



MEDIA RELEASE

Olympian Jane Flemming's new message to tackle obesity

Mandatory stand up school desks top the Live Life Get Active champion's list

Melbourne – 23 May 2017 – Former Olympian Jane Flemming is calling for law reform requiring school children to take every second class standing, in an effort to combat the obesity crisis.

The Live Life Get Active (LLGA) director also wants GPs to write “positive prescriptions” for patients struggling with their weight, which include details of community health initiatives such as the free fitness camps that operate around the country under the Live Life Get Active banner, and other tips.

She made the suggestions in the lead-up to Australian Medical Association national conference in Melbourne this week, where she will be among the speakers on a Tackling Obesity panel.

According to Ms Flemming, Live Life Get Active – which aims to get people active in their residential and working communities through free classes and nutrition tips – was an important part of the remedy.

She said there's a need for more proactive steps to help reduce Australia's worrying health statistics, with more than 14 million Australians now classified as overweight or obese.

“Obviously this is a complex issue that involves everything from town planning to access to education, community health, and the government taking a longer term view of preventative health - particularly when it comes to children,” Ms Flemming said.

“But there are definitely things that can be done now to re-direct this trend. For a start, I would love to see legislation that requires every second school lesson to be at a stand-up desk, and for safe drop off zones for schools to be further from the gate.”

Fraser's Property Australia has rolled out the Live Life Get Active program at many of its communities around the country and participants not only report shrinking waistlines but an increase in their social circles. The company sponsors 21 LLGA free fitness camps, which boast 3,512 members across Australia. All camps offer a variety of free cross-training, boxing and yoga classes, run every weekday by fully qualified instructors.

While there's no pressure on members to record their achievements, those that do report lost kilograms and slimmer waistlines. Initial weight loss results are positive, but there's more work to be done: the reports show that on average members spend 8-12 hours per day sitting – more than the recommended maximum of six hours per day.

Ms Flemming said the camps are becoming increasingly popular not only because they are free and accessible, but also because they cater for everyone, no matter their fitness level.

“We attract “gym rejecters” and “sports atheists” who really are the majority of our population,” Ms Flemming said.

“Gyms can be full of people under 35-year-old in lycra and expensive, which can be very off-putting. We are trying to remove all the barriers to having a healthier life - cost, intimidation, convenience, ease of access, education and social connection.”

She said a welcome spin-off of the program was the building of social capital, particularly in new residential communities where people are still getting to know their neighbours.

“One of the fantastic things about Frasers Property is they’ve not just said ‘we are building a housing estate or an apartment block’. They are building communities. It can be really hard to meet people when moving into a new estate but Live Life Get Active is one way people can do that. As part of our data collection, people have said it helps them feel a real sense of belonging,” Ms Flemming said.

An analysis of Frasers Property-sponsored camps found nearly half (48%) of all attendees are classified as “at risk”, based on their weight, waist measurements and the number of hours a day they spend sitting down. This dropped to 30% for those attending camps near CBD areas and rose to 63% for those attending suburban sessions.

Tod O’Dwyer, General Manager – Development and Design, Frasers Property Australia, said building communities and not just houses was at the heart of the company’s philosophy.

“The health and wellbeing of any community we create is important,” Mr O’Dwyer said.

“Live Life Get Active offers an opportunity for community members to meet, socialise and exercise with others, including those who don’t live in a Frasers Property community. The obvious benefits are health and wellbeing, but this is underpinned by an increased level of social cohesion.”

Live Life Get Active is a private social initiative that, with the financial support of local governments and companies like Frasers Property, provides free and simple health, fitness and nutritional education both online and in active camps held in parks, suburbs and cities across Australia.

The fitness camps are open to anyone in and around Frasers Property’s communities, including residents, their families and friends, neighbours and the company’s own staff. The camps are typically held on the green spaces in the communities or in nearby parks.

For further information about the Live Life Get Active program and to get involved, visit www.livelifeggetactive.com.

The Melbourne camps, which are located in or close to Frasers Property’s communities, started in June last year and are located at:

1. Carlton Gardens, 11 Nicholson Street, Carlton
2. Waterfront Park, Riverstone Boulevard, Clyde North

3. Fawkner Park, 24-88 Commercial Road, South Yarra
4. Saltwater Reserve Park, Saltwater Promenade, Point Cook
5. Interpretive Reserve, Vista Circuit, Westmeadows
6. Merri Creek Park, Balmain Circuit, Wallan

JANE FLEMMING'S TIPS FOR BUSY WORKERS TO STAY FIT

1. Stay off your butt as much as possible
2. Don't procrastinate - the hardest thing about exercise is getting changed and getting there
3. Do a form of exercise you enjoy
4. Try to do it at the same time each day so it becomes a habit and a regular appointment
5. Exercise first thing in the morning so it doesn't get replaced by things that come up during the day

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About Frasers Property Australia

Frasers Property Australia Pty Limited (FPA) is one of Australia's leading diversified property groups and is the Australian division of Frasers Centrepoint Limited. The group has over 90 years' heritage in Australia with current activities covering the development of residential land, housing and apartments, commercial, retail and industrial properties, investment property ownership and management, and property management.

Being part of a global group opens up a world of opportunities for FPA's customers. FPA appreciates its customers and rewards their loyalty through Prosperity, a national loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of FPA's operations. The group creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering *real places for real people*, the core values of the group are *passionate, authentic, dynamic and respectful*.

For more information about FPA, visit www.frasersproperty.com.au

About Frasers Centrepoint Limited

Frasers Centrepoint Limited (FCL) is a full-fledged international real estate company and one of Singapore's top property companies with total assets of S\$25 billion as at 31 March 2017. FCL has three strategic business units – Singapore, Australia and Hospitality, which focus on residential, commercial, retail and industrial properties in Singapore and Australia, and the hospitality business spanning more than 80 cities across Asia, Australia, Europe, and the MENA region. FCL also has an International Business unit that focuses on China, Southeast Asia, and the United Kingdom.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited (SGX-ST). FCL is also a sponsor and its subsidiaries are the managers of three REITs listed on the SGX-ST, Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust that are focused on retail properties, office and business space properties, logistics and industrial properties respectively, as well as one stapled trust listed



on the SGX-ST, Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) that is focused on hospitality properties.

As a testament to its excellent service standards, best practices, and support of the environment, FCL is the proud recipient of numerous awards and accolades both locally and abroad.

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