

10,000 Steps Community Grant Outcomes



Mackay Regional Council

Grant Objectives:

- Replace, update and consolidate the branding of signage previously installed within the Mackay region.
- To promote active travel and increase awareness of the walkability of the CBD and connectivity to the Bluewater Trail.



Walkway Signage

Grant Outcomes:

- 46 directional blade signs indicating distance and steps to key public locations were installed at 19 locations within through the CBD and integrating pathway networks.
- New maps and promotional material were updated in line with an active season campaign.
- An electronic media release was distributed to acknowledge the new infrastructure and to promote physical activity within the community.
- The new signage, walking trails and maps will be highlighted in the Try the 5 initiative run in May, where free activities such as cycling, adrenaline sports, water sports, fitness, walking and running will be promoted to the community.
- Council plans on launching a 10,000 Steps Tournament in collaboration with the local Heart Foundation Walking group and Mackay Institute of Research and Innovation to further encourage physical activity in the region through winter.



“Walking is an accessible and affordable means of physical activity. The concept of 10,000 steps is well known and understood by the general population as a measure of achievable physical activity and is easily identifiable. The program offers an opportunity to educate individuals as to the potential of integrating activity within their everyday lives and tasks.”



Discover more



Queensland Government