

# Victoria Walks Strategy 2012–2015

## 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 advocacy is key to improving communities and increasing 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 every day.



## We will meet our goals

By	Through	To achieve
<b>Providing leadership</b> >	<ul style="list-style-type: none"> <li>• Using Victoria Walks' brand, product and skills to build partnerships with aligned organisations.</li> <li>• Advocating for walking to increase:             <ul style="list-style-type: none"> <li>– children's physical activity</li> <li>– older people's participation</li> <li>– family engagement.</li> </ul> </li> <li>• Participating on advisory committees, presenting at conferences and forums, and creating media content and submissions.</li> </ul>	<ul style="list-style-type: none"> <li>• Improved physical and mental health.</li> <li>• Strengthened social and community connections.</li> <li>• Reduced cost of living.</li> <li>• Safer and more liveable communities.</li> <li>• Reduced carbon footprint.</li> </ul>
<b>Supporting local action</b> >	<ul style="list-style-type: none"> <li>• Supporting communities to make their neighbourhoods better for walking.</li> </ul>	
<b>Promoting walking</b> >	<ul style="list-style-type: none"> <li>• Growing our online and social media presence.</li> <li>• Growing Walking Maps (<a href="http://www.walkingmaps.com.au">www.walkingmaps.com.au</a>).</li> </ul>	