

# HEARTBEAT OF THE COMMUNITY IMPACT REPORT

Oct-25



## Local Action. Life-Saving Impact.

Every heart check delivered at **your club** is part of something bigger - a growing movement to tackle Australia's biggest killer, heart disease, through simple, accessible, expert-led prevention.

*Here's what **your club** helped make possible:*

### Awareness

# 59

**heart health checks delivered right on our club floor**

Of those:

- **7%** Have had a heart health check (<12mths)
- **95%** did not know their numbers
- **61%** were women (36 people)

### Prevention

# 56%

**of those were recommended to see their GP**

Of these:

- **36%** had high blood pressure (hypertension)
- **19%** had high cholesterol
- **14%** had high blood sugar

## Activations

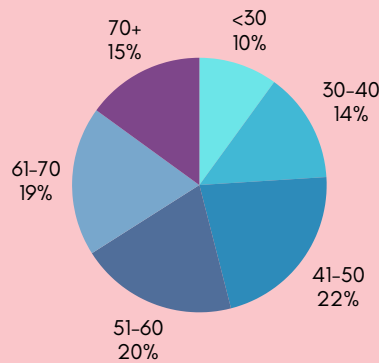
Thu 16-Oct and Sun 19-Oct 2025 | Dubbo RSL



# Who did we reach?

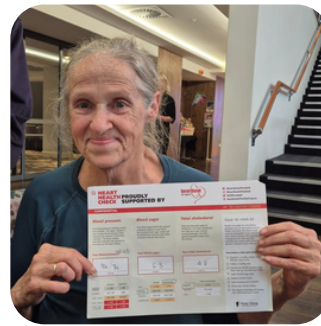
**76%**  
were 40+  
years old

## Age breakdown



## Other data

- Born in Aus: **83%**
- First Nations: **41%**
- Smoke/Vape: **19%**
- Family history CVD: **58%**
- Taking Medication: **76%**



## Why Heartbeat of the Community Matters

Heart disease is still Australia's biggest killer, and most people don't know they're at risk until it's too late. Heartbeat of the Community is about changing that. By bringing free heart health checks into local licensed clubs, we're meeting Australians where they already gather, and making early detection easier, faster, and more familiar.

This isn't a one-off. It's a growing national movement led by clubs, backed by health experts, and built on one clear belief: you shouldn't need to book a doctor's appointment to stay alive, sometimes, you just need to walk into your local club.

Every club that takes part is helping shift the game on prevention. Every check is a quiet win. And every life saved proves what we can do when community, sport and health come together.



Cardiovascular disease claims **one life every 12 minutes** in Australia

Women are **three times more likely** to die from heart disease than breast cancer



**25%** of heart attack victims display no prior symptoms



**1 in 3** Aussies don't get regular heart health checks