

A stylized landscape with rolling hills in shades of green and brown. A path of white footprints leads across the hills from left to right. A large, faint watermark of the letters 'SMA' is visible on the left side of the image.

# Bridget Farmiloe

Fitness Fundraising and Fighting Fires

Living Streets Aotearoa



# Fitness Fundraising and Fighting Fires

## Community Spirit and Fitness Combined

Bridget Farmiloe  
NZ Walking Conference 2008



# Overview of Presentation

- Introduce the 5km walk/run series.
- Context of the Push Play Neighbourhood.
- Setting up/preparation for the event.
- How did it go?
- Learnings and Future Plans.



# Fitness, Fundraising & Fighting Fires

- In Snells Beach we organised a month long 5km walk/run series to raise money for the Mahurangi East Fire Brigade.
- First time this kind of event has been run in our community.
- This was an initiative of the 3 year long Push Play Neighbourhood Project.



# Push Play Neighbourhood

- Community Development Project to promote physical activity.
- Began in March of 2007.
- Focus on innovative ways to improve physical activity in rural and semi-rural communities.
- Respond to community identified issues and gaps in services.
- Increase activity by 5% over 3 years.
- Combination of events and longer term community development.



# Snells Beach - Demographics

- Coastal suburb adjacent to Warkworth.
- Population approximately 3500.
- Previously retiree dominated community.
- Now more families and commuters moving into the area.
- Request for evening options for physical activity – well serviced throughout the day.
- Regular evening walk series 'The Monday Nighta' in neighbouring district . We wanted to do this with a fundraising component.



# Inspiration - Heart Foundation Walk

- Major fundraising event in Warkworth.
- Driven by heart valve recipient wanting to raise cost of operation.
- 300 walkers and raised \$5000.
- Now a popular annual event.
- PPN supported and saw interest of community in walking events.
- Fire Brigade supported Heart walk and saw potential to support local brigade.







# Fire Brigade Statistics

- Extending facilities and developing medical response capability.
- From Jan 2007 – Jan 2008, attended 230 call outs.

- Medical: 31%
- Vegetation/Rubbish Fires: 19%
- Road/Vehicle Incidents: 19%
- Storm or Property Damage: 13%
- Alarm Activation, smoke or structure fire: 12%
- Power, Gas or Flood: 5%
- Maritime: 1%

Increasing Medical calls has meant the need for more equipment (ie defibrillator). Also wanted to raise community awareness of what the Brigade do and link to importance of healthy lifestyles.



# Fire Brigade & Walking



- Wanted to raise general awareness about what Brigade do and how often.
- Linked community services with the Push Play Neighbourhood.
- Local fundraising opportunity - \$5 for individuals and \$10 for families.
- Wanted to pilot project and see how it went.
- Alternative to tradition of meat raffles.



# Fire Brigade & Walking



- Walks could raise profile of Brigade.
- Raise profile of medical issues and promote healthy living.
- Involve Fire Brigade families in an event.
- Link with local businesses.
- Increase community spirit within the Push Play Neighbourhood.



# Preparation

- Planning of route – assisted by a local volunteer.
- Exact distance and type of walk was important.
- Combining hills and flat walking – less time on main road and more time on waterfront.
- Gaining Council consent, public liability insurance, provision for first aid, toilets and hydration.
- Minimising road crossings – Marshals not required – needed to have a leader and a tail end person.



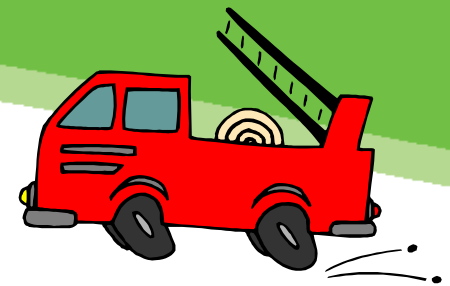
# Publicity

- Letterbox drop.
- Newspaper articles – at the start and throughout the series.
- Times FM - Community notice boards and on air time with breakfast show.
- Posters in local shops.
- Word of mouth – pity it was not a longer time for this to have more impact.





# WALK OR RUN AND SUPPORT MAHURANGI EAST FIRE BRIGADE



## Give a donation and do something positive for yourself. **THURSDAY NIGHT FUN RUN AND WALK SERIES** **5KM WALK/RUN COURSE AROUND SNELLS BEACH**

Snells Beach: Meet at Helicopter Pad (next to the Fire Station)  
Goodall Reserve.

13 MARCH  
20 MARCH  
27 MARCH

Registrations from **5pm.**  
The walk/run starts promptly at **6pm.**

13 MARCH  
20 MARCH  
27 MARCH

Individuals \$5 Families \$10 Sign up to the next 3 walks and get a free T-Shirt.  
**Win spot prizes! Giveaways for children! Sausage Sizzle afterwards.**

For more information contact Bridget 425 6649



# Set Up

- Non Marshaled event so route had to be clearly defined.
- Signage. We made fire engine signs.
- Marker cones.
- Route map and toilet stops.
- Walking the route twice was great for the organisers!
- Fire Brigade offered first aid and of course the bonus of Firefighters!!



# The Walks

- Had an average of 50 people walking every week for the month of March.
- Great age range 4 years to 70 plus.
- Great learning as to what works and what doesn't – how people get confused etc.
- Walk measured exactly 5km – important to more competitive participants but also for sense of achievement.
- Final walk we did the same route backwards.
- For most people it was about an extra 1 km than what they would usually do.







# Extras

- People who signed up for all four walks got a Push Play Neighbourhood T-shirt.
- Push Play and NZ Fire Service giveaways for children.
- Local businesses donated prizes.
- Had weekly prizes – coffees, warrant of fitness, wheel alignment, Push Play merchandise.
- Major prizes – Pilates Sessions and a \$50 meal voucher at local restaurant.
- Sausage Sizzle.



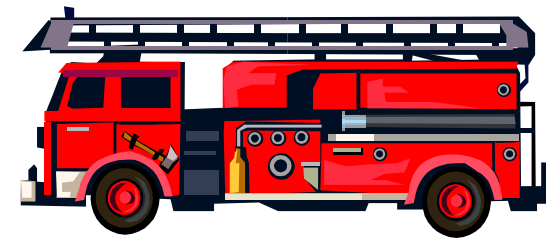




# Feedback



- Survey completed on 3<sup>rd</sup> walk.
- 27 people completed survey.
- Majority rated the walks as “fantastic” and were keen to participate during daylight saving months.
- People pleased to be able to complete the course at their own pace.



# Suggestions and Comments

- Change the route monthly – not necessary to change it every week.
- Not many keen on walking in the dark.
- Offer a cold drink at the end.
- Liked to wear T-shirts.
- Sense of community pride.

*“Great for getting to know the locals”*

*“Its great, more and more people need to come”*

*“Lets try walking the donkey stairs to support an organisation”*

*“Don’t need the sausage at the end”*

*“Maybe have a few more cones along the route”*



# Learnings

- People in Snells Beach like community walks!
- Events were fun and people felt proud to be walking – very positive feeling generated
- Small registration fee does not seem to be an issue particularly if for a 'good cause'.
- Route selection very important.
- People do not need to change route every week but would like some monthly variety if for a longer period.



# Issues

- It is time consuming to run these events and we would have more input from Fire Brigade next time – roster of helpers.
- Avoiding marshals is great – this stretches volunteer commitment.
- Finding enough suitable routes to have at least four for the whole series can be a challenge.
- Accurate timer to offer participants.
- Potentially could help other fundraisers such as the new school.





# Future Plans

- Run the series again for a longer time over summer.
- Add a longer course for the very keen – 8km.
- Attract tourist/visitors over summer.
- Continue to combine walking and running.
- Spot prizes every week?
- Free Sausage sizzle?
- Keep the community walking and 'normalise' physical activity as a fundraising event.



# Contact Details

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**THANK YOU**

