

Living Streets Aotearoa



www.livingstreets.org.nz

New Zealand Walking Conference 2006

Getting There on Foot in NZ Cities and Towns – Taking the Next Steps

3 – 4 November 2006

ABSTRACT

Surname	Skinnon	First name	Brent
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Postal address	PO Box 2142, Wellington		
Phone number	04 4725777	Fax Number	04 4725799
Presentation topic	Walking Maps Toolbox		
Presentation title	Introduction to the new Walking Maps Toolbox		
Presentation Style	Presentation <input checked="" type="checkbox"/>		Interactive Workshop <input type="checkbox"/>
Time Required	0-10 mins <input type="checkbox"/>	10-20 mins <input checked="" type="checkbox"/>	20-30 mins <input type="checkbox"/>

Presentation Remit (500 word maximum)

In 2005/06 Land Transport NZ funded the development of a Walking Maps Toolbox - a methodology that allows interested parties to produce, fund and distribute walking maps that are used by, and useful to, pedestrians.

The Walking Maps Toolbox helps you develop walking maps efficiently and cost effectively. The maps get more people walking more often by providing a tangible focus for local walking stakeholder networks, raising awareness of walking as a mode of transport within a community, and potentially acting as a catalyst for Terretorial Authorities to improve signage, maintenance and provision of pedestrian networks.

This project was delivered by HSC (formerly Health Sponsorship Council) with Living Streets Aotearoa and Educating NZ. This presentation will be delivered by Brent Skinnon, Programme Director, Walking & Bike Wise, HSC.

HSC

The Health Sponsorship Council (HSC) is a Crown Entity that delivers behavioural change programmes to achieve Government outcomes. To date it has contributed to several issues including tobacco control (Smokefree and Auahi Kore), sun safety (SunSmart) and cycling (Bike Wise) and walking safely. Additionally, the HSC is helping plan strategies for application in the areas of problem gambling and healthy eating.

Currently the HSC provides and coordinates a collaborative programme of walking and cycling initiatives to support implementation of the New Zealand Transport, Road Safety to 2010 and Getting there – on foot, by cycle strategies.

Brent Skinnon

Brent Skinnon has worked for a Big 5 management consultancy, one of the world's most successful direct marketing agencies, Asia's No.1 advertising agency, one of the largest broadcasters in the US and a government department in New Zealand.

Prior to joining the HSC, Brent was New Zealand's top marketing & organisational strategist in the organic sector and taught marketing at Victoria University.