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# The status of ICHPER-SD Oceania region: A critique and challenge for executing the duties and responsibilities as stipulated in the by laws and operating codes.

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ICHPER-SD (Oceania region)

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**Dr. Timothy J. LYNCH (Vice President for Oceania):**



## **REPORT FOR OCEANIA REGIONAL ORGANISATION**

As a member of ICHPER-SD since 2006 (#6672), I attended (and presented) at the 1<sup>st</sup> and only Regional ICHPER-SD Oceania Congress (Wellington, 2006), the 53<sup>rd</sup> ICHPER-SD Anniversary World Congress and Exposition (Cairo, 2011) and the 55<sup>th</sup> ICHPER-SD Anniversary World Congress and Exposition (Istanbul, 2013). It was during the 55<sup>th</sup> ICHPER-SD Anniversary World Congress and Exposition in Istanbul that I decided the time had come for me to serve the ICHPER-SD mission in an official capacity within Oceania. This led to discussions with the ICHPER-SD President, Dr. Adel ELNASHAR and the ICHPER-SD Honorary & Immediate Past President, Professor Dong-Ja YANG. Influenced and guided by the service of the ICHPER-SD Executive Committee under the highly distinguished leadership of the President and Honorary President, I become an ICHPER-SD *Life* member. Subsequently, I applied for the ICHPER-SD Vice-Presidency (Oceania) and with full endorsement of the Executive Committee was appointed in January, 2014.

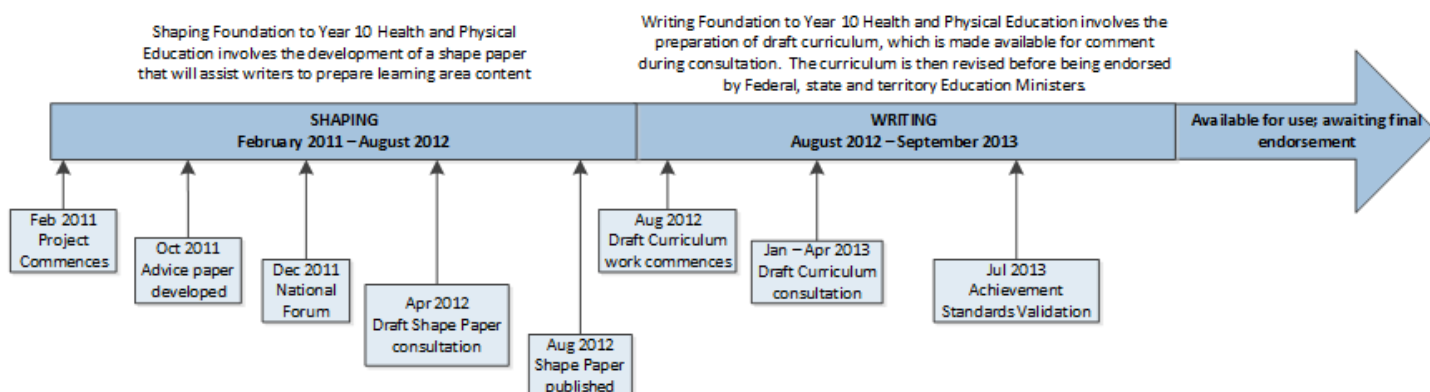
It is truly an honour to be elected the Vice-President of ICHPER-SD (Oceania) and to follow the Vice President (Oceania) leaders who precede me. Some of the whom include; Dr. Peter CHEN (2009-2013), Dr. James SKINNER (2006-2008) and Dr. Elaine MURPHY; who was also the Australian Council for Health, Physical Education, Recreation & Dance (ACHPER) National President (1988-1993). Just as the people who served the mission before me, I also bring unique experiences gained within Australia and internationally. I have been involved in primary (and early years), secondary and higher education for 20 years: 15 years teaching experience as a classroom teacher, Head teacher (Key Stage One and Foundation Stage at Dukhan English School, Qatar) and Health and Physical Education specialist across various school communities, education systems and institutions. In 2010 I returned from Qatar to the University of Canberra (Australia) to work full-time in higher education, as an Assistant Professor (Teaching and Research) and Course Convenor for the under-graduate Bachelor of Education in Secondary Teaching (Health and Physical Education) degree. In 2011 I was invited to join Australia's largest university and highly ranked Faculty of Education (2014 QS World Rankings – 6th in the world) - Monash University) as an academic in Health and Physical Education (K-12) (<https://www.youtube.com/watch?v=ZdZJKYXK2us>).

### **a) *Activities in the region***

ACHPER held the 28<sup>th</sup> ACHPER biennial International Conference in Melbourne from November 27-29, 2013 (1300 delegates). The conference theme was 'A Defining Time' and examined the Australian Curriculum and the significance of Health and Physical Education (HPE) in the lives of young Australians. Professor David Kirk from the University of Bedfordshire (UK) presented the 22<sup>nd</sup> Fritz Duras Memorial Lecture at the University of Melbourne and the official welcome was held at Monash University, Clayton campus. Professor John Loughran, Dean of the Faculty of Education at Monash University presented the keynote titled 'Teacher's matter; Professionals in action in a defining time'. Dr Robert Pangrazzi from Arizona State University (USA) was another keynote presenter who focused on practices and instructional behaviours that improve the quality and credibility of physical education programs. The 29<sup>th</sup> Australian and International ACHPER Conference is to be held from 13 - 15 April, 2015 in Adelaide, South Australia. As the ICHPER-SD Vice President (Oceania) I submitted an abstract to present and promote the ICHPER-SD mission. The title of the presentation is 'International Council for Health, Physical Education, Recreation, Sport and Dance (ICHPER-SD): partnering ACHPER'.

Australia has been experiencing its second national curriculum reform. Until now Australian states and territories have been responsible for the education curriculum delivered within schools. The present national curriculum reform promises one curriculum 'framework' for Health and Physical Education (HPE). It is important to note that at this stage HPE has not been endorsed by Ministers as a national curriculum. The curriculum has at the request of the ministerial council, been made available for states and territories to implement if they wish to do so.

## Australian Curriculum Reform: Health and Physical Education (HPE)



Health and Physical Education offers experiential learning, with a curriculum that is relevant, engaging, contemporary, physically active, enjoyable and developmentally appropriate. Integral to Health and Physical Education is the acquisition of movement skills, concepts and strategies that enable students to confidently and competently participate in a range of physical activities.

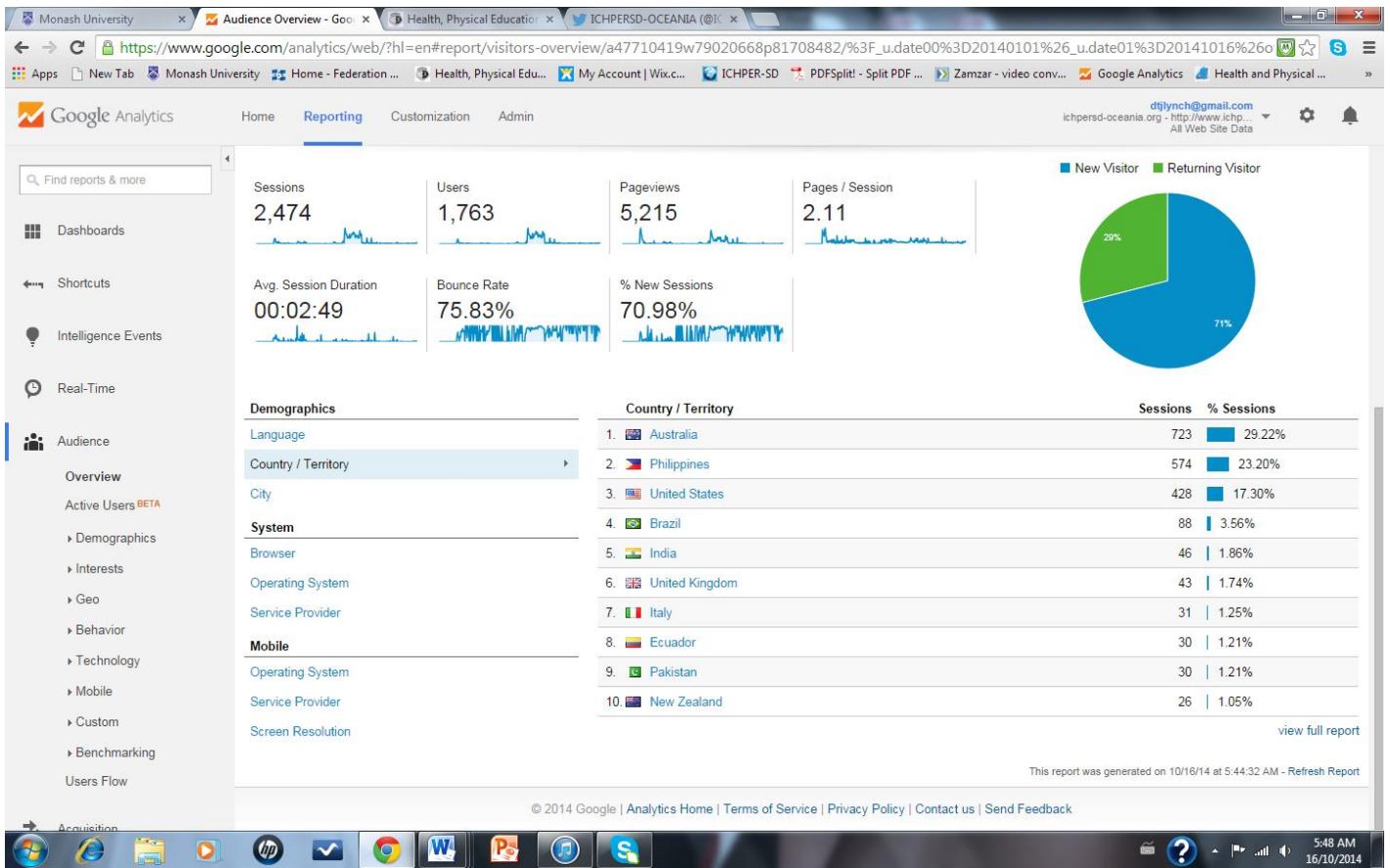
In Health and Physical Education students develop the knowledge, understanding and skills to support them to be resilient, to develop a strong sense of self, to build and maintain satisfying relationships, to make health-enhancing decisions in relation to their health and physical activity participation, and to develop health literacy competencies in order to enhance their own and others' health and wellbeing. (<http://www.acara.edu.au/hpe.html>).

Teacher and non-teacher stakeholders advocate many focus areas that sit within the Australian HPE umbrella. These groups include; mental health promotion, sexuality and reproductive health, food and nutrition, safety, drug use, respectful relationships, personal identity and sense of self, physical activity and fitness, games and sports, and aquatics and water-based activities (Australian Curriculum Assessment and Reporting Authority (ACARA), 2012, p. 22). Hence, there are diverse perspectives in what can be best described as a complex and rich field representing a geographically large country.

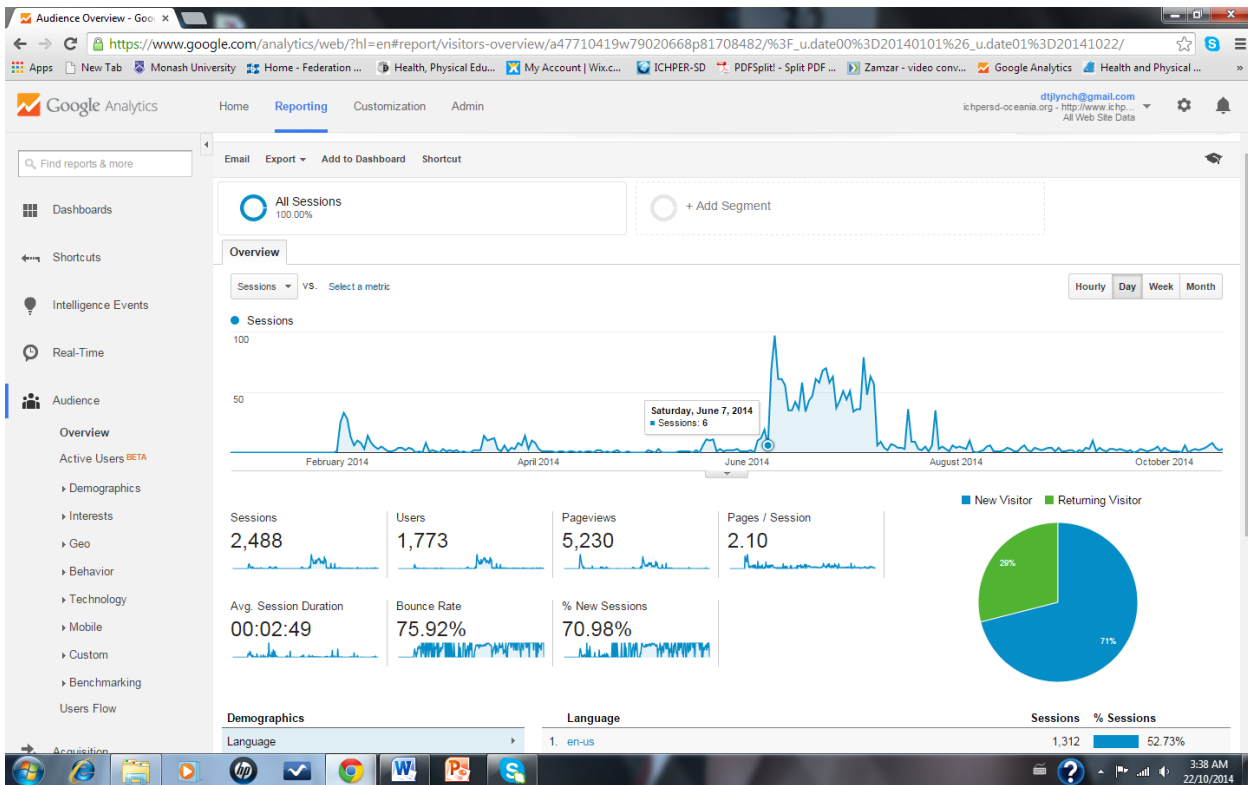
To promote ICHPER-SD within the Oceania region and beyond I began developing in February 2014:

- Oceania website [www.ichpersd-oceania.org](http://www.ichpersd-oceania.org)
- ICHPER-SD (Oceania region) twitter account @ICHPEROCEANIA

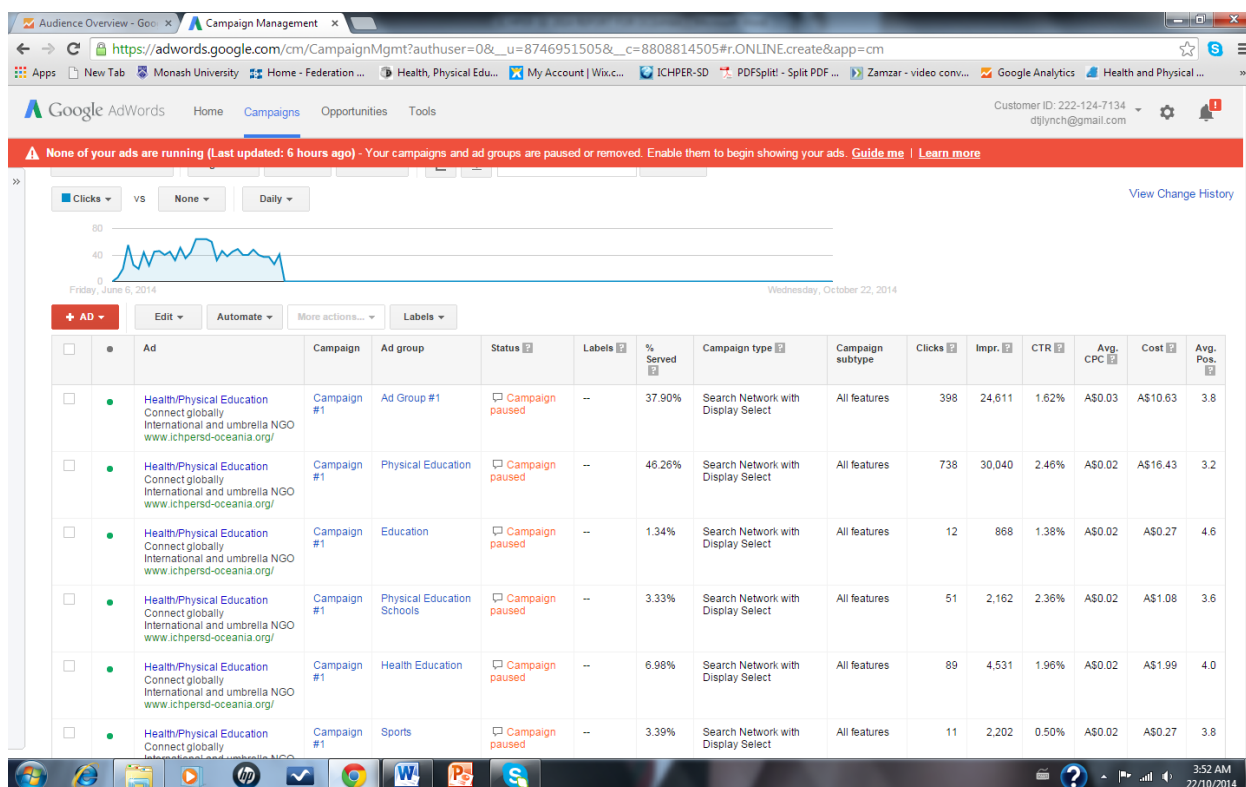
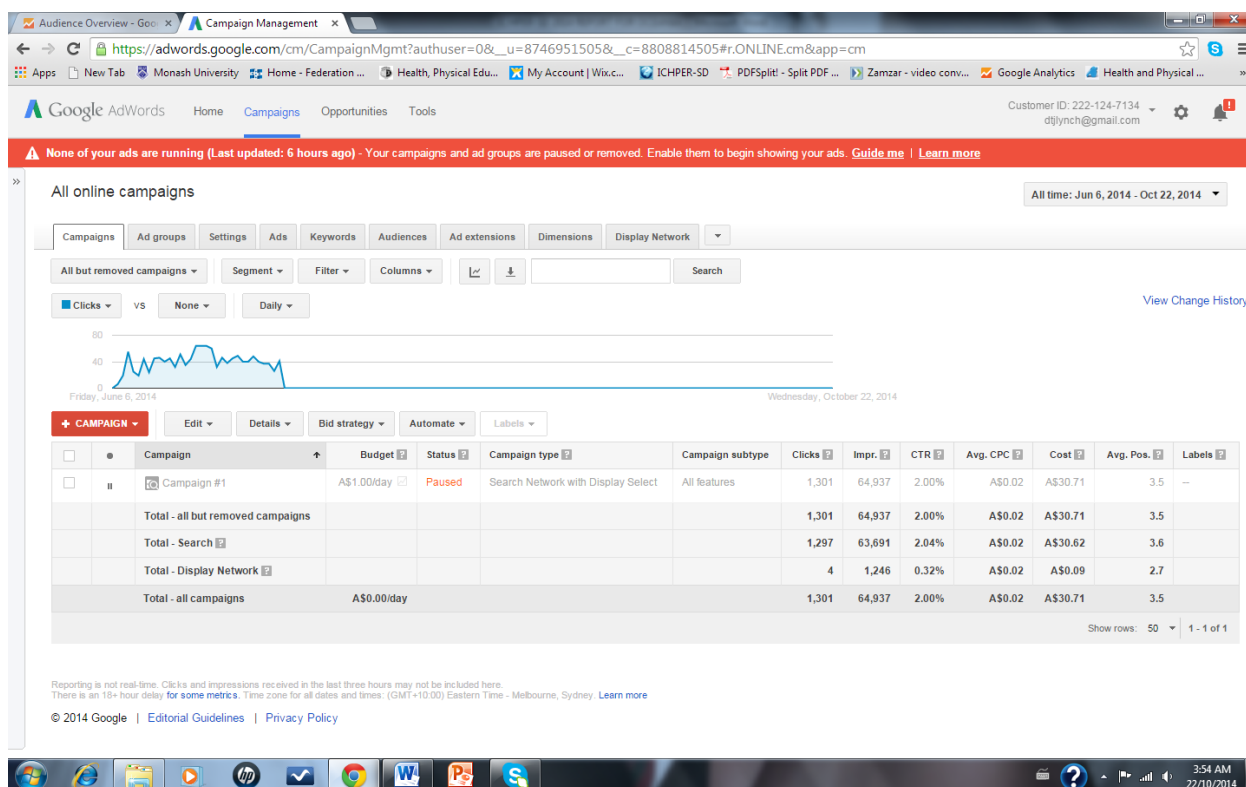
Social media has played a key role (with limited costs) for advocating ICHPER-SD. Google Analytics which records the demographics of visitors to the ICHPER-SD Oceania website, indicates that since February the website has had 2474 visitors.



An advertising campaign was trialed for the ichpersd-oceania.org website during the period June 7 – July 9 2014. This involved using ‘GetTraffic’ and ‘Google AdWords’.



Google AdWords received 1 301 clicks, from 64 937 impressions. This was at an average 'Click Through Rate (CTR)' of 2.00%. The cost per click was A\$0.02 and the total cost for this month was A\$30.71.



'GetTraffic' add subscriptions were also used to attract interested guests to the site and cost A\$39.95. Statistics show that this campaign attracted 1084 guests to the site.

My GetTraffic Campaign is: Inactive [Why?](#)

Select your site category and target audience and we will deliver the traffic you need. You can only activate your campaign after you have upgraded your GetTraffic app to premium. Note that your site will be [reviewed](#) by our Quality Assurance Team before the campaign goes live.

**1** My Traffic

Target your audience:

I want visitors from this country:

Anywhere in the world with as much traffic as possible ([may vary daily](#))

Estimated visits per month

606-756

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**2** My Site Category


Choose the category that best describes your site:

I would place my site under:

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**3** My Ad

Customize your ad unit:



**Health, Wellbeing & Physical Education**  
visit [ichpersd-oceania.org/](http://ichpersd-oceania.org/) to learn more  
[www.ichpersd-oceania.org](http://www.ichpersd-oceania.org) [Click Here](#)

[Reset Changes](#) [Save Changes](#) [Activate Campaign](#) \$39<sup>95</sup>/mo

By upgrading this app you agree to the [Terms and Conditions](#) | [Email settings](#) | [Contact Us](#)

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GetTraffic

My GetTraffic Campaign is: Inactive [Why?](#)

GetTraffic sent you **0** visits during

GetTraffic Site Visits

0 1 0 8 4

Traffic Since Jun 08, 2014

↕ Campaign	↕ Status	↕ Start Date	↕ End Date	↕ Monthly visit estimation	↕ Visits	Country	States	Regions	Site Category
Campaign 1	<span style="color: red;">●</span> Canceled	Jun 08, 2014	Jul 07, 2014	606 - 756	1,084				Sports

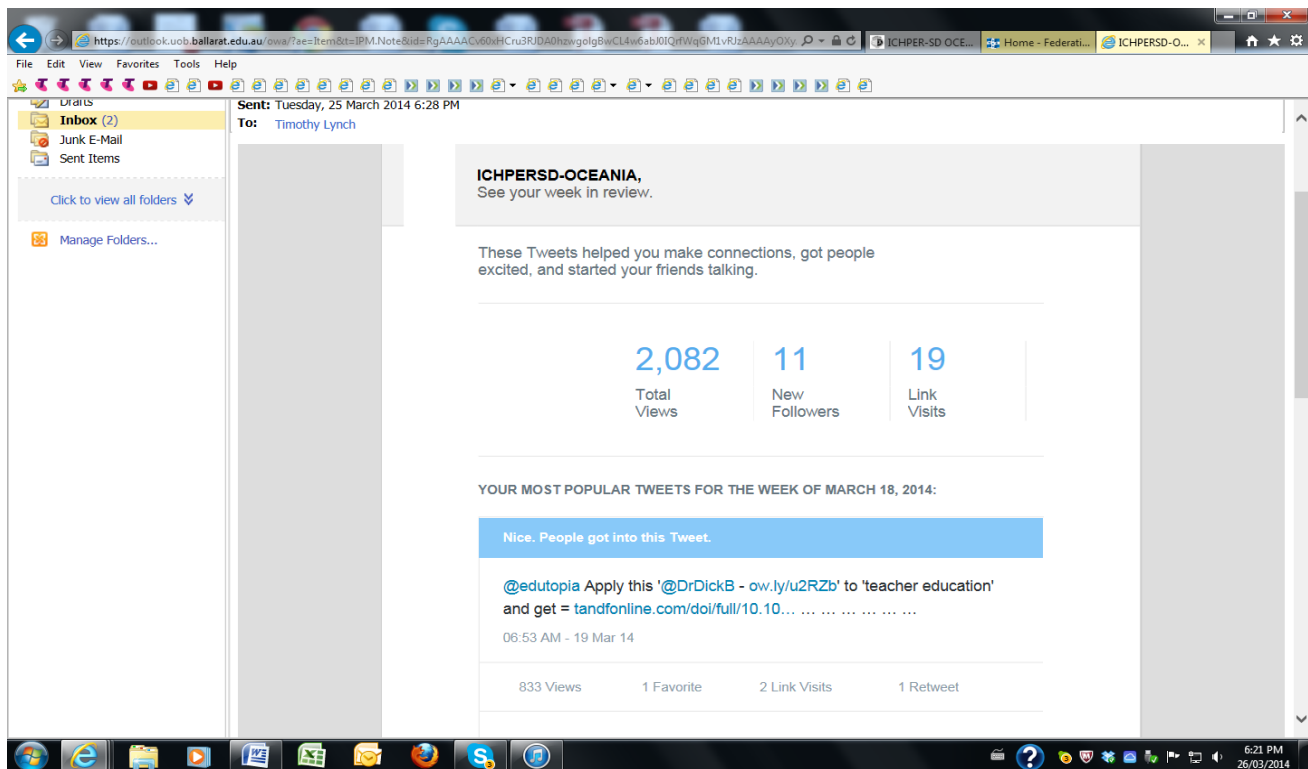
By upgrading this app you agree to the [Terms and Conditions](#) | [Email settings](#) | [Contact Us](#)

The data for this advertising period using Google Analytics indicate that there were 1 662 sessions.

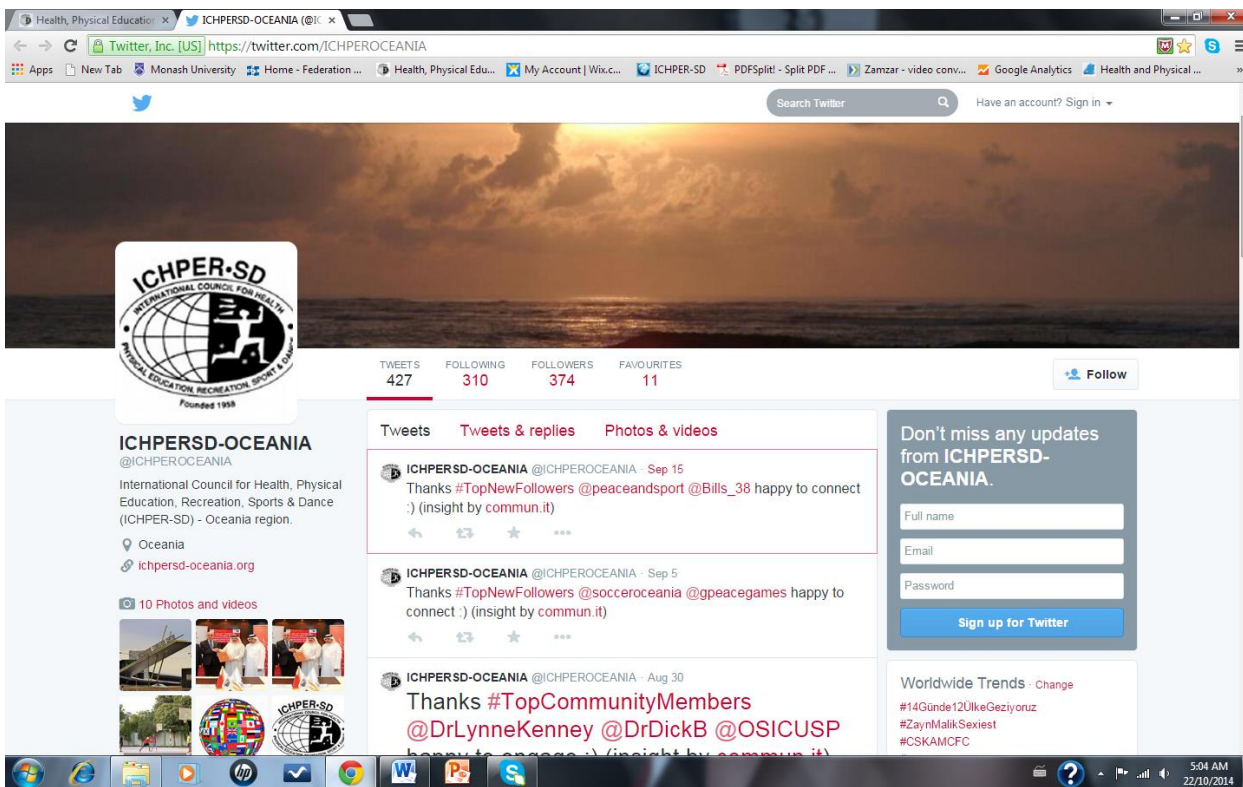


While there is no doubting the success of the advertising campaigns in attracting interested parties to the website there has been no or minimal increase in membership for the Oceania region.

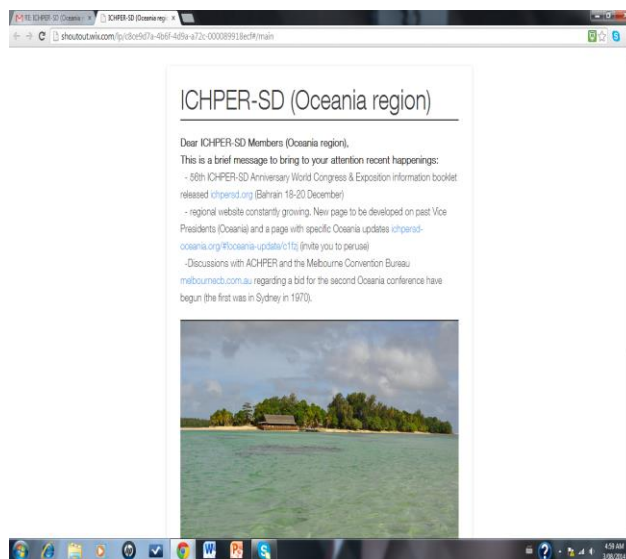
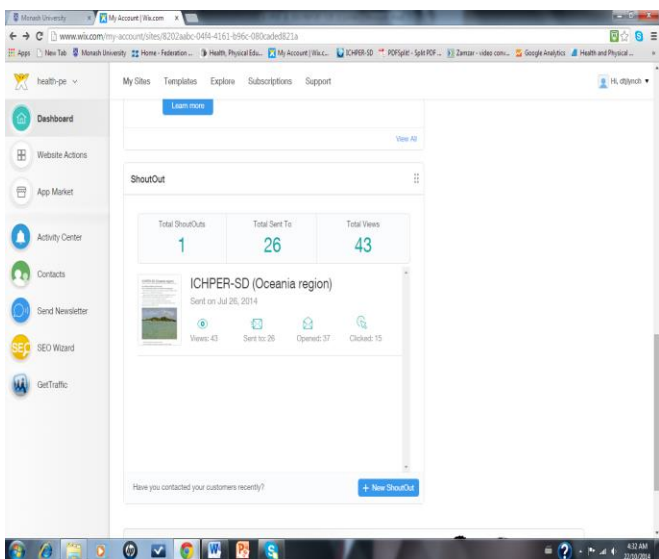
The twitter account has also grown considerably and now has 374 followers from around the world. An example of the capacity of twitter was highlighted in March when an incredible 2,082 people clicked on and viewed ICHPER-SD Oceania tweets in one week (below right). The most viewed tweet had 833 views:



For a brief period 'Commun.it' app was used to assist with promoting the Twitter account @ICHPEROCEANIA.



In July 2014 I created and disseminated the first ICHPER-SD (Oceania region) newsletter to strengthen communication with ICHPER-SD members and to succinctly inform ICHPER-SD Executive Committee members of happenings within Oceania. This was quite successful and will be continued in the future.





**b) Financial status and activity**

There were no funds to begin the 2014 calendar year. With only a few members the generation of funds has been difficult and required much creativity. Promoting ICHPER-SD has involved expense rather than revenue. This is to be expected in the early stages of this re-building phase.

2014 Month	Expense (VP personal)	Revenue	Total Cost
February	Website setup <a href="http://www.ichpersd-oceania.org">www.ichpersd-oceania.org</a> domain name US\$68.55 Combo yearly payment wix.com US\$99.00	-	US\$167.75
June/July	AdWords Aus\$30.71 'GetTraffic' adds US\$39.95		US\$64.95
June/ July	Vanuatu (Pacific Islands) Market Trip 27 June – 3 July 2014 Accommodation Aus\$565.59 Transport Aus\$935.00 <hr/> Aus\$1500.59		US\$1350.531
September	Website upgrade (premium account) more storage, faster connection US\$67.72		US\$67.72
		0	<b>US\$1 650.951</b>

**c) Detailed descriptions of programs, projects, congresses, and membership status**

In February 2014 I nominated 'The ICHPER-SD Journal of Research' for Excellence in Research Australia (ERA) rankings. This was important because in 2010 the Australian Government ranked journals from around the world as a guide for universities to target publications. The ICHPER-SD Journal of Research was not on this list. This was problematic as it meant that Australian academics would not be clearly identified for publications in 'The ICHPER-SD Journal of Research'. I completed an application for both the ICHPER-SD journal and ICHPER-SD world congress & expositions.

As the newly elect Vice-President for ICHPER-SD (Oceania), in February 2014 I began initial duties by sending letters of introduction to:

- Mr Graeme Quelch – President for the Australian Council for Health, Physical Education and Recreation (ACHPER).
- Associate Professor Lisette Burrows – President for Physical Education New Zealand (PENZ)
- Mr John Wylie AM – Chair of the Australian Sports Commission (ASC).
- Dr Shin Young-soo – Regional Director WHO Western Pacific
- Manager for External Relations and Public Information – Non-Government Organisations UNESCO

Letters were used for initial correspondence and when appropriate were followed by a phone call. Electronic mail and phone calls were used to also contact:

- Sophie Beauvais – Director, International Sport for Development, Participation and Sustainable Sport, Australian Sports Commission

- Dr. Jacob Kool – World Health Organisation (Western Pacific Region) Country Liaison Officer for Vanuatu
- Dr. Amton Serel Mwarakurmes – University of the South Pacific (USP), Emalus Campus, Lecturer in Education, School of Education
- Henry Tavoia - Chief Executive Officer (CEO) of Vanuatu Association of Sports and National Olympic Committee (VASANOC)
- James Kalo Malua - Sports Development Officer of Vanuatu Association of Sports and National Olympic Committee (VASANOC), and member of the Oceania National Olympic Committee (ONOC) Education Commission - Governance body of Oceania Sport Education Program (OSEP)
- Alison Turner – National Executive Director, Australian Council for Health Physical Education and Recreation (ACHPER)
- Hilary Shelton – Chief Executive Officer, Australian Council for Health Physical Education and Recreation (ACHPER – Victorian branch)
- Dr. Bernie Holland – Professional Learning Manager, Australian Council for Health Physical Education and Recreation (ACHPER – Victorian branch)
- Dr. Trent Brown – President, Australian Council for Health Physical Education and Recreation (ACHPER – Victorian branch)

I have been in discussions with the Victorian State Government in relation to Melbourne hosting the second Australian - International Council for Health, Physical Education, Recreation, Sport and Dance (ICHPER-SD) World Congress & Exposition (the first was held in Sydney in 1970). Correspondence began in April, 2014 and is continuing. The department I have been working with and who are eager to develop the bid, is the Melbourne Convention Bureau (MCB). MCB have all major Australian organisations and companies on board and The Melbourne Convention Exhibition Centre has been discussed as a possible venue. MCB recently held the world HIV congress which had over 14 000 delegates. The Australian Council for Health, Physical Education and Recreation (ACHPER) President and National Executive Director have expressed their willingness to work in partnership with ICHPER-SD (Oceania) for placing a bid but are yet to officially move forward with this proposal. I have been gathering interest from various sporting and educational organisations and have also been contacted by Brisbane, Gold Coast and Kuala Lumpur as an expression of interest for hosting a world congress for ICHPER-SD in the future.

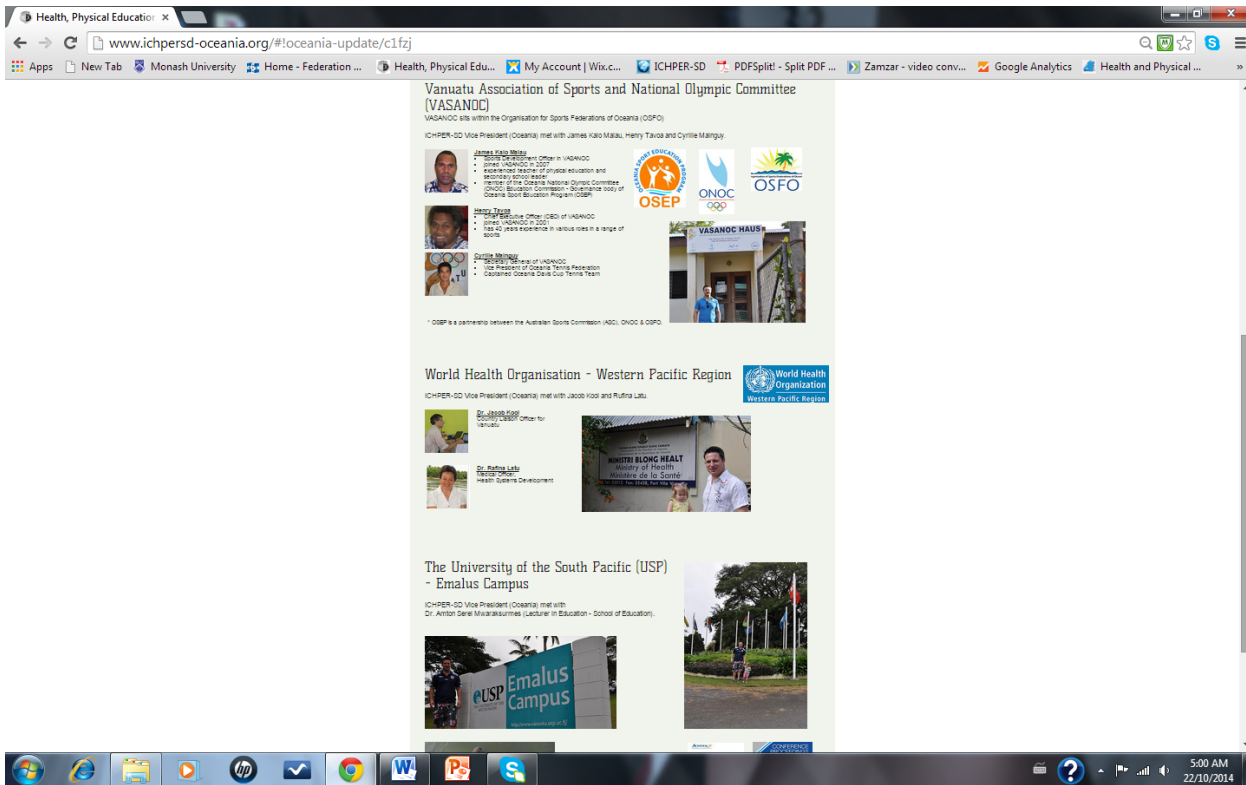
Australia is represented by ACHPER (Australian Council for Health, Physical Education and Recreation) and likewise New Zealand by PENZ (Physical Education New Zealand), however, the Pacific Islands do not have a similar national/ regional umbrella organisation for Health, Physical Education, Recreation, Sport & Dance (HPERSD) and therefore were made an ICHPER-SD (Oceania) priority. ICHPER-SD goals specifically relating to the Pacific Islands are to:

- Connect with Government and non-Government organisations who are contributing to the development of physical activities and health in the Pacific Islands
- Connect and support the Pacific Islands in working collaboratively towards a shared goal, the ICHPER-SD mission of quality HPERSD
- Have each country in the Oceania region represented within ICHPER-SD

In June/ July 2014 I travelled to Port Vila, Vanuatu to meet with various HPERSD related organisations which included the Vanuatu Association of Sports and National Olympic Committee (VASANOC), World Health Organisation (WHO) - Western Pacific Region and the University of South Pacific (USP) - Emalus Campus. A summary of the meeting discussions is presented below and the process of investigating research grant opportunities has begun:

- Non-communicable diseases (NCDs) such as diabetes, cancer, cardiovascular disease and chronic respiratory diseases are growing rapidly in the Pacific Islands
- Physical activity plays a major role in reducing the risk of NCDs
- Early years of primary school is the best time to begin Health and Physical Education and at present Physical Education is not a compulsory key learning area within education systems in Vanuatu
- All stakeholders are very interested in the initiation and sustainability of Health and Physical Education within the Pacific Island school settings

- Stakeholders expressed that it is not the documents and Frameworks that they need to assist with implementation of Health and Physical Education, rather it is mentoring and working collaboratively. Pre-service teachers may play an important role.
- Assistance from HPERSD organisations is greatly valued and appreciated.  
(<http://www.ichpersd-oceania.org/#!oceania-update/c1fzj>)



Membership status remains very low in numbers. There are four Life members within the region:

- Dr. Elaine Murphy,
- Prof. Peter Chen,
- Mrs. Jean Chen
- Dr. Timothy Lynch

**d) Plans and strategies for the future**

- Continue with updating the website (history is vital and a strength) and twitter account.
- Continue sending out ICHPER-SD Oceania specific newsletters.
- Continue links with professional organisations and connect with more in the Oceania region.
- Begin requesting sponsorship from businesses.
- Investigate grants to assist with advocating HPERSD and connecting with the Pacific Islands (Pre-service teachers may play an important role in mentoring and working collaboratively).
- Continue discussions about a future world congress and exposition within Australia and planning for this (gathering interest from various sporting and educational organisations).
- Continue promoting membership through presenting at the ACHPER conference and publications.

e) **Recommendations and proposals for ICHPER-SD and the region**

1. **Relations with UNESCO, IOC and WHO must be maintained and whenever possible strengthened.** ICHPER-SD's role today is crucial as a health promotion and educational organisation. The Bylaws state in Article II Section 2 "ICHPER-SD is a non-profit, charitable, and educational organisation as defined in Section 501 © (3) of the US Internal Revenue Service Code of 1954." ICHPER-SD's (Oceania region) mission is to share and promote quality HPERSD pursuits within the Oceania region - connections with other global organisations will optimise success.
2. Research supports and strengthens the advantages of physical activity for optimal health (in all dimensions). For example, physical activity reduces the risk of non-communicable diseases. Holistic Health and Physical Education promotion within primary schools, secondary schools, higher education and the general public is a focus area for governments and research. **ICHPER-SD must make the most of opportunities presented in the form of grants and support for research and collaborations (see point 3.).**
3. **ICHPER-SD headquarters in Reston, VA, USA should apply for a Google Ad Grant to advertise the [ichpersd.org](https://www.ichpersd.org) website.** Google Ad Grants are for not-for-profit organisations (on-line advertising campaigns for \$10 000 - \$70 000 per month). This online advertising tool empowers nonprofit organisations through advertising to promote their missions and initiatives on Google search result pages. <https://www.google.com.au/grants/>
4. ICHPER (Oceania region) will only grow through working collaboratively with the Australian Council for Health, Physical Education and Recreation (ACHPER) and Physical Education New Zealand (PENZ), as well as organisations in the Pacific Islands. ACHPER and PENZ membership status, sponsorship and infra-structure are significantly more developed than ICHPER-SD (Oceania). **Wherever possible relations with these organisations and regions must be maintained and strengthened.**
5. **It is imperative that HPERSD organisations complement one another and do not compete for the same interest groups.** It is important that we identify the unique strengths of established national organisations such as ACHPER when setting out to achieve our mission. The Asia-Pacific region already has a journal of a very high standard representing Health and Physical Education. The *Asia-Pacific Journal of Health, Sport and Physical Education* is the ACHPER and PENZ official peer reviewed journal, published three times a year by Taylor & Francis (online and hard copy). As ICHPER-SD Vice President (Oceania) this journal is embraced and promoted for the ICHPER-SD Oceania region. Likewise, the ACHPER International conference is representative of the region and will be advocated as the ICHPER-SD conference for the Oceania region. What does ICHPER-SD (Oceania) offer that ACHPER doesn't... internationalisation. It is the international connections with members representing over 208 countries that set ICHPER-SD apart from any other organisation of its kind.
6. **ICHPER-SD (Oceania region) needs to bid for an ICHPER-SD world congress and exposition rather than host a regional congress.** Due to the unique context of the Oceania region and the rebuilding phase of ICHPER-SD (Oceania), a regional congress competes with ACHPER rather than complements, however a world congress benefits all stakeholders and the HPERSD mission. Furthermore, with no funds ICHPER-SD (Oceania) rely on ACHPER to financially underwrite the event. A world congress will significantly increase membership of ICHPER-SD (Oceania region). [http://www.youtube.com/watch?v=XHrCf\\_mdj1s](http://www.youtube.com/watch?v=XHrCf_mdj1s)

7. **ICHPER-SD has a rich history. This is a strength distinguishing ICHPER-SD from many other organisations and must be celebrated.** The ICHPER-SD (Oceania) website has a page to list past ICHPER-SD Vice-Presidents (Oceania region) who were dedicated to the mission. Research has revealed that Dr. Peter CHEN (2009-2013), Dr. James SKINNER (2006-2008) and Dr. Elaine MURPHY; who was also the Australian Council for Health, Physical Education, Recreation & Dance (ACHPER) National President (1988-1993) are to be listed. Further details of previous Vice-Presidents are being sourced with the assistance of the Honorary & Immediate Past President, Professor Dong Ja Yang.
8. **ICHPER-SD Journal of research is the only journal I am aware of where you must be a member to be published.** Is this in the best interest of the journal in today's academic climate? I propose that this ruling be discussed.
9. Article V Section 2 states "Geographic area organisations of ICHPER-SD shall be organisational sub-structures, integral parts, or regional units of ICHPER-SD, and not independent organisational entities." **It is imperative that ICHPER-SD (Oceania) always acts as an integral part of the ICHPER-SD international mission.**

Yours faithfully,

Dr. Timothy Lynch

ICHPER-SD Vice-President (Oceania region)

ICHPER-SD Life Member #6672

Monash University

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