

# Strategic Plan 2017 - 2019

July 2017



**Walking**SA

## 1 Strategic Theme: Walking

Increase the number and diversity of South Australians *walking* for exercise, transport and leisure.

Goal	Strategies	Key Performance Indicators
<b>1. Promote walking and grow the number and diversity of people walking across the state.</b>	<ul style="list-style-type: none"> <li>a. Use all available mediums to promote the easy access, importance and relevance of walking to daily life. This should include:               <ul style="list-style-type: none"> <li>› Walking SA Clubs and Organisational Members</li> <li>› Our website and social media strategy</li> <li>› Working with key stakeholders on promotional campaigns driven by others.</li> </ul> </li> <li>b. Coordinate events including the “Opening of the Bushwalking Season” and “Walktober”.</li> <li>c. Support a network of strong, talented and committed leaders and advocates.</li> <li>d. Support walking related conferences, key speakers and other promotional events.</li> </ul>	<ul style="list-style-type: none"> <li>› Newsletters distribution</li> <li>› Website visits</li> <li>› Social media engagement</li> <li>› \$ invested in campaigns</li> <li>› Attendance at events</li> <li>› Surveys to measure numbers of people walking</li> <li>› Use of trails</li> <li>› Conducting and attendance at events</li> <li>› Cooperation and cross promotion with other groups is evident</li> </ul>
<b>2. Support the development of infrastructure and services to support walking in urban areas, walking in the bush, regional locations and in remote areas.</b>	<ul style="list-style-type: none"> <li>a. Enable the development, promotion and ongoing maintenance of Adelaide 100.</li> <li>b. Work with partners in state government, local government, private entities, walking clubs, walking groups and other organizations to construct, maintain and promote walking trails and other relevant infrastructure including footpaths and associated infrastructure (toilets, seats, styles, lighting etc).</li> <li>c. Ensure maps, guides and other supporting materials are available to make walking easily accessible.</li> <li>d. Deliver expertise on “walking” as required in advocating on behalf of the walking community – this includes the concept of walkability (creating an environment where people want to walk).</li> <li>e. Participate in strategic opportunities for consultation on government and non-government plans and strategies that do, or should, promote walking.</li> <li>f. Be a vocal advocate responding to issues raised by members or the public.</li> </ul>	<ul style="list-style-type: none"> <li>› Adelaide 100 is operational, being promoted and maintained</li> <li>› Number of councils with walking prioritized in strategic plans</li> <li>› New trails built</li> <li>› Maintenance of trails</li> <li>› Walking trail information and maps distributed</li> <li>› Walkability is enhanced in a range of environments</li> <li>› Government and Local government include walkability as an outcome in planning strategy, policies and projects</li> <li>› Increased government and agency commitment to walking is tangible</li> </ul>

## 2 Strategic Theme: Walking SA

Raise the profile of Walking SA as the lead advocate for all forms of walking in South Australia.

Goal	Strategies	Key Performance Indicators
<b>1. Promote the brand and value of Walking SA.</b>	<ul style="list-style-type: none"> <li>a. Develop clear targeted communication and promotion strategies in an overall plan.</li> <li>b. Build a knowledge database through the engagement with national and international demonstrators of best practice.</li> <li>c. Coordinate the Walking SA Awards.</li> </ul>	<ul style="list-style-type: none"> <li>› Professional well maintained website</li> <li>› Frequent communications relevant to the needs of members, stakeholders and the community</li> <li>› Regular targeted use of social media</li> </ul>
<b>2. Raise and consolidate the profile of Walking SA through partnership development.</b>	<ul style="list-style-type: none"> <li>a. Position Walking SA as the advocate for all the walking community in SA.</li> <li>b. Strengthen the relationships with all in the walking community, including members and key stakeholders, to support all means of increased walking.</li> <li>c. Promote walking through the use of key events in collaboration with members and stakeholders.</li> <li>d. Further develop relationships with a variety of appropriate government and local government agencies.</li> <li>e. Build collaboration with likeminded organizations/ bodies including recreation, health and well-being and environmental groups.</li> </ul>	<ul style="list-style-type: none"> <li>› Walking SA is recognized as the advocate for walking</li> <li>› Walking SA seen to be engaged and adding value to the growth of walking</li> <li>› Walking SA recognized for conducting professional walking events and promoting walking</li> <li>› A wide range of government agencies recognize the value that Walking SA makes to their policy direction and that Walking SA supports their activities and plans</li> </ul>
<b>3. Demonstrating strong governance, financial stability and sustainability.</b>	<ul style="list-style-type: none"> <li>a. Build a benefit rationale for the generation of additional income through membership growth and the generation of other income/ sources of funds and sponsorship including cases for Individual membership, Programs and Sponsorship.</li> <li>b. Maintain best practice structure, policies and processes, including financial management for the efficient management of Walking SA.</li> <li>c. Conduct a periodic review of the operating structure incorporating a Board/EO/Committees; policies and processes.</li> <li>d. Maintain an annual budget plan for Walking SA's income and expenses.</li> <li>e. Succession plan for Walking SA including supporting and growing our volunteer workforce.</li> </ul>	<ul style="list-style-type: none"> <li>› Walking SA structure, policies and processes fit the needs for the future</li> <li>› Walking SA provides a range of demonstrable benefits that attracts viable financial support through membership, programs and sponsorship</li> <li>› Walking SA operates in accordance with its annual budget</li> <li>› Walking SA has a succession plan and volunteer workforce</li> </ul>