

# 10,000 Steps Community Grant Outcomes



## Charters Towers

## Regional Council - Steps Around the World

### Grant Objectives:

- To encourage the community to incorporate physical activity into their daily lives.
- To raise awareness of available walking trails in the town area.



Walkway Signage

### Grant Outcomes:

- A total of 10 blade signs and 5 square markers were implemented along 3 walkway trails; around a sporting field, up a popular walking hill and within the town centre.
- It is expected that the Walkway Signage will reach around 800 community members.
- Information on the trails has been distributed in a Walkway Trails brochure which is available from Council's website, the tourism website and is provided in hard copy from Council offices and the Visitor Information Centre.
- The Signage has also been promoted through social media, media releases and adverts in the local newspaper.
- The Walkway Signage project will be incorporated into Council's annual health and wellbeing event, Towers Rush held in October 2019 and also in future wellness initiatives.



***"There is visibly more pedestrian traffic on the designated trails."***

***"Many conversations have been generated amongst walkers, as they were not aware of the amount of steps they were walking. Many have increased their walking distance in order to increase their daily step target of 10,000 steps."***

***"Community members are embracing the signage, with many community members commenting that it is a great idea and are keen to put the trails to great use."***



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