

# Supporter kit

## Active Australia Innovation Challenge



Welcome to the 2025 Active Australia Innovation Challenge supporter kit.

Here you will find resources to help you promote the Active Australia Innovation Challenge, including:

- Email template
- Newsletter templates
- Social media copy
- Creative assets

Applications are open from **Monday 3<sup>rd</sup> February – Monday 3<sup>rd</sup> March 2025**

For more information, please visit [heartfoundation.org.au/aaic](https://heartfoundation.org.au/aaic)

Thank you for supporting the Heart Foundation and helping us lead the fight towards an Australia free of heart disease.

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### Email template

(Suggested email subject)

**Get ready for the Heart Foundation's Active Australia Innovation Challenge!**

(Body text)

Dear <add name>

**Do you have an idea to get your local community physically active? You could win a grant up to the value of \$30,000 to help make it happen.**

Most Australians don't get the exercise they need. Being physically active is one of the best ways to reduce your risk of preventable heart disease and some cancers.

That's why the Heart Foundation is offering Active Australia Innovation Challenge grants up to the value of \$30,000 for new, innovative projects that help get more people moving in schools, universities, or local communities.

Applications open on Monday 3<sup>rd</sup> February. For more information or to apply, visit the Active Australia Innovation Challenge website [here](#)

### Share the challenge

Tell your family, friends and colleagues about the challenge. Encourage them to apply too!

If you have any questions please feel free to contact the Heart Foundation at [innovationchallenge@heartfoundation.org.au](mailto:innovationchallenge@heartfoundation.org.au)

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## Active Australia Innovation Challenge



### Newsletter template

Newsletter #1 - Applications are now open

(Sub heading) **Your idea could be worth \$30,000!**

Do you have an idea to help your local community get active? You could win a grant up to the value of \$30,000 to help make it a reality.

The Heart Foundation's Active Australia Innovation Challenge has grants available for new, innovative projects that help get more people moving in schools, universities, or local communities.

Applications open on Monday 3<sup>rd</sup> February.

[FIND OUT MORE](#)

Newsletter #2 - Applications closing soon

(Sub heading) **Don't miss out on \$30,000 for your bright idea**

Time is running out, but you still have an opportunity to make your idea a reality.

We're here to help with your Active Australia Innovation Challenge application. Don't miss out on your chance to get a grant of up to \$30,000

Applications close on Monday 3<sup>rd</sup> March.

[FIND OUT MORE](#)

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## Active Australia Innovation Challenge



### Social media copy

\*Remember to tag the Heart Foundation: @heartfoundationau

**Post #1 - Applications are now open** (Suggested text)

Do you have an idea to help your local community get active? You could win a grant up to the value of \$30,000 to help make it a reality.

The Heart Foundation's Active Australia Innovation Challenge has grants available for new, innovative projects that help get more people moving in schools, universities, or local communities.

Applications open on Monday 3<sup>rd</sup> February. Find

out more: [heartfoundation.org.au/aaic](http://heartfoundation.org.au/aaic)

**Post #2 - Applications closing soon**

Don't miss out on \$30,000 for your bright idea!

Applications for the Heart Foundation's Active Australia Innovation Challenge grants are closing soon.

You could win up to \$30,000 for your innovative project that supports your community to be more active.

Applications close on Monday 3<sup>rd</sup> March

Find out more: [heartfoundation.org.au/aaic](http://heartfoundation.org.au/aaic)

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## Active Australia Innovation Challenge



### Creative assets

\*To download the images, click on the link, right-click on the image and save the image.

#### 1. Social media tiles:

1080 x 1080px jpeg

##### a. [Social tile 1](#)



##### b. [Social tile 2](#)



#### 2. Email or newsletter banner image

[hrt.how/AAIC-banner-image](http://hrt.how/AAIC-banner-image) 1200 x

600px jpeg



#### 3. Overview video

<https://www.youtube.com/watch?v=TMWBueUiUM8&t=10s>



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## Active Australia Innovation Challenge



### 4. AAIC past winners' video

<https://youtu.be/NZoKiYoZTjQ>

