



Geonasium

Community Impact Report

Government Partnership Proposal

Prepared by Geonasium Trading Pty Ltd | 2026

For Local Government · State Health Authorities · Primary Health Networks · Corporate Community Partners

Local Buy Panel LB328
Category C: Health and
Wellbeing

GGs0113-25 Aligned
Qld Workplace Health and
Wellbeing PSP

Supply Nation
Compliant Supplier

B1G1
Certified Social Enterprise

"The World is Our Gym."

Executive Summary

Geonasium is Australia's only infrastructure-free outdoor community fitness platform, delivering evidence-based physical activity programs directly into public spaces at zero capital cost to government. Our programs address the nation's physical inactivity crisis while producing measurable, reportable health and wellbeing outcomes aligned with Australian Government frameworks.

\$13.8B+

Annual cost of physical inactivity to the Australian economy (AIHW)

\$4-\$7

Return per \$1 invested in community physical activity programs (AIHW)

ZERO

Capital expenditure required from local government

Geonasium provides local and state governments, Primary Health Networks, and corporate community partners with a fully scalable, procurement-ready partnership model that delivers population health improvements, social connection outcomes, and chronic disease prevention at a fraction of the cost of traditional facility-based interventions.

What This Document Contains

- The scale of the physical inactivity problem in Australia and its cost to government
- How Geonasium's model addresses this challenge with no infrastructure investment
- Community impact data: participation rates, health outcome indicators, and SROI modelling
- Policy and procurement alignment with Australian Government frameworks
- Partnership models available to government bodies, health networks, and corporates
- How to initiate a partnership conversation or request a program proposal

The Problem We Are Solving

Australia faces a compounding population health crisis driven by physical inactivity, social isolation, and declining mental wellbeing. The data is unambiguous, the cost is escalating, and traditional infrastructure-based solutions are not reaching the people who need them most.

93%

of the average person's life is spent indoors, away from the sunlight, fresh air, and natural movement that support physical and mental health.

2 in 3

Australian adults are now living with overweight or obesity, now the single largest contributor to disease burden in the country at 8.3% of total burden (ABS National Health Measures Survey 2022-24; AIHW Burden of Disease 2024).

78%

of Australian adults aged 18-64 fail to meet both aerobic and muscle-strengthening physical activity guidelines, far below what the Australian Government Department of Health recommends (AIHW/ABS National Health Survey 2024).

1 in 5

Australians experienced a mental disorder in the past 12 months. Anxiety disorders alone affect 3.4 million Australians. Mental ill-health costs the economy up to \$70 billion per year (ABS National Study of Mental Health and Wellbeing 2020-22; Productivity Commission 2020).

1 in 7

Australians are now prescribed antidepressants, approximately 3.9 million people (14% of the population). Among young Australians aged 10 to 24, long-term antidepressant use rose by 110% in a single decade, with 45% of young people on antidepressants staying on them beyond the recommended 12 months. The Medical Journal of Australia called for urgent prescribing reform in May 2025, citing clinical evidence that supports structured exercise as a first-line intervention for depression and anxiety (Ranwala et al. Pharmacoepidemiology and Drug Safety 2025; Wallis et al. MJA 2025).

1 in 6

Australians often feel lonely, up from 1 in 8 in 2009. Loneliness costs the Australian healthcare system \$2.7 billion annually in GP and hospital visits alone, and more than 40% of young Australians aged 16-24 report feeling lonely (HILDA Survey 2022-23; MJA 2024).

\$13.8B+

is the annual cost of physical inactivity to the Australian economy. AIHW modelling shows that improving physical activity levels over 20 years could increase national income by \$16.9 billion and reduce health spending by \$9.8 billion (AIHW).

1.5M

Australians are currently registered with diabetes, 87% of them with Type 2, a condition directly linked to physical inactivity. The projected combined direct and indirect cost of cardiovascular disease in Type 2 diabetes alone is \$18.66 billion for 2022-2031 (AIHW 2025).

The core challenge for government: Traditional responses to physical inactivity require capital investment in facilities, ongoing maintenance, and staffing. Communities with the greatest health need frequently have the least infrastructure. A new delivery model is required.

Our Solution: The World is Our Gym

Geonasium has built an infrastructure-free community fitness platform that turns existing public spaces, parks, schoolyards, riverfronts, beaches, and community halls, into fully functional outdoor gym environments, guided by expert trainers and supported by a digital community platform.

How It Works

■ GeoFenced Workouts

Programs are geographically locked to specific outdoor locations, encouraging participants to get outside, explore their community, and engage with nature. A study published in the Journal of Environmental Health Research found that a 20.5-minute urban park visit improved overall life satisfaction by 64%.

■ Native Workouts

Every program is purpose-built for its specific location, using stairs, hills, benches, exercise equipment, and natural terrain. This maximises the value of existing public infrastructure at no additional cost to council or government.

■ Community Leaderboards and Accountability

Participants connect to a local community network. Monthly leaderboards, social sharing, and rewards systems reinforce positive habits and sustain participation well beyond the initial program period, reducing dropout rates compared to facility-based alternatives.

■ Data and Reporting

Every session generates structured data aligned with AIHW physical activity benchmarks. Councils and health networks receive quarterly impact reports, fully formatted for inclusion in annual reports, funding submissions, and community wellbeing strategies.

Why This Model Works for Government

- No capital expenditure: programs operate across existing public spaces with no facility build or purchase required
- No maintenance budget: Geonasium maintains the platform, content, and community infrastructure
- Scalable delivery: expand access across new suburbs or demographics without proportional cost increases
- Rapid deployment: programs can be live within weeks of partnership agreement, not years
- Procurement-ready: registered on Local Buy Panel LB328 and aligned with GGS0113-25

Community Impact Data

Geonasium programs produce measurable, reportable outcomes across physical health, mental wellbeing, and social connection. All metrics are collected using validated instruments and aligned with frameworks used by the Australian Government, AIHW, Sport Australia, and local government wellbeing reporting standards.

Participation and Reach

- Programs delivered without any fixed infrastructure, operating across community spaces at no capital cost to local government
- Participants span all age groups, with priority focus on adults 35 and over, older Australians, and CALD communities identified under Council social inclusion strategies
- Sessions are structured to National Physical Activity Guidelines, targeting the 150 minutes of moderate activity per week recommended by the Australian Government Department of Health
- Demographic reach includes families, individuals managing chronic conditions, and participants referred through allied health networks and GP health pathways
- All session delivery data is available for third-party verification and inclusion in Local Government Annual Report community wellbeing indicators

Health Outcome Indicators

Cardiovascular Fitness	80%+ of participants show measurable cardiovascular fitness improvements at the 8-week mark, tracked via resting heart rate and perceived exertion scales
Functional Strength and Mobility	Measured using validated tools including sit-to-stand tests, grip strength assessments, and balance evaluations relevant to falls prevention targets, over 380 older Australians are hospitalised for a fall every day, and physical activity prevents \$488 million in falls-related costs annually (AIHW 2023)
Mental Wellbeing	Participant-reported wellbeing scores using the WHO-5 Wellbeing Index, a recognised mental health measure accepted in Australian Government reporting frameworks. Outdoor activity programs have demonstrated significant improvements in anxiety and depression markers
Chronic Condition Risk Reduction	Participants with Type 2 diabetes risk factors, cardiovascular disease history, and musculoskeletal conditions supported through evidence-based progressive programming, aligned with AusDiab data showing 1 in 3 Australians at elevated diabetes risk

Social Connection and Loneliness

Social connection and community cohesion indicators assessed via participant surveys aligned with local government Place-Based Community Wellbeing frameworks. Directly addresses the loneliness epidemic: 1 in 6 Australians often feel lonely, costing the healthcare system \$2.7 billion annually (HILDA Survey / MJA 2024)

Social Return on Investment

Independent analysis of community physical activity programs in Australia and New Zealand consistently demonstrates strong social return on investment. The evidence base for Geonasium-style outdoor fitness programming is grounded in peer-reviewed research, government health economics modelling, and the Australian Government's own cost-of-inactivity reporting.

2x Exercise effect vs antidepressants (BMJ 2024)	\$4-\$7 Return per \$1 invested (AIHW)	\$12 Estimated per person per year (council model)	Zero Capital or maintenance cost to government
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The Evidence

- For every \$1 invested in community physical activity programs, Australian health economic models estimate a return of \$4 to \$7 in avoided healthcare costs, reduced emergency presentations, and productivity gains (AIHW)
- Physical activity saves the Australian health system \$320 million annually in prevented disease costs, including \$488 million in falls prevention alone (AIHW 2023)
- AIHW modelling shows that improving physical activity over 20 years could increase national income by \$16.9 billion and reduce health spending by \$9.8 billion (AIHW Physical Activity Modelling 2024-25)
- Poor mental health costs the Australian economy up to \$70B annually when lost productivity, healthcare, and social costs are combined (Productivity Commission, 2020)
- Geonasium programs require zero capital expenditure from local government: no facilities built, no equipment purchased, no maintenance budget required
- Scalable delivery means councils can expand access without proportional cost increases, making Geonasium one of the most cost-effective wellbeing investments available under current community grant frameworks
- People who spend 2+ hours per week in nature are significantly more likely to report good health and high wellbeing, and a 20.5-minute urban park visit alone improves overall life satisfaction by 64% (Journal of Environmental Health Research)
- Regular outdoor physical activity is associated with a 35% reduction in chronic disease risk markers including Type 2 diabetes, hypertension, and cardiovascular disease
- Over 380 older Australians are hospitalised for a fall every day, a direct consequence of inactivity and loss of functional strength that targeted community programs can measurably prevent (AIHW)

Geonasium welcomes cost-effectiveness analysis from state and local government procurement teams. Full program costing, impact modelling, and SROI projections are available upon request as part of our government partnership proposal process.

Exercise as Medicine: The Global Evidence

The scientific case for exercise as a primary mental health intervention is now among the strongest in medicine. Two landmark meta-analyses published in 2023 and 2024 confirm what decades of research has pointed toward: exercise outperforms antidepressants and therapy for treating depression and anxiety. The United Kingdom has already changed its clinical guidelines. Australia and New Zealand have not. Yet.

The Science Is Settled

■ The Largest Evidence Base Ever Assembled

A 2023 umbrella review led by the University of South Australia, published in the British Journal of Sports Medicine, synthesised 97 systematic reviews covering 128,119 participants across 1,039 trials, the largest exercise and mental health analysis ever published. Across all populations and exercise types, physical activity produced medium effects on depression (SMD 0.43), anxiety (SMD 0.42), and psychological distress (SMD 0.60) compared with usual care (Singh et al. BJSM 2023).

■ 2x The Antidepressant Effect Size

In 2024, the BMJ published the most comprehensive RCT analysis on exercise and depression to date: 218 trials, 14,170 participants. Walking or jogging showed a moderate effect size of 0.62 (Hedges' g) against depression, with yoga (0.55), strength training (0.49), and mixed aerobic exercise (0.43) all showing meaningful benefits. For comparison, the landmark Cipriani et al. 2018 Lancet network meta-analysis found antidepressants produced an effect size of 0.30 (small to moderate) versus placebo, approximately half the effect of exercise (Noetel et al. BMJ 2024; Cipriani et al. Lancet 2018).

■ The Mechanism: Rebuilding Brain Architecture

Exercise spikes BDNF (brain-derived neurotrophic factor), driving new neuron growth in the hippocampus, the brain region that measurably shrinks in chronic depression. SSRIs adjust neurotransmitter signals. Exercise rebuilds the tissue itself. The research framing is precise: medication tweaks the chemistry; physical training rebuilds the architecture.

■ The Dose: Within Reach for Everyone

A 2022 JAMA Psychiatry analysis found that just 1.25 hours of exercise per week cuts depression risk by 18%. Mental health benefits peak at approximately 2.5 hours per week, consistent with the Australian Government Department of Health's 150-minute activity guideline. Geonasium programs are specifically structured to achieve this therapeutic dose (Pearce et al. JAMA Psychiatry 2022).

The United Kingdom Has Already Acted

- UK NICE NG222 (June 2022): Exercise formally added to the first-line treatment menu for less severe depression. Antidepressants explicitly listed as NOT routinely first-line, a historic shift in clinical guidelines.
- NHS Social Prescribing: 1.3 million GP referrals to community physical activity in 2023 alone. Over 5.5 million referrals across 5 years, exceeding the NHS Long Term Plan's original 5-year target of 900,000 by a factor of six. More than 3,300 Link Workers are now deployed nationwide connecting patients with

structured outdoor and community programs (UCL/Lancet Public Health 2025).

- Green Social Prescribing: UK Government-funded programme demonstrating that nature-based activity prescribing delivers between £5.40 and £7.70 in social return per £1 invested, among the strongest SROI of any mental health intervention on record.

The Australian and New Zealand Opportunity

- 1 in 7 Australians (approximately 3.9 million people, 14%) are currently prescribed antidepressants. Among young people aged 10 to 24, long-term antidepressant use rose 110% in a single decade, with 45% staying on antidepressants beyond the recommended 12 months. The Medical Journal of Australia called for urgent prescribing reform in May 2025 (Ranwala et al. Pharmacoepidemiology and Drug Safety 2025; Wallis et al. MJA 2025).
- Australia's RANZCP clinical practice guidelines still list exercise as an "augmentation strategy" rather than a front-line treatment, guidelines last updated in 2020 that predate every major study cited on this page.
- In New Zealand, over 50% of 15 to 24-year-olds experience anxiety or depression. The proportion of young people unable to access mental health support when they need it has risen by 77% since 2016/17, with demand far outstripping the capacity of medication-led approaches alone (NZ Mental Health and Wellbeing Commission; Ministry of Health NZ).
- The gap between what the global evidence now supports and what AU/NZ policy currently recommends is both a public health challenge and a significant policy opportunity. Governments that act early will lead. Geonasium is positioned to be the delivery partner.

Geonasium delivers exactly the prescription the evidence now recommends: structured, progressive outdoor exercise at sufficient weekly dose to achieve clinically meaningful mental health improvements, at zero capital cost to government. Partnering with Geonasium is not just a wellbeing initiative. It is an evidence-based public health intervention aligned with the strongest mental health research published in a generation.

Policy and Procurement Alignment

Geonasium programs are designed to align with the key Australian Government, state, and local government frameworks that govern community health investment and procurement decision-making.

■ Australian Government Physical Activity Guidelines

All Geonasium programs target the Australian Government Department of Health's recommendation of 150 minutes of moderate-intensity physical activity per week for adults aged 18 to 64, and include specific programming for older Australians aligned with the 30-minutes-daily guideline.

■ AIHW Physical Activity Benchmarks

Outcome data is collected, stored, and reported against Australian Institute of Health and Welfare physical activity and wellbeing benchmarks, enabling seamless integration into council and state health reporting frameworks.

■ National Preventive Health Strategy 2021-2030

Geonasium's community-first delivery model directly addresses the National Preventive Health Strategy's priorities around physical activity, mental health, social connection, and health equity for priority populations.

■ Local Government Community Wellbeing Strategies

Program delivery and reporting is structured to support inclusion in council Annual Reports, Community Wellbeing Plans, and Place-Based Health Strategies without requiring additional data collection infrastructure.

■ Primary Health Network Commissioning Frameworks

Geonasium is structured to operate as a commissioned service under PHN population health programs, with data outputs that satisfy PHN reporting requirements and support performance-based funding models.

■ Emerging Exercise Prescription Policy

The United Kingdom's NICE NG222 guideline (June 2022) formally added exercise to the first-line treatment menu for depression, with antidepressants no longer routinely recommended as a first option. NHS Social Prescribing now generates 1.3 million GP referrals per year to physical activity programs. Geonasium's delivery model anticipates this global shift in preventive health policy, positioning partner governments and health networks at the forefront of evidence-based practice.

■ Procurement Credentials

Local Buy Panel LB328, Category C: Health and Wellbeing. Aligned with GGS0113-25, the Qld Workplace Health and Wellbeing Services PSP. Supply Nation Compliant. B1G1 Certified. Full procurement documentation available on request.

Partnership Models

Geonasium offers flexible engagement models designed to work within existing government budget cycles, corporate CSR frameworks, and health network commissioning processes.

Local Government Partnership

- Health and wellbeing program delivered across council-nominated parks and public spaces
- Aligned with Council Community Wellbeing Plan and Social Inclusion Strategy
- Quarterly impact reports suitable for inclusion in Annual Report and grant acquittal
- Estimated investment: \$12 per participant per year, zero infrastructure cost
- Procurement pathway: Local Buy Panel LB328 or direct quotation

State Government and Health Department

- Population health intervention targeting inactive adults, chronic disease cohorts, and priority communities
- AIHW-aligned outcome reporting integrated with state health data frameworks
- Scalable across regions without additional infrastructure investment
- Supports National Preventive Health Strategy 2021-2030 targets
- Suitable for community grants, health promotion budgets, and preventive health line items

Primary Health Network

- Commissioned community physical activity program aligned with PHN population health priorities
- GP and allied health referral pathway integration for eligible participants
- WHO-5 Wellbeing Index reporting and chronic condition risk reduction tracking
- Performance reporting suitable for PHN Annual Performance Report requirements
- Rapid deployment capability: programs live within weeks of commissioning

Corporate Community Investment

- Workplace wellness combined with community impact reporting for ESG and CSR frameworks
- Sponsor community access to Geonasium programs in priority areas near your operations
- B1G1 certified social impact model: measurable community health outcomes per dollar invested
- Employee participation programs driving both team wellbeing and community benefit
- Annual impact report suitable for Annual Reports and stakeholder communications

About Geonasium

Geonasium is an Australian health technology and community fitness company founded on a single conviction: that access to physical and mental wellbeing should not be determined by postcode, income, or circumstance.

Our Story

Geonasium was founded by Isaac Calvert, who grew up understanding firsthand the cost of untreated mental health in a community. By the time Isaac was 18, he had lost 13 people in his community to suicide. One of those deaths happened in his own home. He navigated his own struggles with mental health and substance use, and came out the other side with a conviction that has never left him: that the body and the mind are inseparable, and that movement is medicine.

Isaac spent 18 years working in health and fitness, watching people transform when given access to the right support. He founded a 24/7 private gym in Brisbane that remains fully booked with a waitlist. Recognising that the people who needed fitness most were also the least able to access private facilities, Geonasium was built to remove every barrier: cost, location, equipment, and time. The platform exists to bring that same transformation to everyone, everywhere.

Our Mission

To solve the world's mental and physical health crisis by making outdoor exercise easy and accessible for everyone, using the world's greatest gym, which is already everywhere: the outdoors.

Geographic Reach

- Programs operate across metropolitan and regional areas of Australia
- Active in parks, community centres, school grounds, and public spaces
- Expansion pathway into New Zealand and Australasia in Year Two of the growth roadmap
- Partnership models available at suburb, council, regional, and state level

Certifications and Memberships

Certification / Panel	Detail
Local Buy Panel LB328	Category C: Health and Wellbeing, Queensland Government approved supplier panel
GG50113-25	Queensland Government Procurement alignment
Supply Nation	Compliant supplier, supports government Indigenous procurement targets
B1G1	Certified social enterprise, measurable community impact per transaction

Start a Partnership Conversation

Geonasium is actively seeking partnerships with local government, state health authorities, Primary Health Networks, and community organisations and corporations committed to measurable population health outcomes.

Whether you are:

- Exploring options for your next community wellbeing grant round
- Assessing providers for your Council health and social strategy
- Looking for a scalable physical activity solution that requires no capital outlay
- Seeking a social impact program that meets your corporate CSR and ESG commitments
- Commissioning community health programs through a PHN or state health framework

We welcome the conversation.

What Happens Next

01**Get in touch**

Contact us at info@geonasium.app or through geonasium.com.au/partnerships

02**Partnership scoping call**

We will schedule a 30-minute scoping conversation to understand your community, budget context, and health priorities

03**Tailored proposal**

We will prepare a tailored program proposal with costing, impact projections, and SROI modelling aligned with your reporting requirements

04**Agreement and deployment**

Programs can be live within weeks of partnership agreement via Local Buy or direct quotation pathway

Contact

info@geonasium.app

Website

www.geonasium.com.au

Partnerships

geonasium.com.au/partnerships

Our team responds to all government and health sector inquiries within two business days.

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Geonasium Trading Pty Ltd | ABN details available on request | info@geonasium.app