

Our Vision

Healthier, connected communities
through more people walking more every day

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



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.