



Board of Management vacancies Information Package

Background

Victoria Walks is seeking suitably qualified and experienced Victorians to join its [Board of Management](#) (voluntary). New appointees may not have had previous board experience and women, younger adults, those living in regional Victoria and from diverse backgrounds are encouraged to apply.

Victoria Walks is an independent, health promotion [charity](#) that has achieved much in its relatively short life. It was established in 2009 with funding from VicHealth to become the primary walking organisation leading the move towards the creation of walkable communities in Australia.

Victoria Walks' vision is people walk whenever and wherever possible, within strong and vibrant communities, with resulting health benefits. Its mission is more Victorians walking more every day.

Victoria Walks' new [Strategic Plan](#) sets out the organisations agenda until 2020 while the [2016](#) and [2017](#) Report Cards highlight achievements of the last two years. The [2017 Annual Report](#) outlines the organisation's financial position and the [Rules](#) of Victoria Walks were updated in 2013.

Victoria Walks receives funding from the Victoria Government (VicHealth) to improve the physical health of Victorians, but is increasingly undertaking work in other Australian jurisdictions (where there is no equivalent organisation).

Achievements

Since 2009, the organisation has developed significant leadership credentials with its model of health promotion and walking advocacy receiving national and international attention.

Victoria Walks has a strong social and digital media presence that connects people with walking through meeting their needs for walking content, inspiring walking conversations, and building an engaged walking community. The organisation's [Facebook Page](#) has well in excess of 50,000 followers, of whom over 80% are female and it's [Walking Maps](#) website continues to grow in popularity with over 30,000 visits a month and over 400 higher quality walks, some of which have been viewed between 100,000-300,000 times. It also has a presence on [Twitter](#), [YouTube](#) and [LinkedIn](#) and has a successful [organisational website](#).

Victoria Walks has provided a level of walking promotion and advocacy that was previously lacking. It has commissioned numerous high-quality [research](#) studies, developed [position statements](#) and peer-reviewed [resources](#) of international standard. Victoria Walks is developing walking programs such as [Let's Walk](#) (in Braybrook in 2017 and Footscray in 2018) and [Change to Walking](#) (a behaviour change program).

The organisation is represented on many Government advisory committees, [hosted conferences](#), been invited to keynote national and international conferences; has made influential [submissions](#), and is sought after for comment and expert opinion on walking and walkability related issues. In the last year the Victoria Walks generated over 400 media



stories, including 130 television reports (including syndications) and lead print stories to an advertising value of \$670,000.

Victoria Walks has delivered a small, but growing, number of consultancy type services to industry, government and not for profit organisations, such as assessing masterplans and walking investments, community engagement activities, mapping walks, hosting tours of pedestrian orientated design, developed resources and speaking at workshops.

The organisation launched an Official Supporters Program in 2016 that has attracted 13 councils and a peak body as supporters (paid) and Corporate Supporters Program in 2017 resulting in two initial supporters – Supporters are non-voting Associate Members of the organisation.

Board of Management

Victoria Walks is extremely fortunate to be managed by cohesive, dedicated, skilled and experienced [Board of Management](#) that oversees the governance, business and affairs of the organisation as delineated in the [Rules](#).

Victoria Walks is an Incorporated Association with a voting membership currently limited to the present and some past Board members. The Board must consist of a minimum of five and a maximum of 10 individuals. The Board currently consists of five individuals and is looking for two additional members.

Meetings are held bi-monthly (currently 5.30pm on Mondays), but the Board is flexible in setting its meeting times and formats, including face-to-face and teleconference as needed. Board members must attend a minimum two-thirds of scheduled meetings over a 12 month period.

As a small not-for-profit, Board Members are sometimes called upon to provide support or guidance to the Secretariat relevant to their area of expertise.

Skills needed

The Board is particularly interested in adding skills or expertise in the following areas:

- Digital media and communications – to assist the organisation to build on the work undertaken to date to build an online walking community.
- Relationship and business development – to use networks to assist the organisation to engage the business or philanthropic sector in walking issues and programs, something for which the organisation has had minimal success.

Application Process

An Expression of Interest form is available from Ben Rossiter, Executive Officer and Secretary at brossiter@victoriawalks.org.au. All completed forms must be returned to Ben via email by 9 February 2018.

Any general enquiries should be directed to Ben Rossiter: Telephone 9662 3975 or Mobile 0425 805 578.

Thank you for indicating an interest in being part of a vibrant, ground breaking organisation that is working to make a significant difference in the lives of the community.