

## What is Spring into Action?

Spring into Action was a workplace health pilot initiative aiming to get Geelong region workers moving more by trying physical activities for free or a discounted rate for the month of October 2023.

12 local activity providers participated in the initiative over October, offering a diverse range of activities including weight training, yoga, skiff rowing, hiking, swimming, fitness classes, active footwear, and rock climbing.

## What did we set out to do?

The Healthy Communities Unit is working with local workplaces to create supportive environments that increase physical activity and reduce sedentary behaviour for their workers. Increasing physical activity promotes both physical and mental wellbeing and improves quality of life<sup>1</sup>.

Stakeholders from five community organisations and workplaces worked with us to design and deliver Spring into Action 2023.

## Engagement



175 people registered to participate.



The webpage was viewed 2306 times by 1543 unique users.



113 people accessed the webpage using the QR code on posters.



Survey responses received from 30 participants and 8 of the activity providers.



Interviews were completed with 5 stakeholders.

## Feedback we received

*"The spring into action campaign was very fun, I got to participate in classes and activities I wouldn't normally do!"*



An average satisfaction rate with the range of activities and discounts offered was 69 out of 100.

**53%** of people increased the number of days they were active

**50%** intended to continue the activities beyond the initiative

**97%** would recommend the initiative to their colleagues

**71%** of participants indicated they heard about the initiative through their workplace.

# Stakeholders

All stakeholders indicated they were either extremely likely (80%) or likely (20%) to be involved again.



## Suggestion for future improvements:

- Involving consumer and activity provider representatives in planning.
- Streamlining how participants can view offers and register/book for activities.

*"It was good to collaborate with other orgs - and build connections with the community... There are lots of employers located close to each other in Geelong - we should be working more together. This makes sense."*

*"I found it was extremely inclusive and was good to get different stakeholders involved."*

# Activity Providers



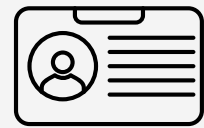
"I think what you are doing is great, and we are happy to be involved again in future".



50% were either likely or extremely likely to recommend this initiative to other businesses/activity providers.



80% of the providers surveyed said they would participate again in future Spring into Action initiatives.



Providers reported that 37% of participants had transitioned to regular users or members.

# What we learned



- A launch event may increase awareness of the campaign and leadership support.
- The range of activities, their location and times available need to be expanded to accommodate diverse needs of workers. "It would be good for these activities and offers to be offered more regularly and perhaps at different times for more staff i.e. shift workers, to be able to access."
- Activity booking processes need to be simplified to be more user friendly. "After registering you needed to access a spreadsheet then contact individual organisations to book - few too many steps".
- Information about activities needs to be easy to access.
- The timing of the initiative in October clashed with other major workplace wellbeing campaigns.
- Measuring uptake of the activities was challenging due to varying information management processes among activity providers.
- A promotional toolkit was very helpful, but content needs to be suitable for workplaces to copy and paste into their internal communications.
- Consider involving a consumer and activity provider representative in future planning.