

Victoria Walks

Strategy 2015–2017

Why we exist

- People are walking less than they used to.
- Physical activity is critical to health, wellbeing and economic productivity.
- Walking is the most accessible form of physical activity.
- People are more likely to walk in liveable communities.
- Communities need guidance to make streets and neighbourhoods more walkable.
- Effective walking leadership is key to increasing walking.
- No other organisation focusses solely on the promotion of walking.

Our goals

1. Get more Victorians to identify themselves as 'walkers'.
2. Position ourselves as the leader and 'go-to' authority for walkers, walking and walkability.
3. Collaborate with organisations so they champion walking and integrate it into their programs.
4. Increase our organisational strength.

Our vision

is for vibrant, supportive and strong neighbourhoods and communities where people can, and do choose to walk wherever possible.



Our mission

is more Victorians walking more every day.



We will meet our goals

By

Through

To achieve

Providing
leadership



- Building compelling evidence and communication to decision makers to increase investment in walking.
- Influencing policy and practice to provide safe, accessible and connected places and spaces that support and encourage more walking.
- Developing tools and resources that facilitate and encourage more Victorians to walk.
- Using our brand, product and skills to build partnerships with other relevant organisations and ensure organisational sustainability.

Supporting
local action



- Supporting communities to make their neighbourhoods better for walking.

Promoting
walking



- Growing our online and media presence to raise the profile, and create a culture, of walking as part of everyday life.

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- More walkable urban environments.
 - Increased awareness of the benefits of walking.
 - Improved physical and mental health.
 - Strengthened social and community connections.
 - Safer and more liveable communities.
 - Increased walking levels for the inactive and less active.