



Walking Football / City Strikers Program Presentation

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2017

Walking Football

Personal Experience and background



Walking Football

Idea and Concept



- Popularity and growth in Britain
- Manchester City FC Program est. 2014
- A love of the game and unwillingness to give it up
- Just a slower/modified version of the game
- Huge health benefits
- Increased social interaction
- Could it take off in Melbourne?



Walking Football

Need in the Community



Context

- Aging Population- a need to get seniors more active
- Physical inactivity and social isolation in seniors are huge risk factors
- Have sports organisations ignored seniors sport? Risky? Unattractive?
- Health benefits and health savings?
- Social benefits like connectedness?
- How to modify sports?

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City in the Community funded by Vichealth



- City in the Community/community football deliver a range of projects that have a social impact (predominantly youth)
- Vichealth Innovation Fund granted (identify need/pilot, test market and explore scalability and sustainability)
- Introduce walking football to seniors and target those from culturally and linguistically diverse backgrounds.
- Measure impact
- Plan for the future with an aim of sustainability

Walking Football

Target Groups and Objectives



- Inactive Seniors
- Socially Isolated
- Those unable to engage in sport or football as they did previously usually due to age and mobility
- Culturally and Linguistically Diverse Backgrounds
- Goal is to achieve 800 new registrations and test the market
- Impact the health and well-being of participants
- Positively reinforce socialisation amongst participants
- Increase awareness of the benefits that sport provides

First session



First sessions



Walking Football

Models of activity



Walking Football in a literal sense (no running/physical contact)

Focus on gentle football and building basic fitness

Some skill development and acquisition

Social interactions

Team Collaboration

Gentle exercise program (seated/using balls to exercise/some seated kicking)

Building strength

Cognitive stimulation

Fun activity for those in chairs or in need of support to stand.



- Intergenerational interactions/mentoring
- Positives of young people interacting with seniors
- Positives of seniors interacting with young people
- Training and mentoring young leaders (from City in the Community Youth Programs/students)
- Develop young leaders abilities to create and deliver a successful program
- Positives of seniors and young people indulging themselves with racial diversity
- Young people spreading awareness of program

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Programs Established



- Councils (Whittlesea, Yarra, Moreland, Mooney Valley, Hume)
- Community Groups Wintringham Aged Care, University of the Third Age
- Aged care service providers (Fronditha)
- School Pilot(Dandenong Primary) Parents play with
- Ethno-specific Seniors Groups- Italian, Greek, Turkish, Sri- Lankan

Fawkner Italian Women's Health Group

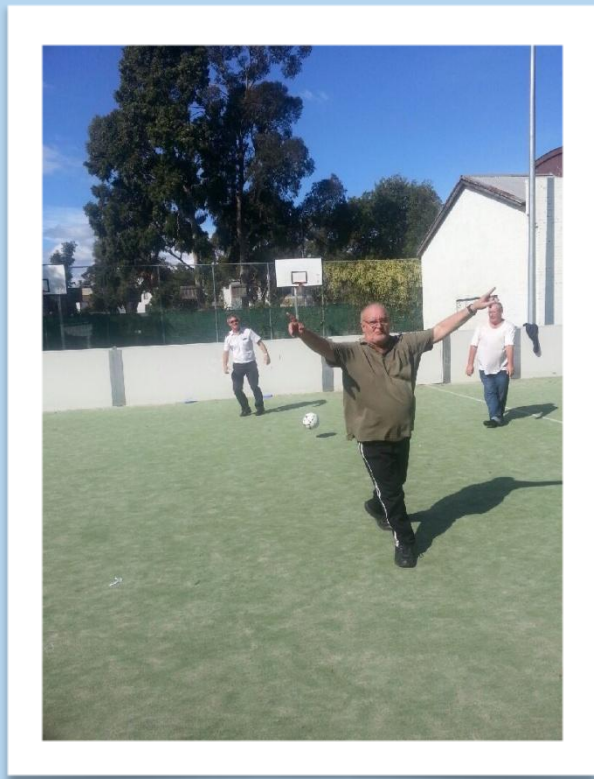


Fawkner Community Group

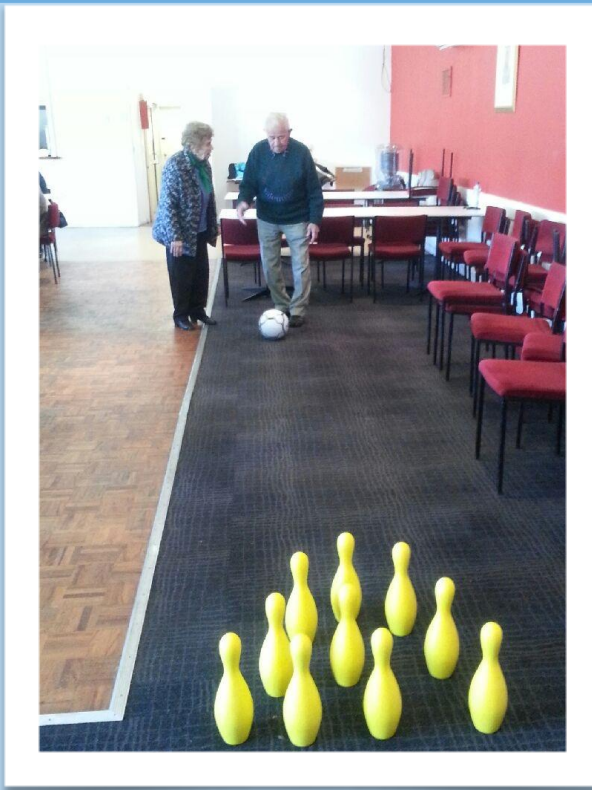




Foley House Salvation Army



Fronditha Greek Aged Care



City of Yarra Program



St Fidelis Italian Women's Group



Coburg Turkish Women's Group



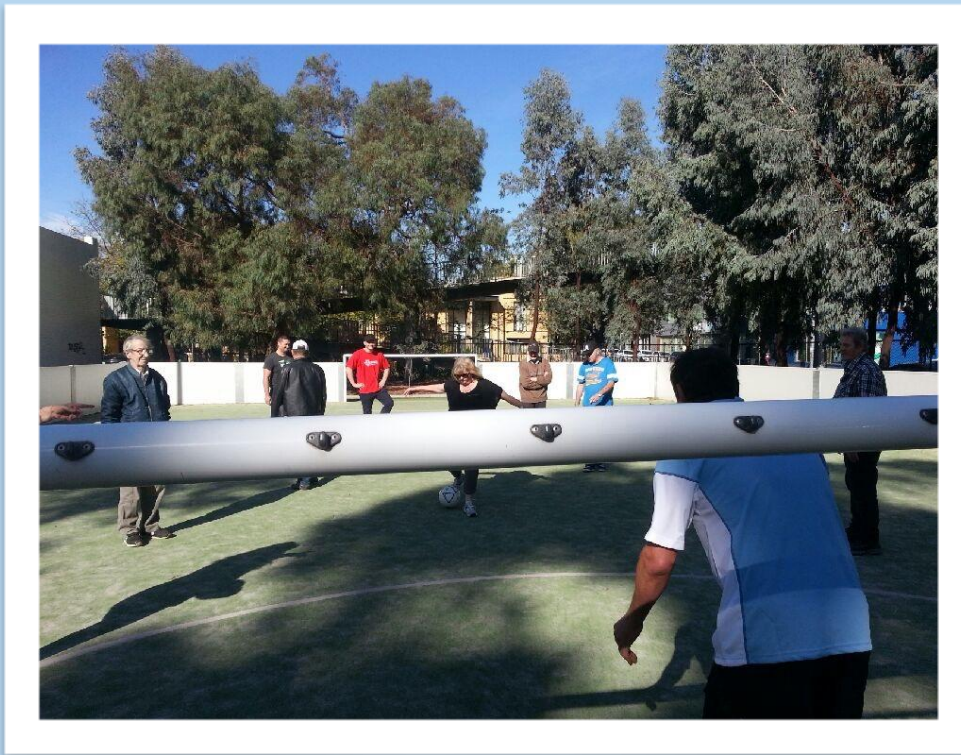
Women at City Of Whittlesea Program



Tai Chi Warm-Up



Wintringham Aged Care





2016 Project overview

811 registrations

335 regular participants

172 sessions delivered by coordinator and young leaders

- Age average 67
- Gender male 41% female 59%
- Physical Inactivity 78% indicated they were inactive prior to participation in the program
- Diversity 77% were born outside Australia

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Events and Club Connections



- Tournaments
- Family Day
- Gala Day/ Young at Heart Games
- Seniors' Week
- Match Day Experience
- Attending A-league games
- Attractive membership packages
- Involvement of families

Walking Football

Women's tournament



Walking Football

Women's tournament



Walking Football

Attendance at A-league games



Walking Football

Family Day





Feedback from clients

The program was fantastic and a fun way to exercise and have a laugh with other members of the club. Simon (Young leader) was fantastic instructor and he really connected well with the older members of the group. Michelle 67 years of age

“It’s the highlight of my week. I feel stronger and healthier than ever.” Gregory 71

“It is great to be involved in this group and get active again. It’s been years.” Tom 74

“It was good to have a young person interested in older people’s health and well- being.” Maria 63

“We feel 20 years younger when we play” Nick 65



Health Benefits

Feedback from agencies

“It is great to see a program like this. I want to see our multicultural groups be active and do more than just drink coffee and play cards”

“There are not many programs that make them smile and laugh like this”

“Since starting the walking football program our clients seemed more open to doing more activity and straight after we get them to do some more walking”

“They’re not the only ones that need this exercise. I need to get active myself. This is a chance for me to get fit too”



Health Benefits

Percentage participants who indicated program helped with their health conditions

Alzheimer's 22

Cancer 10

Dementia 17

Diabetes 16

Obesity 21

Heart disease 16

Overall Well-being 75

Mental health including loneliness 42



- Supplementary funding from Vichealth 2017 to explore sustainability model
- Consult previous partners and create new partnerships
- Develop plan for expansion and scalability and explore sustainable funding models
- Develop prospectus and promote to wider sector
- 2 affordable models now available:
- Can train and support staff and volunteers to run a walking program
- Can deliver a program directly for partner agency including employed young leader



Walking Football Youtube Clip

https://www.youtube.com/watch?v=-_xCHTwXjSs&feature=youtu.be

