

# 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

#### Providing leadership



### Through

- 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.

### To achieve

- 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.