

Circular No. 09-33
Date 10 September 2009
Doc ID. A192808

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WALK TO WORK DAY - 2 OCTOBER 2009

Walk to Work Day is an annual, national event which allows the community to become involved in a healthy and environmentally friendly activity. It will be held on Friday, 2 October 2009. The event is an initiative of the Pedestrian Council of Australia and is supported by the NSW Government.

The aims of Walk to Work Day are to:

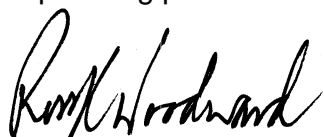
- promote regular walking as a healthy activity (better physical, mental and social health)
- reduce the reliance on the private motor vehicle (reduce car-dependency)
- promote and improve the use of public transport (less traffic), and
- improve air quality by reducing unnecessary vehicle emissions (help tackle climate change and reduce global warming).

Councils are encouraged to help promote Walk to Work Day 2009 in their local community. There are many ways that councils may participate and assist including:

- encouraging council employees to participate
- organising or helping to organise a local event
- organising and/or sponsoring end of walk events such as healthy breakfasts that make the occasion even more rewarding for participants
- promoting the event through local publicity such as making information available at council offices, contacting local newspapers, TV and radio stations and arranging media opportunities with local identities
- encouraging local businesses to promote and support the event.

Each year the PCA employs public relations consultants who are available to assist councils where required. More information and the contact details of relevant consultants can be found on the PCA's website at www.walk.com.au.

Councils are also encouraged to consider ongoing pedestrian and other strategies to achieve better health, cleaner air, less traffic and improved transport. For example, continued promotion of the benefits of walking through the production of maps designed specifically for pedestrians or providing for the needs of pedestrians in planning policies. Such strategies will benefit the whole community.



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