

More people walking more every day

Our Vision

Healthier, connected communities through more people walking more every day

THRIVING

walking

community

Facilitate and

inspire walking

communities

that promote participation; and

provide our voice and experience

to mobilise and

influence.

Our Purpose

To influence investment and inspire more people to walk more every day

Our Role

To facilitate and inspire more walking throughout the community

To capture, translate and promote evidence on the impact and value of walking

To be a trusted expert, positively influencing decision-makers

INFLUENTIAL data and evidence

Capture, translate and promote data and evidence that influences the conversation and actions of decision-makers; helps better focus our resources; and positions us as trusted experts, impacting investment decisions.

OUR IMPACT:

The outcomes we seek

INCREASED walking participation

We see more people walking more every day throughout our community.

DEMONSTRABLE investment

Meaningful action and investment from decisionmakers and government at all levels.

OUR PRIORITIES:

The focus of our work

MEANINGFUL influence

Purposeful and prioritised engagement so as to maximise our impact; participate in the most relevant forums; and be focused on getting direct action and/or investment.

Our Enablers: The drivers of our impact

EFFECTIVE collaboration

Establish meaningful partnerships that open doors; increase our reach; and lead to tangible action and value.

MEASURABLE impact

Develop an impact framework that enables us to capture and communicate our outcomes; and inform our investment, resources and decisions.

SUSTAINABLE organisation

Financial diversification that helps us invest in technology; support organisational growth; and increases our capacity and capability.