

MEDIA RELEASE



Subject: **IMPAC in the Murraylands**

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HEALTHY lifestyles and wellbeing are the focus of a renewed Murraylands initiative to improve quality of life by creating programs for families and building resilience through Strength.

The Integrated Murraylands Physical Activity Committee (IMPAC) is funding Sport and Recreation Field Officer Craig Kempe to create two new health programs, [Daughters and Dads](#) and [Strength For Life](#), across five local Councils.

These IMPAC programs will be implemented across the five collaborative Councils of [Coorong District Council](#), the [District Council of Karoonda East Murray](#), [Mid Murray Council](#), [Southern Mallee District Council](#) and [The Rural City of Murray Bridge](#).

Sport and Recreation Field Officer Craig Kempe said the initiative was an efficient way to pool resources for the Murraylands, to achieve meaningful health benefits for community members.

"We are working together to make an IMPAC in the Murraylands that will strengthen the fabric and improve the quality of life for the people that live here," he said.

"By combining our resources and supporting common aims, we can achieve the best outcomes for our rural communities."

IMPAC is currently looking for parents who would like to participate in a Daughters and Dads active empowerment program, to improve physical activity and sporting skills for girls aged six to 12 years old.

This evidence based program aims to increase female participation in sport through education and empowerment of girls, while encouraging dads and daughters to spend quality time together.

"Once we get a taste of community appetite for the program we will be looking for adults who would like to volunteer to help run the program," said Mr Kempe.

Register interest for the Dads & Daughters program by completing the survey at <https://www.surveymonkey.com/r/Y8PTNHV>

To volunteer to help run the program in your community complete the survey at <https://www.surveymonkey.com/r/DRPZM8V>

Volunteer fitness instructors are also being sought for to lead a Strength for Life Program to help older South Australians and those with chronic health conditions to maintain their independence.

This active ageing program will focus on small, isolated communities by providing individualised exercise programs for people aged 50+ to get fit, stay strong and improve their balance.

For more information about any of these opportunities contact Sport and Recreation Field Officer Craig Kempe on 0403 471 614 or c.kempe@murraybridge.sa.gov.au

For more information about IMPACT programs visit coorong.sa.gov.au

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These IMPAC programs are supported by the [South Australian Government Office for Recreation, Sport and Racing](#), along with [COTA](#).

Previous initiatives implemented by IMPAC have included Healthy Murraylands, BeActive and The StarClub Program.