth Foundation, which comprises the statement of financial position as at 31 December 2016, the statement of comprehensive income, statement of changes in surplus and cash flow statement for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion, the accompanying financial report of Bluearth Foundation is in accordance with the *Corporations Act 2001*, including:

- giving a true and fair view of the company's financial position as at 31 December 2016 and of its performance for the year then ended; and
- complying with Australian Accounting Standards to the extent described in Note 1, and the *Corporations Regulations 2001*.

#### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the directors' financial reporting responsibilities under the *Corporations Act 2001*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

#### Other Information

The Directors are responsible for the other information. The other information obtained at the date of this auditor's report is information included in the annual report for the year ended 31 December 2016, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

If, based on the work we have performed on the other information obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

#### Responsibilities of the Directors for the Financial Report

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the *Corporations Act 2001* and is appropriate to meet the needs of the members. The directors' responsibility also includes such internal control as the directors determine is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.


## Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.

- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation. We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



William Nutton  
Unit 1, 6-8 Gloucester Avenue, Berwick VIC 3806

Dated this 22nd day of March 2017

## FINANCIAL SUMMARY

### BLUEARTH FOUNDATION BALANCE SHEET AS AT 31 DECEMBER 2016

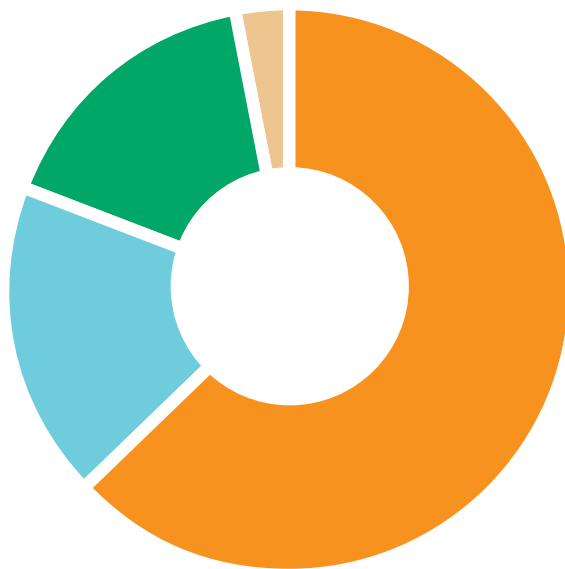
	Note	2016 \$	2015 \$
<b>Current Assets</b>			
Cash and Cash Equivalents	7	404,023	501,327
Trade and Other Receivables	8	334,422	227,073
Other Current Assets	9	26,421	23,814
<b>Total Current Assets</b>		<b>764,866</b>	<b>752,214</b>
<b>Non-Current Assets</b>			
Property, Plant and Equipment	10	13,777	20,597
<b>Total Non-Current Assets</b>		<b>13,777</b>	<b>20,597</b>
<b>Total Assets</b>		<b>778,643</b>	<b>772,811</b>
<b>Current Liabilities</b>			
Trade and Other Payables	11	269,776	246,030
Financial Liabilities		27,616	18,810
Short Term Provisions	12	131,982	176,103
<b>Total Current Liabilities</b>		<b>429,374</b>	<b>440,943</b>
<b>Total Liabilities</b>		<b>429,374</b>	<b>440,943</b>
<b>Net Assets</b>		<b>349,269</b>	<b>331,868</b>
<b>Surplus</b>			
<b>Accumulated Surplus</b>	13	<b>349,269</b>	<b>331,868</b>
<b>Total Surplus</b>		<b>349,269</b>	<b>331,868</b>

### BLUEARTH FOUNDATION STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2016

	2016 \$	2015 \$
<b>Income</b>		
Service Provision	1,324,030	1,440,444
Government Grants – Federal	220,000	227,490
Government Grants – State & Local	148,849	16,540
Other Grants	265,437	85,165
Interest Received	19,378	25,386
Donations	360,280	338,638
Other Revenue	–	22,710
	<b>2,337,974</b>	<b>2,156,373</b>
<b>Expenditure</b>		
Accountancy & Audit Fees	18,472	(6,890)
Bank Charges	2,901	5,070
Board Expenses	9,246	10,579
Computer Expenses	13,092	15,779
Consultancy Fees	17,870	3,239
Contract Work	15,553	13,451
Depreciation	6,820	7,573
Equipment	4,368	4,683
Filing Fees	75	146
Fringe Benefits Tax	5,414	(5,259)
Hire – Venue	110	646
Insurance	11,088	25,219
Internet Fees	7,396	5,390
Legal Fees	–	4,260
Living Away and other Allowances	23,578	29,183
Marketing Expense	75,005	133,362
Manuals	287	4,133
Motor Vehicle	36,684	67,898
Office Supplies	1,250	2,634
Postage	1,967	1,723
Printing & Stationery	5,628	4,583
Staff Training & Welfare	20,823	27,429
Subscriptions	3,363	3,206
Superannuation Contributions	223,049	194,646
Telephone	19,390	17,395
Travel Expenses	67,821	43,783
Uniforms	5,188	3,218
Wages	1,692,605	1,683,909
Work Cover	31,530	26,009
	<b>2,320,573</b>	<b>2,326,997</b>
<b>Surplus</b>	<b>17,401</b>	<b>(170,624)</b>

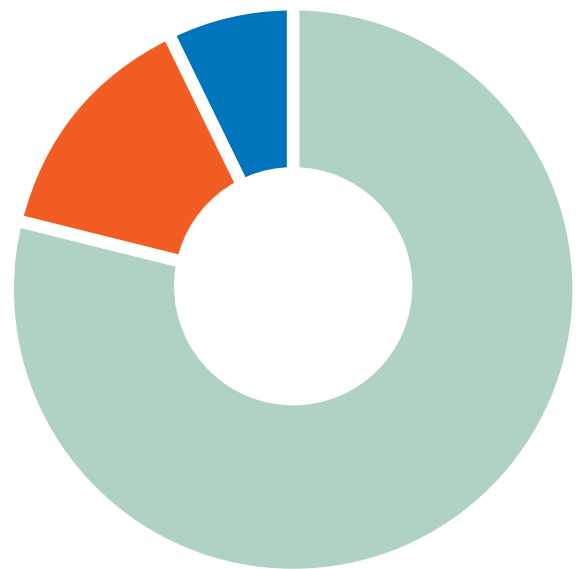
# FINANCIAL SUMMARY

BLUEARTH INCOME 2016



- 63% Service provision\*
- 18% Philanthropy
- 16% Government
- 3% Other

BLUEARTH EXPENDITURE 2016



- 79% Program delivery\*
- 14% Administration
- 7% Marketing

\* includes Physical Activity Australia

Bluearth Foundation is a charity registered with the Australian Charities and Not-for-Profits Commission. The Foundation is an income tax exempt charitable institution and a deductible gift recipient (DGR, Item 1).



