



# DOUBLE THE FEET ON THE STREET

NZ Walking Conference 2008  
4-5 August, Auckland

Conference Organisers  
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<b>Presentation topic</b>	City On Its Feet Active Communities Project - Best Practise sharing		
<b>Presentation title</b>	City On Its Feet - Tauranga's Winning Walking Formula		
<b>Presentation Style</b>	<b>Presentation</b> <input checked="" type="checkbox"/> <b>Workshop / Walkshop</b> <input type="checkbox"/> <b>Other</b> <input type="checkbox"/>		
<b>Estimated Time Required</b>	0-10 mins <input type="checkbox"/>	10-20 mins <input checked="" type="checkbox"/>	20-30 mins <input type="checkbox"/>

## Abstract Remit

City On Its Feet is the Tauranga Active Communities Project which focuses on getting more people walking, more often. A presentation was given at the NZ Walking Conference two years ago when the programme had been operational for just six months, looking at what had been involved in bringing the concept to fruition and plans for the future. Two years on City On Its Feet has proven itself to be a winning walking formula, with over 40 walking groups established in and around Tauranga City and a very creditable reputation within the community. It would be a pleasure to be able to share key learning's and successes experienced by the City On Its Feet team over the past two and a half years with similarly passionate walking advocates at the NZ Walking Conference!

City On Its Feet has been an innovative, exciting and rewarding project which continues to progress towards achieving the project aims of increasing participation in and an awareness and appreciation of walking in Tauranga. It is a collaborative project between SPARC, Sport Bay of Plenty, Tauranga City Council, ACC and the Bay of Plenty District Health Board, which each have a representative that forms the steering group for the project. The operation of COIF is undertaken by two fulltime Walking Coordinators employed by Sport Bay of Plenty. The key target groups are older adults and parents with young children. Over the past two years a number of methods have been identified as ways of reaching these target audiences. Targeted initiatives have also been developed within the project which would be valuable to share with those with similar aims of developing a walking culture in various settings. Initiatives that would be outlined further as part of the presentation would include;

- Walking Plus Groups
- Captain's Club
- Walk 'n' Talk Series
- City On Its Feet Community Newsletters
- Flagship COIF Events

Marketing and evaluation have been major components of the project, with the main perceptions survey being completed in late 2007. These findings provide valuable evidence to support this presentation and contains information that while specific to City On Its Feet would greatly benefit other conference attendees.

With the focus of City On Its Feet now turning towards consolidation and sustainability as the project nears the end of it's original three year Active Communities term, funding has been confirmed for an extension of the programme for another year which signals the value that stakeholders believe City On Its Feet adds to the Tauranga Community. Plans are now in place to empower and train captains and the wider community to take increased ownership of the project to ensure its long term sustainability. There is no doubt that City On Its Feet has had a large impact on the Tauranga Community and the learnings from the project this far would make for a very enjoyable and educational presentation at the NZ Walking Conference!!