

# Victoria walks



**More people walking more... every day**

Good for the community and good for business

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US  
NOW**





It's a fact: people are walking less than they previously did. That's bad news on many fronts, as walking is a great way to combat obesity, traffic congestion, pollution and a host of preventable diseases.

Research shows that people are more likely to walk in liveable places – where safe neighbourhoods support health and wellbeing and encourage a sense of community.

Victoria Walks, Australia's leading walking and walkability promotion organisation, challenges civic-minded business, non-government organisations, and councils to join the walking movement.

Worldwide, there is growing momentum around the importance of walking and walkability. Victoria Walks is part of an international movement and a voting member of the International Federation of

Pedestrians as well as a proud signatory of the International Charter for Walking. It is leading a walkability revolution in Australia that is changing the way we think about the liveability of our neighbourhoods.

Established in 2009 by VicHealth, Victoria Walks is the recognised expert in walking, walkability and pedestrian orientated design, and walking as it relates to health. It is the go-to authority to organisations, businesses and government agencies wanting the walking perspective. As a vocal lobbyist for walkability, Victoria Walks is well networked at the highest levels of government, industry and business.

The opportunity to align your organisation with Victoria Walks is open to all councils, businesses and community groups that aspire to promote happier, healthier, safer, stronger and more sustainable communities.

**“ If you design communities for automobiles, you get more automobiles. If you design them for people, you get walkable, liveable communities. ”**

Parris Glendening and Christine Todd Whitman

## The Benefits

All supporters of Victoria Walks qualify for a range of exclusive benefits, including:

- Targeted input into a policy and business planning process, on request (up to two hours per year)
- Discounted service offerings such as strategic reviews, research support and access to industry experts for conferences/community events
- Priority invitations to Victoria Walks events including the Annual Supporter Event and discounted tickets to Victoria Walks paid events
- Be welcomed in the Victoria Walks' monthly e-newsletter
- Listing and logo visibility in the Victoria Walks Annual Report
- Acknowledgement at the Victoria Walks Annual General Meeting
- Supporter Certificate for public display
- Logo visibility on Victoria Walks' website
- License to use Victoria Walks logo on company website
- Acknowledgement through Victoria Walks' social media channels
- Opportunities to explore a tailored sponsorship package.

**“ Victoria Walks have been inspirational in leading the translation of good ideas into practical everyday benefits for the citizens of Victoria. They have made a significant contribution not just to the walking movement in Australia but as a model for other regions of the world to learn from. ”**

Jim Walker, Walk 21 (UK)



## Why Support?

As a supporter of Victoria Walks, your organisation will send a clear message to all stakeholders that it supports more liveable communities, walking for transport and walking as a path to healthy people. It will enjoy positive name association with the Victoria Walks brand, along with opportunities to network at the highest levels with other supporters and partners of Victoria Walks.

Becoming a supporter provides entrée to Victoria Walks' extensive resources, research

and data, advisory/consultancy services and learning opportunities.

Victoria Walks enjoys a high media and public profile and is frequently called upon to make comment on walking and walkability issues on television, radio and traditional and digital press. This media profile drives an increasing number of visitors to Victoria Walks' websites and social media, which will provide high visibility exposure of your support.

## Step Up and Jump Onboard!

Show your support and gain access to these amazing benefits for your organisation.

Simply complete our online form [www.victoriawalks.org.au/joinnow/](http://www.victoriawalks.org.au/joinnow/)

Supporters pay only \$1,000 +GST and benefits are for 12 months (1 July – 30 June).

For more information or queries please contact:

Erica Myers-Tattersall,  
Supporter and Sponsorship Manager on  
0452 425 536

or email: [supporter@victoriawalks.org.au](mailto:supporter@victoriawalks.org.au)

