

Getting Dunedin Active



Back in 2007, five organisations got together to form the Getting Dunedin Active partnership, the aim of which was to encourage collaboration between local agencies that had an interest in promoting physical activity. Those founding partners also wrote the first Getting Dunedin Active (GDA) strategy, which was later formally adopted by the Dunedin City Council in recognition of its city-wide significance for physical activity.

Let's get moving Dunedin!

www.moveme.org.nz



St Clair Beach, Dunedin

MoveMe is a Getting Dunedin Active initiative involving expertise from local partners with major sponsorship from the Dunedin City Council.

During the research and development phase of that first strategy, it became clear that Dunedin residents had a low level of awareness of physical activity resources, opportunities, and providers both at city and neighbourhood level. These factors were identified as significant local barriers to participation. The GDA partners were quick to see an opportunity to work together to address this need, and the MoveMe campaign was born.

The idea behind MoveMe was to create a 'one-stop-shop' that makes it easy to access information about being active in Dunedin. The campaign's key asset is the website www.moveme.org.nz which includes information about all sport and recreation activities (that we know of!) in Dunedin, as well as training plans, maps, event information, nutrition advice, motivational tips and hints, and much more, including the opportunity to seek free personal advice from a physiotherapist, personal trainer, or nutritionist.



Yoga in action

MoveMe isn't an event provider and nor does it need to be, going by the frequent comments from those who receive the monthly newsletter or sign up to the Facebook page, saying that they had no idea there was already so much going on in Dunedin! The sole MoveMe event is the annual indoor 'Have A Go Expo' where all local sport and recreation providers are invited to come and show what they do, providing the public with an opportunity to try a whole range of activities for free.

MoveMe has now completed the initial three year evaluation period, and many learnings have been gathered along the way. We have grown and adapted, learnt lessons and enjoyed successes, and are now heading into an exciting new phase. As a result of what we continue to learn through our own and our partners' research, we are looking to broaden the target audience and change the once a year expo into multiple similar events out in the community. We're also exploring what we can do at a local level to address prolonged sitting, and hope to launch a 'Wild Time' campaign aimed at getting kids and families reconnecting with nature.

Eight years since inception the GDA network is still going strong, a reflection of the hard work and commitment of the partners, who have grown in number from five to sixteen. We are ever grateful to the Dunedin City Council for their ongoing support, which keeps both the network and strategy connected and active. Here's to even bigger and better things in Dunedin over the next eight years!

For more information please contact

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