

EO Report Nov 2020 – Nov 2021

What an extraordinary year! There is no doubt that the awareness of our organisation is increasing, and the demand and expectation of Queensland Walks to provide advice, input and speak on behalf of the walking community is quickly developing.

The second year of the pandemic brought more interest in walking, with more brief lockdowns, and a far greater interest in regional travel in Queensland. Supply and demand, with borders closed: everyone wants to be with, or like us in Queensland!

In my small world, it has been a year of claiming the street, claiming the footpaths, rallying a voice for walking, slowing the street down, connecting with community, guerrilla gardening for shady streets, storytelling & banging on the table consistently and confidently at every twist and turn. Surprisingly, it can be lonely corner in a roomful of a 'active transport' two-wheeled enthusiasts where we tend to be grouped, but we seem to be charming more fellows than we are shadowboxing foes and our voice regarding mobility for all, space for walking, and good design is starting to cut through.

I would like to thank Michelle Wade, our dedicated President, who has successfully guided the organisation over the last 2 years, thank her family and business for all the time you have spent on the org. And of course Cookie the dog. Michelle you have been incredibly patient, you've provided excellent guidance and governance, and have been an incredible voice of reason, patient and consistent. Thank you very much to Shalon, our Treasurer who has spent many hours getting Qld Walks set up financially, rolling out Xero and managing payroll and financial management. Ben our secretary, the neatest and comprehensive handwritten minutes and wisdom, and all the wonderful Board members who keep turning up and rolling up their sleeves.

Queensland Walks. Our strengths? We are lean and we are nimble. We are needed. We understand how important regional Queensland is in the walking conversation, we understand the importance of accessibility and inclusion when talking about walkability. We are the desired road users. We are an important voice in future PT projects. Our alliance is growing.

Our weakness? Not enough resources. We are still getting systems in place such as: online membership, EDM, accounts, budgets, communications of our success and advocacy to members and friends. Taking on too much. Paralympics road investment, elite sports investment and no legacy.

Opportunities: Paralympic and Olympic Games, Walking is the most popular recreational activity, opportunities to work more closely with universities, Interest in heat and shade, Bushwalking Queensland, ambassadors, Open House Brisbane, develop Corporate sponsorship, QWalkie Awards & Climate Action.

Threats? Funding, elections, politicisation.

Challenges: Councils who won't respond to the community. Pedestrian blaming, managing PWD/ E-mobility, the ongoing focus of vehicle demand and investment in getting you home faster, user groups fighting over the crumbs.

Ambition for 2022: An inclusion plan, Improving QWA system & advocacy, adding new items to our website shop (Bin stickers: slow down, children playing, I walked here badges).

What did we achieve in 2021?

- We are now on 4 Active and Public Transport advisory committees (Toowoomba, Sunshine Coast, Brisbane, Redland).
- Consultation with Cross River Rail, The Metro, Gold Coast Transport Strategy, Moreton Bay Community wellbeing strategy, Qld Gov Road Safety Strategy, Toowoomba Active Transport.
- We have connections with 6 universities - 3 regional.

Queensland Walking Alliance: 90 Organisations and Individuals
Television placement: Channel 7 Weekender, Channel 7 news desk
Radio: Breakfast ABC x 4 Brisbane, ABC Kelly Higgins Divine, Steve Austin x 2, ABC Cairns, ABC Toowoomba, ABC Mid-North Coast, 4BC (Greg Vann)

Submissions: Sunshine Coast – Ben Bennet Corridor, E-mobility Strategy, North West Transport Corridor, Green Bridges, Hows and Melton Road Roundabout, The Metro, CRR and many more.

Volunteers 1 + 8 board members
Student placement 1
Casual contractors 2 regular (Amy Nichol + Murray Henman)
Contractors for projects (Massive Empire, GreenHat (website), Ageing Revolution (Walk Hub), Shout Communications (PR / Media), OTM/ Integral (Walk Month Campaign), Mark Hutchinson.

Grants
1 new grant \$19,000 Community Road Safety Strategy video
1 grant applied for – Citizen Science grant in conjunction with Sunshine Coast University, Sweltering Cities.
Recognition
1 Nomination for Outdoors Queensland 2021 Awards.

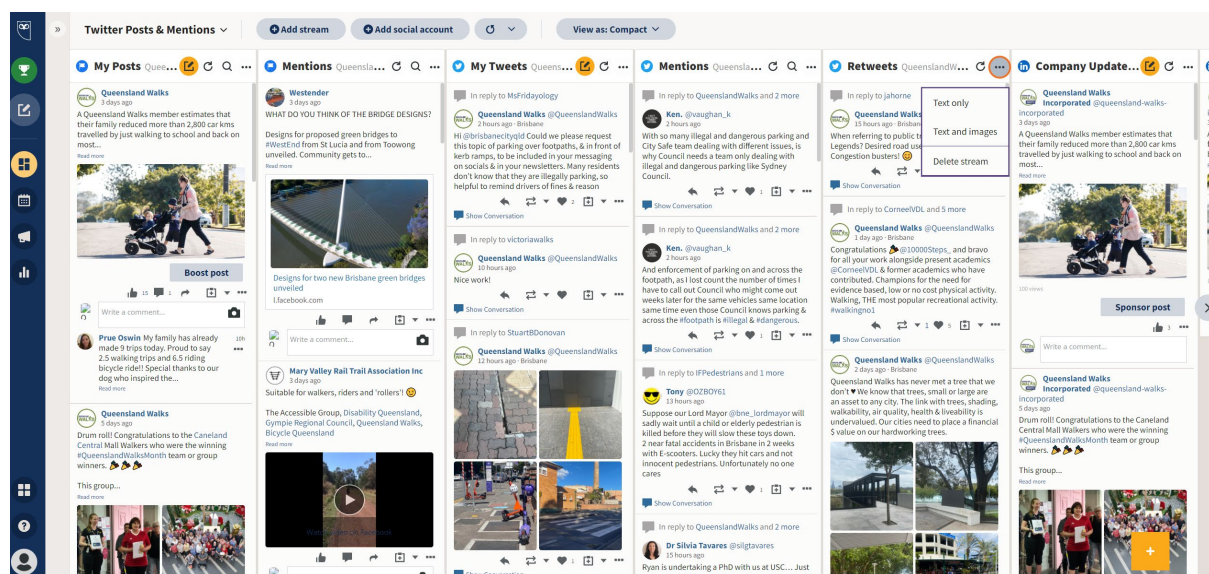
Board Members: 8
Financial Members: 24
Corporate members: 2
Friends of Queensland Walks 830
EDM Mailchimp: 1085

Website: 34,851 page views
Most popular pages: Main Page, (20%) Walk Week, Walk Month, My Account & Walk Hub.
Google Analytics: 6,200 (33.3% increase)

- 82.5% from Aus;
- 55.7% Desktop 40.2% Mobile users 4% Tablet

We have received almost 30 Walk My Street checklist forms, with almost 50% coming from regional areas.

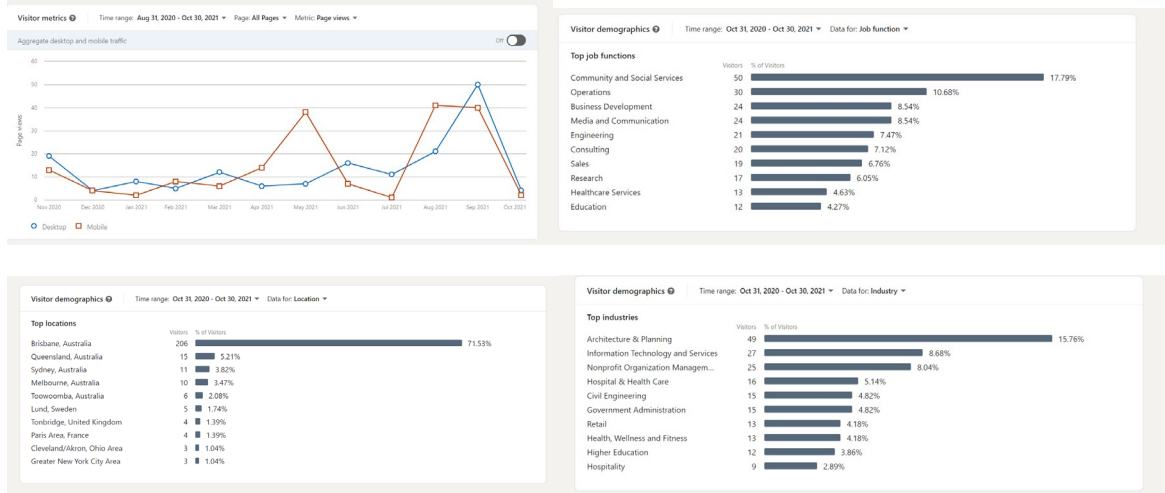
Social Media –TOTAL 3592 Followers



Facebook: 2024 people follow, 12-month reach 34,156

Instagram: 410 Followers, 12-month reach 1,495
 LinkedIn: 520 Followers
 Twitter: 985 Following, 638 Followers

Highest reach: 5,500 – Queensland Walks Month; 4,000



Walk Week 3,994 Pageviews
 Walk Month 2,999 Pageviews
 My account 2,481
 Walk Hub 1219
 Membership 1030

END.