



OUR VISION

People walk whenever and wherever possible, within strong and vibrant communities, with resulting health benefits.

OUR MISSION

More Victorians walking more every day.



STRATEGIC PLAN 2017~2020

Supported by:





WHY WALKING IS THE ANSWER

With 63 per cent of Australian adults and 25 per cent of children overweight or obese¹, physical inactivity costs the Australian economy an estimated \$13.8 billion every year². Walking delivers significant physical and mental health benefits, helping prevent chronic disease and increasing workplace productivity. It is the most accessible form of physical activity, yet people are walking less than previous generations.

Entrenched behaviours and barriers such as high car use, sedentary work, perceptions of safety, inadequate paths and urban design, mean that everyday walking has taken a backwards step. More than half of Australian adults (56%) are either inactive or have low levels of physical activity.³

We know that people are more likely to walk in liveable communities with accessible destinations.

Big gains can be made when urban design helps people increase their levels of incidental walking for transport, health or recreation.

Addressing this crisis of inactivity requires a strategic approach to inspiring more people to walk every day.

OUR ROLE

While the Victorian Government and councils across the state, planners, developers and communities are sympathetic to walking, they need guidance to make streets and neighbourhoods more walkable.

As an independent health promotion charity, Victoria Walks advocates for safe, accessible and connected environments that support and encourage walking. We mobilise walkers, supporters, champions and system influencers to promote all types of walking – recreational, incidental and active travel.

Established in 2009, our work builds on our history and strengths and we prioritise activities that will have the greatest influence on walking and walkability. We aim for scalable, systemic impact: anything we do on a small-scale or local neighbourhood level has potential for wider application.

We offer leadership, independent expertise and advice to all levels of government and make timely and evidence-based contributions to influence policy and practice. We focus our efforts on influencing for transformative change in organisations, where walking and walkability is prioritised as a strategic response to the issues and agendas they are confronting. In everything we do, we demonstrate the critical role physical activity plays in our health, wellbeing and economic productivity.

DESIRED OUTCOMES BY 2020

- More people choose to walk as a recreational activity.
- Public policy and investment agendas prioritise walking and walkability.
- Incidental walking is supported through good urban planning and design.
- Communities are increasingly mobilised to walk and want walkable neighbourhoods.



¹ Australian Institute of Health and Welfare 2017. Sourced February 2017
www.aihw.gov.au/overweight-and-obesity

² VicHealth 2016 *Physical activity and sedentary behaviour evidence summary* pp. 3
www.vichealth.vic.gov.au/search/physical-activity-and-sedentary-behaviour

³ Department of Health 2014 *Make your Move – Sit less – Be active for life! brochure* pp. 5
www.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-phys-act-guidelines#apaadult

GOAL 1	GOAL 2	GOAL 3	GOAL 4
MOBILISE WALKERS	LEADERSHIP	PARTNERSHIPS	ORGANISATIONAL EFFECTIVENESS
Grow walking participation through well-targeted promotion and community projects.	Be recognised and sought-after as national experts on walking and walkability.	Develop partnerships that strengthen our mission and expand walkability policies and practice.	Build independent revenue and prioritise delivery of well-aligned activities.
STRATEGIES			
<p>Invest in content, mapping and analytics to extend the reach of our successful Walking Maps.</p> <hr/> <p>Develop and deliver community projects to increase walking participation, with a focus on women.</p> <hr/> <p>Strengthen and extend reach of communication channels to support a culture of regular walking.</p> <hr/> <p>Target and engage champions for walking and walkability, and share their stories to inspire others.</p> <hr/>	<p>Collaborate with all levels of government to inform policy that improves walkability outcomes in key planning and infrastructure projects.</p> <hr/> <p>Undertake and translate research to build the evidence base and inform walking advocacy.</p> <hr/> <p>Proactively engage media to put walkability issues on the public agenda.</p> <hr/> <p>Seek keynote and paid speaking engagements to promote the benefits of walkability.</p> <hr/> <p>Undertake forums and events for practitioners to profile best practice and encourage walkable urban design.</p> <hr/>	<p>Build capacity of local government sector to develop and deliver policy and approaches to increase walking and walkable environments.</p> <hr/> <p>Work with developers and place-makers to enhance walkability at precinct and neighbourhood levels.</p> <hr/> <p>Partner with organisations well-placed to engage our priority audiences (including public transport users, young people, women, older people).</p> <hr/> <p>Support local governments to increase levels of neighbourhood and school-related walking.</p> <hr/>	<p>Prioritise activities that achieve our mission, have sound cost-benefit or potential to leverage revenue.</p> <hr/> <p>Deliver value for money to our funding partners and report on outcomes against agreed goals.</p> <hr/> <p>Develop and support our people and build leadership capabilities for succession planning.</p> <hr/> <p>Achieve efficiency gains in operations to allow greater focus on strategy.</p> <hr/> <p>Ensure efficient, scalable approaches to extend our digital reach.</p> <hr/> <p>Explore opportunities to offer expertise to developers and government agencies on a fee-for-service or sponsorship arrangement.</p> <hr/> <p>Expand our Official and Corporate Supporters Program.</p> <hr/>

PERFORMANCE MEASURES

Online analytics; audience growth; reach and impact of community projects; audience engagement with champion stories.	Media coverage; speaking engagements secured; evidence released; policy outcomes achieved; event evaluations.	Effective partnerships prioritising walking formed; number of councils prioritising walking.	Overall revenue growth; staff turnover; number of supporters.
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