

VIC News

VicHealth wins prestigious Melbourne Achiever Award

JOHN MASANAUSKAS, Herald Sun

May 11, 2017 10:00pm

 Subscriber only

ANTI-smoking body VicHealth has won a prestigious award for its contribution to the city.

The organisation has been honoured with the Melbourne Achiever Award by the Committee for Melbourne.

Marking its 30th anniversary this year, VicHealth is credited with driving today's low smoking rates after originally being set up to buy out tobacco sponsorship in sports and the arts.

State Minister for Sport John Eren presented VicHealth with the gong at the Committee for Melbourne's annual dinner at Melbourne Museum tonight.

The Committee, whose members include some of the city's top business, government and community organisations, lobbies and produces reports to promote Melbourne.

Committee CEO Martine Letts said VicHealth was a most worthy recipient.

"They are a true pioneer in health promotion, leaving their mark on our city's health, happiness, livability and resilience," she said.

VicHealth chair Fiona McCormack said the organisation had become an international success story providing expertise throughout the world.

"Without it we wouldn't have the low smoking rates we do today, Victoria's pioneering work in preventing violence against women and gender equality, and the support for statewide actions to address health equity," she said.

VicHealth's patron and founding chair Professor Emeritus Sir Gus Nossal said its achievements were well worth celebrating.

“Over thirty years VicHealth has embodied the principle that prevention is not only better than cure, it is also so much more cost-effective,” he said.

Previous recipients of the award include the National Gallery of Victoria and the Royal Children’s Hospital.

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 VicHealth chair Fiona McCormack. Picture: Josie Hayden
