



# HEALTHY GEORGE TOWN ENDORSEMENT

GUIDELINES FOR APPLICANTS



## Rationale

Healthy George Town is an evidence-based, community-wide, holistic, collaborative and sustainable health and wellbeing project that aims to create a safe, connected, vibrant, healthy and positive community.

In partnership with community organisations, local providers and health professionals, Healthy George Town will facilitate the delivery of a broad suite of activities and sessions, events, initiatives and strategy/policy developments. Its successful implementation will include major local capacity building with a multitude of training and mentoring opportunities. Healthy George Town will mobilise the community to improve their wellbeing by; filling gaps in provision, creating pathways, reducing barriers and targeting those with the highest need.

Healthy George Town has been in the planning stages since 2011 and will be designed to add value to existing successful local programs/services and fill any identified gaps, therefore, Healthy George Town will not duplicate services, rather endorse, support and guide new and existing healthy lifestyle providers to enhance their service and their connection with the community. Initiatives will be designed to overcome barriers such as a lack of opportunity, low self-esteem, high costs, social disconnection and/or a lack of knowledge of the opportunities available in our community. By facilitating engagement of all members of our community in improved healthy lifestyle behaviour, Healthy George Town will encourage behaviour change by providing free access to programs, resources and networks to ensure these healthy lifestyle behaviour changes are sustainable into the future.

The project will be auspiced by the George Town Council (the fund holders) with project management support from Healthy Tasmania Pty Ltd.

## What is endorsement

### Endorsement is

- Official approval from George Town Council of an event or an initiative that contributes to the achievement of a healthier George Town community.
- Allowing the use of the Healthy George Town 'endorsed by' logo.

### Endorsement is not

- Providing funding for events or initiatives.
- Planning, implementing or evaluating events or initiatives.
- Providing insurance cover or indemnity for event or initiatives.



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# 1. What is required for endorsement of events or initiatives

## Written proposal

An Application Form for Endorsement (Appendix A) must be completed for an event or initiative to be considered for endorsement and sent to George Town Council via letter, email or fax. The key assessment for the event or initiative must relate to the Healthy George Town vision. (Appendix B)

Applications for endorsement may be received by George Town Council for consideration at any time of the year.

## Why seek Healthy George Town endorsement?

- Healthy George Town is a new initiative designed to add value to existing successful local programs/services and fill any identified gaps. Healthy George Town will support and guide new and existing healthy lifestyle providers to enhance their service and their connection with the community. Healthy George Town will aim to build an excellent reputation and create a highly-recognisable brand and community identity. Using the Healthy George Town logo will heighten the credibility of the event or initiative through its association with Healthy George Town and provide recognition that the event or initiative is part of the collective approach to promoting a healthy lifestyle.
- Events and initiatives endorsed by Healthy George Town may be further promoted through the George Town Council website <http://georgetown.tas.gov.au>, Facebook page, newsletter and other promotional opportunities as they arise.
- Support and guidance may be given during the development stages of the initiative by George Town Council employees.

# 2. Requirements

Once the event or initiative is endorsed by Healthy George Town, it will be recommended to:

- Use the Healthy George Town Logo (as per guidelines below)
- Promote key healthy lifestyle messages
- If deemed appropriate, report back to the Healthy George Town Project Manager on the numbers of participants involved in the initiative and their time spent participating in healthy lifestyle activities.
- Provide the Healthy George Town Project Manager with copies of posters/flyers/articles that show the Healthy George Town logo.

# 3. Logo Guidelines

The organisation, event or initiative agrees to acknowledge the Healthy George Town logo as follows:

## *Promotional materials*

1. The event or initiative should include the Healthy George Town logo on appropriate materials that promote the endorsed organisation, event or initiative.



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2. The logo must be used in its entirety. No variation is permitted.
3. The logo JPG and EPS files remain the property of George Town Council.
4. Copies of all publications using the Healthy George Town logo should be forwarded to the Healthy George Town Project Manager.

*Signage (if deemed appropriate)*

5. Healthy George Town will provide appropriate signage for major events or initiatives. Healthy George Town will negotiate with the events or initiatives on the placement of the signage.

*Public events (if deemed appropriate)*

6. Healthy George Town should be notified of any intended media or public opportunities in relation to the endorsed event or initiative no less than two weeks prior to the event occurring.

### Logo Colour

The colour logo appears in two spot colours:     TEAL – PMS 3262C  
  BLUE - PMS 3005C

### Logo Format

#### Do's

- The logo must only be used in the forms specified and illustrated in this document (Appendix C)

#### Don'ts

- No change to the format, colour, shape, or typeface used in the logo.
- No outlines of any kind can be used.
- The colour logo appears in two spot colours : Teal – PMS 3262C and Blue – PMS 3005C.
- Do not use different typefaces.
- Do not create your own logo including adding text underneath – use only versions provided by George Town Council.

Logo and guidelines will be supplied electronically to applicants once endorsement has been successful.

## 4. Process for endorsement

Endorsement applications will be reviewed by George Town Council. To be considered for endorsement;

- The program must promote healthy lifestyle activities in the community and be consistent with the vision of Healthy George Town.



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## 5. Contact information

Enquiries and completed endorsement applications should be addressed to the Healthy George Town Project Manager:

**Rhonda O'Sign**

**Community Development Officer**

**George Town Council**

PO Box 161 | George Town | TAS 7253

16-18 Anne Street | George Town | TAS 7253

T 03 6382 8800 | F 03 6382 8899

W [www.georgetown.tas.gov.au](http://www.georgetown.tas.gov.au) | E [rhondao@georgetown.tas.gov.au](mailto:rhondao@georgetown.tas.gov.au)

## 6. Acknowledgement

Healthy George Town would like to acknowledge and thank the Healthy Tasmania Pty Ltd for their assistance in the development of these guidelines. For more information on Healthy Tasmania Pty Ltd please visit [www.healthytasmania.com.au](http://www.healthytasmania.com.au)

## 7. Appendices

*Appendix A - Application Form for Endorsement*

*Appendix B – Strategic Directions*

*Appendix C – Endorsed by Logo*

### *Disclaimer*

All due care has been taken in the preparation of this document to encompass what is currently known about the process for endorsement of physical activity events and programs.

George Town Council, Healthy George Town Stakeholders and Partners recognise that there are no available standards, officially recognised guidelines, or processes for endorsements of this nature. Providing endorsement for community events and initiatives does not provide that event or initiative or organisation with insurance cover of any kind, or any such indemnity.

George Town Council, Healthy George Town Stakeholders and partners will not be held responsible for any harm, loss or damage suffered or sustained by any persons or property in any way arising from or connected with an endorsed event or initiative.



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# Endorsement of Healthy Lifestyle Organisations Events, Programs and Initiatives

## Application Form for Endorsement

*please complete after reading the Endorsement Guidelines*

Becoming endorsed by Healthy George Town also means there may be opportunity for promotion on the council website. Please ensure you email us at [rhondaO@georgetown.tas.gov.au](mailto:rhondaO@georgetown.tas.gov.au) with a spiel about your group including all contact information, including details | times | dates | what to bring | costs.

Organisation	<input type="text"/>		
Contact Person	<input type="text"/>		
Position	<input type="text"/>		
Email	<input type="text"/>	Phone	<input type="text"/>
Postal Address	<input type="text"/>		
Physical Address	<input type="text"/>		

Description of organisation, event, program or initiative.

How frequent are healthy lifestyle initiatives co-ordinated.

How long has the organisation or initiative been running (months / years)?

For "One off" initiatives, what are the dates the event or program be held (dd/mm/yyyy).

For ongoing organisations or initiatives, please attach a current roster or timetable.



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Please provide a brief explanation about how your organisation or initiatives respond to each of the following :

Does the organisation or initiative :

a. Promote the benefits of appropriate regular and sustainable healthy lifestyle activities?

Yes  No

Comment

b. Add to the opportunities available for healthy lifestyle activities?

Yes  No

Comment

c. Foster the profile of healthy lifestyle activities in partnership with compatible organisations?

Yes  No

Comment

d. Raise community awareness to the value of healthy lifestyle activities?

Yes  No

e. Is the organisation running the event or initiative, not-for-profit?

Yes  No

Comment



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f. Does the organisation running the event or initiative have suitable insurance cover?

Yes     No

If yes, please attach a copy of your current Insurance "Certificate of Currency" to this application.

g. If your organisation or initiative is endorsed by Healthy George Town, it may be promoted through the Healthy George Town newsletter or promotional opportunities as they arise. Do you give permission for Healthy George Town to promote your event or initiative as it deems appropriate?

Yes     No

Comments

Additional Comments

Signature

Date



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**Vision:** The residents of George Town will have good physical and mental health, be socially connected and have pride in their community.

## Mission

Healthy George Town is a partnership project that mobilises the community to increase their participation in healthy lifestyle behaviours by filling gaps in provision, creating pathways, reducing barriers, and targeting those with the highest need.

### Objectives

### Strategies

<p><b>1</b> Develop strategic partnerships with key stakeholders for the improvement of healthy lifestyle behaviours.</p>	<p><b>1.1</b> Engage and coordinate a Healthy George Town Working Group with broad representation from across the health and community sectors.</p> <p><b>1.2</b> Proactively develop mutually beneficial relationships through consultation, networking and the engagement of key groups.</p> <p><b>1.3</b> Provide capacity building opportunities for key stakeholders to support the ongoing sustainability of the Healthy George Town project.</p>
<p><b>2</b> Increase the opportunities for participation in healthy lifestyle activities for those with the highest needs.</p>	<p><b>2.1</b> Develop, implement and maintain healthy lifestyle initiatives that reduce barriers to participation, create community connections, and support a positive behaviour change.</p> <p><b>2.2</b> Be an advocate within the community for the benefits of leading a healthy lifestyle and proactively encourage the provision of services and infrastructure to support this to occur.</p> <p><b>2.3</b> Provide endorsement, support, guidance and promotion for new and existing health and community service providers to enhance their service and connection with the community.</p> <p><b>2.4</b> Seek funding from a variety of sources to support the project's future sustainability.</p>
<p><b>3</b> Identify, develop and maintain resources that promote living a healthy lifestyle.</p>	<p><b>3.1</b> Develop and maintain a variety of resources to promote healthy lifestyle activities such as website, social media, posters, newsletters.</p> <p><b>3.2</b> Maintain regular communication with key stakeholders and the community through a variety of mediums.</p>
<p><b>4</b> Monitor and evaluate project outcomes.</p>	<p><b>4.1</b> Provide evidence of the overall efficacy of Healthy George Town through evaluating the key outcomes and their impact on the community.</p>



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