

HCF partnership tackles Australia's great weight challenge

Sydney, 12th November, 2015 – HCF, Australia's largest non-profit private health insurer, has today launched a pilot sponsorship of an innovative social health program, Live Life Get Active, in the fight against Australia's most alarming health epidemic.

Research shows 14 million Australians are overweight and more than 5 million are obese¹. Still more are at risk and researchers estimate close to 80% of all Australian adults will be overweight or obese by 2025². Related conditions such as heart disease and diabetes put huge pressure on the health system.

The Live Life Get Active (LLGA) program seeks to build Australia's collective wellbeing, by providing free health, fitness and nutritional education online and through weekly activity camps across the country.

The success of the program is driven by the passion of CEO Amanda King and Australian Commonwealth track and field gold medallist and Olympic Athlete Jane Flemming. Their vision is simple - to build a fitter, healthier and happier Australia. The sessions are run in local parks, are fun, non intimidating and free of charge.

HCF is sponsoring an outdoor exercise camp at The Domain in Sydney's CBD, targeting office workers whose sedentary lifestyles put them at risk of neck and back injuries, depression and social isolation. Classes are free, run for 45 minutes, and include yoga, boxing and group training. Tailored nutritional plans designed by health guru, and official Nine Network nutritionist, Dr Joanna McMillan, are available on the LLGA website.

HCF Managing Director, Shaun Larkin, said: "We must act now to improve the Nation's health report card. Our collaboration with Live Life Get Active is just one of the ways HCF can empower Australians to improve their wellbeing and tackle health issues proactively in local communities."

Amanda King, CEO of Live Life Get Active said: "We're thrilled to collaborate with HCF, an organisation that shares our enthusiasm for improving the health and wellbeing of all Australians. The program is proven to deliver positive, sustainable results and HCF understands the benefits and the need for action."

HCF invests in a range of initiatives to better the health of all Australians, including a suite of health management programs for members and health services research funded by the HCF Research Foundation. The Fund also lobbies government on key areas for policy reform. The Live Life Get Active pilot further demonstrates HCF's commitment to a healthier Australia and will be followed by the launch of a range of free health mobile apps, designed to help all Australians achieve their goals around exercise, food management and smoking cessation.

Individuals interested in the Live Life Get Active camps must register their attendance on the website. For more information or to register, visit <http://livelifegetactive.com/>

¹[Monash Obesity and Diabetes Institute, Facts & Figures](#)

²[Future prevalence of overweight and obesity in Australian children and adolescents 2005-2025](#)

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About HCF

HCF is Australia's largest non-profit health insurer, currently covering more than 1.5 million Australians. To learn more about HCF go to www.hcf.com.au/about-us.