



# Adopting and Implementing 10,000 Steps

2017 and 2018 Grant Outcomes  
from Queensland Communities



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# About 10,000 Steps

The 10,000 Steps program is a multi-strategy initiative that aims to raise awareness and increase participation in physical activity by encouraging the accumulation of 'incidental' physical activity as part of everyday living. The program assists individuals, workplaces and communities through the delivery of information, resources and support via an interactive 10,000 Steps website ([www.10000steps.org.au](http://www.10000steps.org.au)) and mobile applications.



**Physical activity.  
Every step counts.**

## 10,000 Steps for communities

A key focus for the program between 2016-2019 was to re-invigorate 10,000 Steps within communities. Organisations are encouraged to save time and money by using the established, evidence-based resources available for free to 10,000 Steps Coordinators. The community strategies available include:

- Walkway Signage (direction and distance way-finding)
- The Dog Walking Strategy (responsible dog ownership)
- Community Tournaments (team-based step challenges)
- Promoting Your 10,000 Steps (using communication and social media)

Minister for Health and Ambulance Services Steven Miles said the community program was an excellent opportunity to boost physical activity. "With 64 per cent of adults and 26 percent of children across Queensland overweight or obese, it's crucial for families across the state to have fun ways to form good habits, which is why we support important programs like 10,000 Steps," he said.

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*"I'm working on my 10,000 steps a day and I know how hard it is some days when you're stuck at a desk but keeping an eye on that number keeps me motivated to do a bit extra each day. It's really great to see the program helping Queenslanders in their journey to become healthier with simple tools to encourage more physical activity."*  
- Minister for Health and Ambulance Services, Steven Miles

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## 10,000 Steps Community Grants

The development of the 10,000 Steps Community Grants provided eligible organisations with the opportunity to apply for funding to support the implementation of updated and/or new 10,000 Steps community strategies. The 10,000 Steps Community Grants were funded by the Queensland Government and administered by the 10,000 Steps Project Team within CQUniversity.

The Community Grants have been a significant contributor to the increase in community strategy implementation during 2017-2019. From the program's perspective, the identified aims of the 10,000 Steps Community Grants were to:

- 1) increase opportunities for organisations to support their communities in adopting health lifestyle behaviours,
- 2) remove the financial barriers for organisations implementing a 10,000 Steps community strategy (e.g., Walkway signage, Dog Walking, Community Tournament, Promoting 10,000 Steps), and
- 3) increase the number of organisations implementing a 10,000 Steps community strategy.

## Successful Grant Recipients

Two rounds of Community Grants were conducted in 2017 (\$2000 grants) and 2018 (\$5000 grants). 21 grants were administered across the two years, with a total of \$75,112 awarded to 18 Organisations across Queensland to implement 10,000 Steps community strategies. This document provides a summary of the objectives and outcomes of each awarded grant.

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# 2017 Community Grant Outcomes



## Bell State School – 10,000 Steps Wellbeing Tournament

### 10,000 Steps Strategy: Community Tournament

#### Grant Objectives:

- To encourage physical activity and wellbeing amongst the community of Bell.

#### Grant Outcomes:

- Conducted the Gold Coast 2018 Commonwealth Games Venues Tournament.
- Purchased 130 pedometers to give out to the 104 participants that were split into 8 teams.
- Twice weekly email updates were sent out to participants to encourage them to log their steps on the website.
- Each week an article was added to the Bell State School newsletter to keep the community up to date about the progress of the teams.

#### 10,000 STEPS CHALLENGE UPDATE

A big week of stepping saw four teams reach the finish line with two more hot on their tail. Congratulations to the Bell Veterinary team, our Intrepid Steppers, who finished in 2nd position. A final lunge for the finish line saw The Strollers leap into 3rd place ahead of Steady. The Bell Mountaineers look likely to finish today or tomorrow with The Walkabouts not far behind. The students put in a huge effort but unfortunately didn't find the time to enter their steps into the website thus leaving them a step behind the rest. They could well have won had they jumped online more often, maybe next time. Well done to all. Hang on to those pedometers and look out for another challenge in Term 1, 2018, in the meantime, why not create your own and challenge your family and friends?

*“It was a fun Tournament that encouraged friendly banter, brought our school closer to our community and made everyone more aware of how much walking they actually do.”*

*“A great initiative and we’ve had lots of fun!”*

*“More conversations have occurred around levels of physical activity and how much physical activity people do or don’t do.”*

Rank	Team	Captain	Members	Steps	Progress
1	TW	The Walkabouts	Captain: Sophie Walker	2,245,728 steps	100% completed 23 Dec 2017
2	TI	The Intrepid Steppers	Captain: Jane Sullivan	2,244,728 steps	100% completed 26 Dec 2017
3	TS	The Strollers	Captain: Stephanie Meehan	2,243,728 steps	100% completed 27 Dec 2017
4	S	Steady	Captain: Sarah White	2,241,728 steps	100% completed today
5	TB	The Bell Mountaineers	Captain: Dina Omer	2,226,711 steps	100% complete
6	TW	The Walkabouts	Captain: Sarah Walker	2,036,389 steps	90% complete
7	S	Steady	Captain: Sarah White	1,918,774 steps	85% complete
8	TS	The Strollers	Captain: Stephanie Meehan	1,802,863 steps	80% complete

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# 2017 Community Grant Outcomes



## Bouliia Shire Council – Walk to Health

### 10,000 Steps Strategy: Walkway Signage

#### Grant Objectives:

- To encourage the community in the town to walk instead of driving.
- To raise awareness of the alternate routes through town to points of interest.
- To help promote physical activity in the community.

#### Grant Outcomes:

- Three signs were created and installed on a central post in front of the new park with distances to popular destinations.
- The new park was officially opened on the 2<sup>nd</sup> December and a small story about the signs was included in the local newsletter.



*“Love the extra signage promoting health.”*

*“Makes me want to start counting steps.”*

*“More people are walking in the park.”*

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# 2017 Community Grant Outcomes



## Burdekin Shire Council – Burdekin Community 10,000 Tournament

### 10,000 Steps Strategy: Community Tournament

#### Grant Objectives:

- To encourage physical activity amongst the community.
- To promote an ongoing health and fitness lifestyle.

#### Grant Outcomes:

- Conducted a 6 week Time Out Tournament.
- 210 community members participated as a part of ten teams.
- Weekly emails were sent to all participants to keep them motivated and on track with registering their steps online.
- Since the completion of the Tournament, Council has continued to promote all of the Burdekin walking pathways.

*“Most participants have said that they now walk each day to try and reach their 10,000 Steps a day.”*

*“The 10,000 Steps website was very user friendly.”*

*“There has definitely been an increase in community members using the various walking trails.”*



Burdekin 10,000 Steps Community Tournament sponsors (clockwise from top left) John Bonanno (Sportsfirst), Maree Mulcahy (Snap Fitness), Neville Eathorne (Eathorne's Sportspower), Amanda Escriva (Lucky Blackcat News) and Joanne Barbagallo (Curves) with NRGIZE Walkaholics team members Lisa Zillioto, Melissa Ritchie, Jayne Orchard, Alicia Pennisi and Andrea Piotto.

### NRGIZE step up to the challenge

WITH more than 6 million steps between them, NRGIZE Walkaholics have walked away with first place in the 2017 Burdekin 10,000 Steps Community Tournament.

The tournament ran from October 9 to November 19 and saw 22 teams of 10 people challenge themselves to notch up at least 10,000 steps every day.

At the end of the six weeks, NRGIZE Walkaholics clocked up the highest number of steps, with a total of 6,081,789.

NRGIZE Walkaholics team

member Melissa Ritchie was also the highest achieving individual of the tournament, cracking the 1 million step mark.

Burdekin Shire Council Mayor Lyn McLaughlin said she wanted to congratulate NRGIZE Walkaholics, Melissa Ritchie and each and every participant for taking part in the tournament.

“Everyone has put in an inspiring effort,” she said.

10,000 Steps is a national health promotion initiative en-

couraging Australians to increase their physical activity.

Cr McLaughlin said the feedback from participants had been very positive.

“Some people commented that trying to reach 10,000 steps each day made them more aware of the small amount of steps they had previously been taking,” she said. “Thanks to all the business houses that contributed to the individual prize packs and assisted to make this initiative such a wonderful success.”

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# 2017 Community Grant Outcomes



## Charters Towers Regional Council – ‘Around the World’ with Towers Rush

### 10,000 Steps Strategy: Community Tournament

#### Grant Objectives:

- To encourage physical activity for the community as a whole.
- To align the Tournament with the Towers Rush event, a family friendly ‘Amazing Race’ style event that requires participants to complete various activities/challenges, both physical and mental.

#### Grant Outcomes:

- Conducted a 4 Week Tournament.
- The Tournament was advertised and promoted on the Council website, the Council Facebook page, local Newspaper, local LED Noticeboard and through posters and flyers.
- 68 community members participated.
- Participants were also encouraged to do as many steps as possible to be in the running for additional prizes.



*“This activity has made participants more aware of the activity that is required to get their 10,000 Steps up each day.”*

*“It was easy for participants to record their steps.”*

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# 2017 Community Grant Outcomes



## Livingstone Shire Council – 10,000 Steps Signage Roll Out

### 10,000 Steps Strategy: Walkway Signage

#### Grant Objectives:

- To maximise potential for the local community and visitors to the area to engage in, and develop healthy walking habits.
- To increase the awareness in the community of the ease of walking between popular destinations.

#### Grant Outcomes:

- Installed 3 destination signs strategically located within the Yeppoon Town Centre Car Park.
- Installed 8 directional signs that all lead back to the Yeppoon Town Centre Car Park from popular destinations at the Yeppoon Town Centre, the Foreshore Precinct and the Lagoon Precinct.

*“The new signage has greatly increased the local community’s awareness of how easy it is to park the car, and walk to a variety of locations within the Yeppoon Central Business District.”*



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# 2017 Community Grant Outcomes

## QLD Walks – Tarragindi Tournament



### 10,000 Steps Strategy: Community Tournament

#### Grant Objectives:

- To encourage physical activity in and around Tarragindi.
- To encourage participation in organised walks and to monitor their daily steps.
- To educate residents about the steps/minutes to reach Tarragindi destinations.

#### Grant Outcomes:

- A 6 week Time Out Tournament in Tarragindi.
- A launch held at Wellers Hill State School with speeches from the Yeerongpilly Member of Parliament, a local GP and a local Physiotherapist.
- A total of 20 teams signed up for the Tournament.
- Weekly walks were held and were well attended, which included a photo clue hunt for children.
- Weekly promotion on the Tarragindi 10,000 Steps Facebook page.



***“Reached almost 80% of the households in Tarragindi.”***

***“16 prizes, worth \$700 were donated from local businesses.”***

### Let's walk Tarragindi

Discover Tarragindi on foot with your family.

Launch: 9am September 3<sup>rd</sup>  
Location: Wellers Hill State School  
Go in the prize draw – collect your stamps on the launch day walk.

Tarragindi 10,000 Steps is your chance to get to know your suburb as you get some physical activity. Learn about the history of Tarragindi with Annerley-Stephens History group. You won't believe our suburb's history. Each week there will be a photo clue treasure hunt on a new walking route. See how far your team can go in 6 weeks!

To find out more or to register your team go to [www.queenslandwalks.org.au](http://www.queenslandwalks.org.au)

Get your team together for the 6 week walking Tournament.



10,000 Steps is funded by the Queensland Government.  
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# 2017 Community Grant Outcomes



## Rockhampton Regional Council – 10,000 Steps Signage Renewal

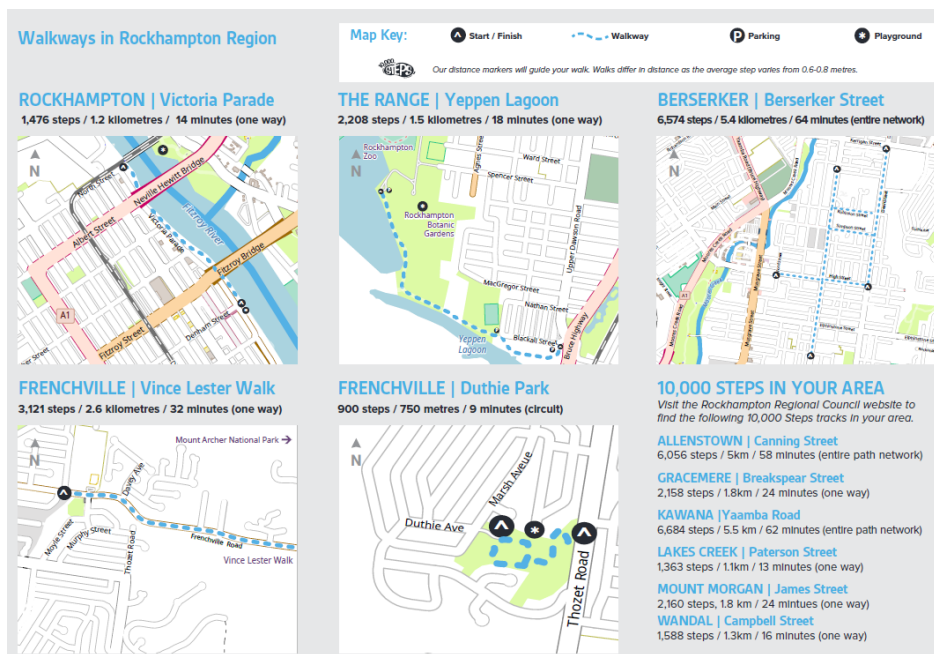
### 10,000 Steps Strategy: Walkway Signage

#### Grant Objectives:

- To provide knowledge and encourage the use of the Rockhampton Region’s walking tracks for both residents and tourists.

#### Grant Outcomes:

- Updated the bollards and 10,000 Steps street signs along the Frenchville Road/Pilbeam Drive walkway.
- Updated the walkway map for the whole of the Rockhampton Region, which includes 11 different walkways.
- The updated maps were printed and displayed at the Botanic Gardens and Information Centre.



*“The Rockhampton Region have been able to enjoy the 10,000 Steps program for over 15 years, with the Frenchville Road walkway being used by lots of individuals, as well as the Heart Foundation Walking Groups.”*

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# 2017 Community Grant Outcomes



## Western Downs Regional Council – Walking Western Downs

### 10,000 Steps Strategy: Walkway Signage

#### Grant Objectives:

- To promote, encourage and support community members and visitors to participate in a health activity.

#### Grant Outcomes:

- 9 signs were created and installed at existing walkways across three towns:
  - Myall Creek Walkway in Dalby
  - Charlie's Creek Walkway in Chinchilla
  - Dogwood Creek in Miles
- The signs include a walkway map, number of steps and the distance covered.
- All three locations are used every weekend by Parkrun, exposing the signage to over 400 enthusiastic runners and walkers.



*“Approximately 22,000 people will see these signs each year.”*

*“Parkrun participants have commented on how good it is to have the signage along the running path.”*

*“The signs are a positive way to encourage people to get out and enjoy a walk.”*

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# 2017 Community Grant Outcomes



## Blackall-Tambo Regional Council – Walk to Health

### 10,000 Steps Strategy: Walkway Signage

#### Grant Objectives:

- To encourage physical activity and connectivity with the Blackall township.

#### Grant Outcomes:

- A new pathway was constructed between the River Camp Area to the Blackall Hospital – called Blackall's Pathway to Health.
- A total return distance of the path is 8km, with signs every 250 steps.
- A 10,000 Steps stencil has been marked on the asphalt, along with each sign to emphasise the message.
- The stencil will be used to regularly refresh the 10,000 Steps message along the pathway as it becomes worn.
- A formal launch of the Pathway was scheduled for April with the State Minister set to attend.
- At least 500 residents are using the pathway regularly.



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*“Thumbs up to the new path to the hospital. We get out there every afternoon and walk, scoot and ride up and down.”*

*“There are more and more people out walking dogs, jogging and bike riding.”*

*“It’s a very social outing and a safe place to take little ones to ride through the parks without worrying about traffic.”*

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# 2018 Community Grant Outcomes



Rockhampton Regional Council

Botanic Gardens 10,000 Steps Signage Renewal

## 10,000 Steps Strategy: Walkway Signage

### Grant Objectives:

- To encourage awareness and use of local walking trails.
- Update the 10,000 Steps branded signage and replace damage caused to signs from the 2015 cyclone and floods.

### Grant Outcomes:

- Signage bollards were installed at every 200m along the 1.8km Yeppen Lagoon Trail in Rockhampton.
- 10,000 Steps map brochures were printed and displayed at Council Customer Service points, the Rockhampton Botanic Gardens, the Rockhampton Information Centre and published on Council's website.
- Brochures were also distributed at Council's 2019 Sports & Health Expo which attracted over 4,000 attendees.
- Rockhampton Regional Council provided Central Queensland Hospital and Health Service with boxes of brochures to utilise during intervention programs and to supply in New Employee' packages.
- The new signage was promoted on the KickStart CQ Facebook Page which has 2,500 likes, and in the KickStart CQ e-Bulletin which has more than 400 subscribers.



*"[The Community Grant] provides the opportunity to prioritise the 10,000 Steps Program."*

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# 2018 Community Grant Outcomes



## Charters Towers Regional Council Steps Around the World

### 10,000 Steps Strategy: Walkway Signage

#### 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.



#### 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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# 2018 Community Grant Outcomes



## Bundaberg Regional Council

## 10,000 Steps Signage Upgrade and Promotion

### 10,000 Steps Strategy: Walkway Signage

#### Grant Objectives:

- To increase awareness of the pathway connectivity within the community through the installation of Walkway Signage and updating of previously installed signs.
- To clearly mark distances to promote walking as active transport and for recreation.

#### Grant Outcomes:

- Signage was developed and installed along 4 pathways in the Bundaberg Region, 2 in Childers, 1 in Gin Gin and 1 in Bargara.
- A total of 51 new and updated signs were installed.
- Interactive walkway map brochures were published online on the Bundaberg Regional Council website, Facebook page and newsletter.
- The digital maps will enable comments to be made to encourage the development of walking groups and building of community.
- Over 250 business and 20,000 people are expected to have been reached by social media posts promoting the signage.
- The 10,000 Steps logo and link was also displayed in 5000 *Be Active Be Alive* program fliers that were distributed throughout targeted areas of the community.



*“10,000 Steps has allowed us to dedicate infrastructure and online information as a motivation tool geared to increase usage of these pathways.”*

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# 2018 Community Grant Outcomes



## Mackay Regional Council

## Upgrade of 10,000 Steps Signage and Markers

### 10,000 Steps Strategy: Walkway Signage

#### 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.

#### 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.”*

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# 2018 Community Grant Outcomes



## Mackay Hospital and Health Service

## Let's Shape Up! v 10,000 Lives Community Challenge

### 10,000 Steps Strategy: Community Tournament

#### Grant Objectives:

- To encourage the Mackay and Central Queensland regions to lead healthier lifestyles by getting out and moving more.
- Encourage leaders to inspire behaviour change within their tribes.

#### Grant Outcomes:

- A Health Challenge was conducted as a part of the *Let's Shape Up!* project and CQ Hospital and Health Service's (CQHHS) *10,000 Lives* campaign.
- The Health Challenge enabled participants to track steps, weight and waist measurements.
- The Challenge was launched with an event attended by the Minister for Health and promoted on partner's websites, radio and TV ads, newspaper articles, on social media channels and using hardcopy promotional materials.
- A total of 20 organisations in Mackay and Central Queensland participated, including council departments, CQUniversity campuses as well as the Hospital and Health Services.
- 500 participants formed 21 teams within the Challenge and over 50 locations were involved.
- Participants continue to meet for group walks and utilise the 10,000 Steps website to track their steps and health measures following the end of the Health Challenge.



- ✓ COUNT YOUR STEPS
- ✓ RECORD YOUR KILOS
- ✓ RECORD WAIST CMS

Make bite sized changes towards tackling obesity and type 2 diabetes

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*"Participants were excited by the challenge and engaged well right across the community."*

*"Overall, the Challenge is the motivating force to make changes."*

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# 2018 Community Grant Outcomes



## Central Queensland Hospital and Health Service – 10,000 Lives CQ

### 10,000 Steps Strategy: Community Tournament

#### Grant Objectives:

- To involve the local community, non-government organisations and businesses in a range of health improvement campaigns.
- To increase community awareness of the *10,000 Lives* campaign which aims to promote healthy lifestyle change.

#### Grant Outcomes:

- Using the 10,000 Steps website, a Health Challenge was conducted between Central Queensland Hospital and Health Service (CQHHS) the Mackay Hospital and Health Service (MHHS).
- The Health Challenge enabled participants to track steps, activity as well as weight and waist measurements.
- The Challenge ran for 16 weeks, from Monday 18 June 2018 - 5 October.
- An extensive campaign was undertaken to promote the Community Tournament which included a media launch event, social media posts, press releases, media events, promotion on the CQ Health website.
- A roadshow team traveled around Central Queensland, promoting the challenge and facilitating signups to the 10,000 Steps website.
- A total of 754 individuals participated in the Health Challenge.

*“The 10,000 Steps website indicated that the challenge had a positive impact on physical activity levels, with the following stats shown at the completion of the challenge: 182.4kgs lost, 166.8cms lost, 86,436,592 Steps logged.”*



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# 2018 Community Grant Outcomes



## Mackay Hospital and Health Service Steps for Schools

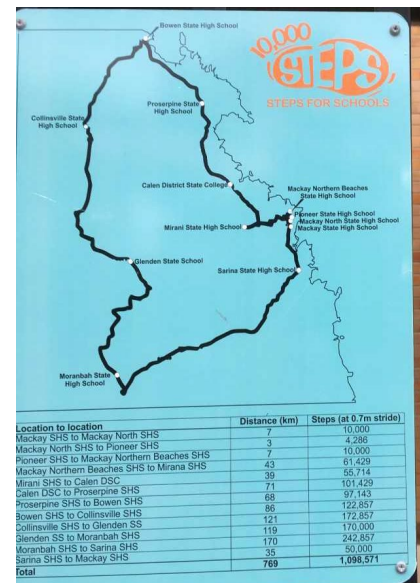
### 10,000 Steps Strategy: Community Tournament and Signage

#### Grant Objectives:

- Encourage physical activity and highlight the link between physical and mental health.
- Connect people within each school by giving them a common goal.
- Link more remote communities such as Glenden and Bowen to make them feel part of a wider community and give a sense of belonging.

#### Grant Outcomes:

- An aluminium sign was developed and provided to each school which displayed a map of the area, linking the state high schools. The map sign also contains a table outlining the distances and steps between the schools.
- A sign was provided to each school in the region to display at their front gate or at the office.
- A *Steps for Schools* Time Out Tournament was run over a two-week period for staff, students and parents who were provided with pedometers.
- Schools which participated in the Tournament included Mackay North SHS, Mackay SHS, Pioneer SHS, Mirani SHS, Proserpine SHS, Collinsville SHS, Bowen SHS and Calen SHS.
- The Community Tournament was promoted through email, notices, newsletters, online, social media and at staff meetings.



*“Teachers were seen checking their pedometers as they walked around the school. They encouraged each other to improve their efforts and the challenge became an excuse to talk to each other.”*

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# 2018 Community Grant Outcomes



## Australian Catholic University (ACU) Step it up ACU Banyo

### 10,000 Steps Strategies: Walkway signage, Dog Walking, Walking Groups

#### Grant Objectives:

- Install walkway signage on the Flourish Gardens Walk.
- Set up and promote community walking groups and encourage use of the pathways.
- Share information on the benefits of physical activity.

#### Grant Outcomes:

- A total of 6 walks within and beyond the university grounds were mapped. Along the walking paths 16 arrowed signs and 6 large map signs were installed.
- A walkway map brochure was developed, with 2400 copies printed with 600 distributed in a local letter box drop.
- The 10,000 Steps Banyo Walk and walking groups were officially launched on October 2018 with Cr Adam Allen in attendance representing the Lord Mayor Graham Quirk.
- Several community walking groups departing from the ACU Health Clinic were established including a regular group led by an Exercise Physiologists that facilitated discussion about physical activity and the benefits.
- Brisbane Airport Rotary Club, Deception Bay mothers group and community members have also been utilising the paths, often joined by their dogs.
- The map brochure included designates a dog off-leash area and communicates to community members that dogs are also welcome on campus.



10,000 steps per day is the recommended target for healthy adults

This goal encourages the accumulation of incidental activity throughout the whole day, for example taking the stairs instead of a lift or parking the car further away. Many people can reach 10,000 steps a day by taking a 30 minute walk to their workplace.

If you are new to physical activity, it's best to start slowly, increasing the amount and length of your workout as you go. Choose a regular time and an activity that fits your schedule and that you will get into a habit. The walking your dog or walking with a friend or family member. If you are consistent you will see noticeable improvement within a few weeks.

Count your steps to reach your goal  
We all have our own ways to reach our goal. Some are physical activity, but before you decide to start, think of how you will feel if you don't do the activity. The 10,000 Steps Program encourages you to track your steps using a pedometer, activity tracker, smart phone application or paper log to measure the distance to reach your goal. You can also record your steps on the 10,000 Steps website.

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ACU, Queensland Government, Nudgee Waterhole & Loop, 10000Steps.org.au



*"We could lean on the existing [10,000 Steps] resources and branding to make our project in the community walking space credible and identifiable."*



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# 2018 Community Grant Outcomes



Apunipima Cape York Health Council

Cape York Community Walkway Signage and Promotion

**10,000 Steps Strategies:** Walkway Signage and Promoting 10,000 Steps

## Grant Objectives:

- The implementation of Walkway Signage aimed to highlight popular walking routes and encourage community members to aim for 10,000 steps per day.

## Grant Outcomes:

- Apunipima worked closely with Aurukun Shire Council to plan a network of walkway signage to implement within the community.
- Aurukun Shire Council provided information on popular walking routes, locations recommended to be sign posted, approved and installed the signage and promoted the project on social media.
- A total of 29 street blades, 16 directional signs and 3 map signs were developed and installed. These signs guide members of the community along 4 distinct walking routes, covering an overall distance of 8580 meters.
- The most durable materials available were used to provide maximum resistance to weathering and vandalism.
- Promotion of the signage and 10,000 Steps message occurred via social media, posters placed in prominent locations and presentations key groups.

*“We believe that Walkway Signage is a great initiative to help promote physical activity in communities.”*

*“Having the backing of a nationally recognised brand added strength to our strategies and made it easier to engage with communities.”*



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# 2018 Community Grant Outcomes



## Bulloo Shire Council Bulloo Healthy Steppers

### 10,000 Steps Strategies: Community Tournament, Dog walking strategy

#### Grant Objectives:

- To increase awareness of physical activity within the community.
- To provide opportunities for the community to increase physical activity through organised events and a community Tournament.

#### Grant Outcomes:

- A 6-week Time Out Tournament was conducted from September to October 2018. Due to the Tournaments popularity a second Rabbit Proof Fence Tournament was run in November 2018.
- The Tournament was launched with a *Dress Up Walkathon* event and pedometers were provided to participants.
- A total of 91 individuals participated in the Tournament.
- Weekly emails were sent to participants providing updates of the leading teams and motivation to continue to be active and log steps.
- Dog owners were encouraged to take their dogs for walks in the designated areas in the area. Dog walking was promoted through the display of posters at local stores and on notice boards as well as through emails, social media posts and a local newsletter.

*“There was a huge increase of walkers using the towns River walk path and an overall increase in groups of people walking both in the mornings and evenings.”*

*“[The Community Tournament] brought the community together in a fun and active way encouraging them to be more active through healthy activity and fun competition.”*



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# 2018 Community Grant Outcomes



## Queensland Country Women's Association

### 10,000 Steps Beech Mountain to Byron Bay Virtual Walk

**10,000 Steps Strategies:** Walkway signage, Community Tournaments, Dog Walking Strategy, Walking Groups.

#### Grant Objectives:

- To build the health and cohesiveness of the community through enjoyable activity and communal sharing of healthy food.

#### Grant Outcomes:

- Two Community Tournaments were conducted:
  - *The Beechmont to Byron Bay* Tournament where participants virtually walked the equivalent of 170km from Beechmont to Byron Bay.
  - *The Beechmont School* Tournament was a one day event that mobilised local school children in fun team activities.
- A total of 220 participants participated in the strategies. Participants dogs were welcome on group walks.
- New walking groups were formed during participating in the Tournament and existing groups have been strengthened. The groups report enjoying walking and talking with friends.
- Walkway signage was unable to be installed due to paperwork and approval systems which went beyond the project timeframes.



*"We saw the leveraging potential of a well-known Project [10,000 Steps] in helping us build community confidence and willingness to get involved with our planned activities."*

*"The 10,000 Steps program has inspired me to follow an exercise program on a daily basis. This program is very worthwhile to implement into any community."*

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