

ANNUAL REPORT 2010

WALK AND TALK PROGRAM

The Guided Walks Program in City of Port Phillip

'More People Walking More'

The program aims to get people on their feet and out into unexplored spaces
and increase awareness of sustainable transport choices



Streets for Living commits to making walking, cycling and the use of public transport its three priorities in managing traffic and transport within the city. It aims to inspire and promote activity within the streets of Port Phillip in line with State Government programs Walksmart and Cyclesmart.

BACKGROUND

The 2005 – 2010 Walk Plan provided the impetus to commence this innovative program aiming to get people on their feet and out into unexplored spaces and increase awareness of sustainable transport choices.

This Guided Walk program is an annual calendar of guided walks run by the City of Port Phillip through the Sustainable Transport team. Each walk is led by experts in their subject and knowledge of the city. Walk Leaders cover environmental, historical and cultural themes relating to a neighbourhood of Port Phillip. Twelve walks are programmed with additional walks in response to demand. Walks are generally two hours in length conducted on weekends with occasional weekdays or evenings. Sites cover Port Phillip's seven neighbourhoods.

This program has been successfully conducted in the City since 2006. Interest from other local governments continues to seek advice on initiating similar programs in their municipality.

OUTCOMES 2010

The 2010 Program has built on the success of previous years. An effective booking system ensures timely response to enquiries from across the city. Feedback is actively sought to enable ongoing improvement where appropriate. Overall, people say they love the walks program which is clearly evidenced by the necessity to put on extra walks in response to demand.

The walk leaders and council staff meet four times per year to ensure successful coordination and to closely monitor the quality of the program. New or guest leaders are encouraged to participate to create greater skills and knowledge amongst residents.

The Middle Park History Group, formed in 2009 as a result of the enthusiastic response to *A New Heritage Precinct for Middle Park* walk, has continued to grow. The Group has developed programs, secured funding, arranged a permanent meeting place, hosted a street party walk in Wright Street with the residents providing the street's history, organised exhibitions, begun researching a book on Middle Park (for publication in 2011) and created a map researching the locations of dozens of former shop in Middle Park.

Other benefits of the Walk Program in 2010 have included:

Highlighting of council initiatives: Walks have been organised in tandem with council events such as exhibitions, local developments and council planning processes.

Fostering local initiatives: Many residents have contributed valuable heritage information, documents and images to council as a result of the walks program. Residents of Middle Park, for example, used the program to harness community interest in creating a local historical society.

Social inclusion of new residents: Given the high proportion of newly arrived residents in COPP in recent years it is a common experience to have new residents attending these walks to learn more about their new suburb and to develop stronger relationships with their neighbours.

Exercise: the program provides exercise with walks averaging 3-8 kilometres distance. While distances are moderate, the program encourage walking as an ongoing mode of travel by indicating interesting routes and showcasing public transport and other sustainable alternatives to motor vehicles.

Business promotion: Some walks continued to target shopping centres to promote small business (see Special Walks below)

Feedback: A number of councillors and staff have used the walks as an informal means of obtaining feedback from residents on local issues.

Ongoing documentation: Increasing ongoing knowledge of COPP neighbourhoods by documenting selected guided walks and placing them as downloads on the web to be universally available to the public.

SPECIAL WALKS

In addition to the walks that were held as part of the program, six special walks were also delivered.

The Ripponlea Heritage Walk was held twice in March as part of the Ripponlea Fiesta, in collaboration with Council's Economic Development team. This walk was very popular with both participants and shopkeepers, who loved the opportunity to show off their shops. The Fiesta drew much bigger crowds than even the most optimistic estimate.

A special Walk and Bus tour provided participants with the rare opportunity to explore inside nine extraordinary buildings in the City of Port Phillip. Four tours were held, and participants indicated that they found the walks very interesting and informative.

FEEDBACK FROM RESIDENTS

Examples of feedback received:

1. *'Bleak and windy & a large group but all worked well. I thoroughly enjoyed the route and the presentation. History came alive especially as there were people who were able to contribute their bits of knowledge of the area. Congratulations and keep this building community experience.'*
2. *'Once again a fabulous Walk and Talk with much interesting history. An added bonus is meeting the other friendly residents whilst on the tour.'*
3. *'Very interesting to me particularly different architectural styles and history of the gardens. Visitors map is terrific in its detail. Thanks to all concerned.'*
4. *'A Great Walk - informative, entertaining & quirky. Meyer is a great story teller and the 2 hours flew by! How about Living off the Land Part 2?'*

COSTS

Annual cost of the Walks program is \$6,000. This program delivers high quality outcomes for modest budget outlay.

Includes:

- Twelve Walks on average coordinated in total (four Walks usually incur a leader fee) plus six special programs in 2010
- Coordination of Walks research and delivery
- Regular review and monitoring of program
- Publicising of program through media and venues
- Printing (in house production of yearly brochure & feedback cards)

Walks	Neighbourhood	Date	Day & Time	Participants
LIVING OFF THE LAND Is it possible to live for free from our streets and urban spaces in 2010? Learn the ways that people have harvested free resources before and after settlement until today. Share your own ideas and your childhood scavenging memories.	Elwood	30-Jan	Saturday 5-7pm	22
PROTESTING IN PORT Visit sites of historic protests in Port Melbourne. They include campaigns by the temperance societies, the waterside strikes, opposition to the Webb Dock rail connection, the destruction of Centenary Bridge, demolition of the Mission to Seamen and the anti-amalgamation campaign.	Port Melbourne	21-Feb	Sunday 10am-12pm	24
NOTABLE PERSONS OF ST VINCENTS PLACE St Vincent's Gardens is within one of Australia's most historic streetscapes. Discover the lives of famous and notable residents from councillors, factory inspectors, estate agents, plumbers, politicians and biscuit makers.	Albert Park	14 Mar	Sunday 10am-12pm	22
		09-May	Sunday 10am-12pm	22
RIPPONLEA HERITAGE WALK Join a rare heritage tour of historic Ripponlea village at the fabulous Ripponlea fiesta with food and entertainment as a bonus. Discover the heritage of the lanes, shops, railway, synagogue, Jewish community and mansions. Get inside the shops and meet the traders including the famous Brinsmead's Pharmacy. Suitable for families with prizes for children. Participants receive a free copy of the history of Ripponlea village.	Ripponlea	14-Mar	Sunday 10-11:30am 12-1:30pm	45
THE NAVY IN PORT Port Melbourne is anticipating the installation of 'Answering the Call', a statue commemorating the history of the Australian Navy. Explore Port Melbourne's 150 year old connection with the navy including former HMAS Lonsdale, the naval drill hall and training sheds and more.	Port Melbourne	18-Apr	Sunday 10am-12pm	30
		24-Apr	Saturday 10am-12pm	15
ART DECO BY THE SEA Discover the magnificent art deco buildings of St Kilda's foreshore including the Esplanade, Robe Street, Fitzroy Street, the Eildon estate, Acland Street and O'Donnell Garden.	St Kilda	08-May	2-4pm 10am-12pm	20
OPEN HOUSE IN PORT PHILLIP Explore inside nine extraordinary buildings in the City of Port Phillip, opened up especially for this occasion. To see it all we will be travelling by community bus, so book early for limited places!	St Kilda, Port Melbourne & South Melbourne	20-Jun	Sunday 10am-12:30pm	16
			1:30-3:30pm	16
		11-Jul	Sunday 10am-12.30pm	16
			1.30 - 3.30pm	16

150 YEARS OF PORT Celebrate the 150th anniversary of Port Melbourne with a visit to some distinctive Port Melbourne icons including the Trugo Club, Lagoon Pier and the (former) Swallow and Ariel biscuit factory. View the special 150th Exhibition in Port Melbourne Town Hall.	Port Melbourne	18-Jul	Sunday 10am -12pm	25
MARVELLOUS MIDDLE PARK Discover the history of key buildings, personalities, shops, theatres, shoemakers, factories and bakeries in Middle Park with residents from the Middle Park History Group.	Middle Park	14-Aug	Saturday 11:30-1:30pm 1-4pm	31 28
HAPPY ANNIVERSARY BLESSINGTON GARDENS Celebrate 150 years of our stunning St Kilda Botanical Gardens. Our tour looks at how the historic plantings, built features and layout have evolved since the garden's earliest uses as a cattle pound, nightsoil depot and gravel pit!	St Kilda	04-Sep	Saturday 2-4pm	16
THE LAGOON IN THE LANDSCAPE The Lagoon has played a critical role in political, social, industrial and environmental history.	Port Melbourne	12-Sep	Sunday 10am - 12noon	15
PIERS OF PORT Port Melbourne's past and present piers have been entry points for millions of people not only to Sandridge but to the colony of Victoria. Piers such as Station, Princes, Lagoon and Town Pier tell important stories of migration, war, railways, trade, fishing, coal, waterside workers and modern leisure.	Port Melbourne	16-Oct	Saturday 3-5pm	27
MONTAGUE – THE LOST COMMUNITY The former working class village of Montague has all but disappeared to be replaced with an industrial landscape of lanes and back streets. Walk the streets and resurrect a lost community of houses, schools, shops and personalities.	Montague	14-Nov	Sunday 2-4pm	15
		20-Nov	Sunday 2-4pm	13
ROCK AND ROLL ST KILDA Discover the hotels, theatres and venues on The Esplanade and Fitzroy Streets which have inspired and fostered the music of many of Australia's greatest bands and performers.	St Kilda	04-Dec	Saturday 5-7pm	27
Total	Port Phillip		16 Walks	461

POLICY FRAMEWORK – THE WALKS STRATEGY

WHY WE NEED TO WALK

'Why just drive down your street when you can live in it?'
Streets for Living

Why in Port Phillip?

Port Phillip was designed for walking. It is built on a walking scale with shopping centres, parks and local facilities such as libraries and schools all within walking distance. There are great footpaths to walk on, seats on which to rest and plenty of coffee shops and cafes to provide sustenance. There is ample public space for people to stop, meet friends, sit and enjoy their local environment.

Great for our environment!

Walking makes our environment healthier happier and safer. More people walking will lead to safer and more socially integrated communities. Improved safety will encourage people to walk which will increase the number of people on the streets.

Great for our health!

The exercise people get while walking will have positive effects on the rate of obesity, diabetes, cardiovascular disease, osteoporosis, blood pressure, cancer, mental health and the maintenance of mobility and personal independence. Furthermore more walking (and less car use) reduces emissions and problems such as pollution, greenhouse gas emission and climate change.

Great for our local economy!

Walking is also good for the economy. People shop at a walking pace and as they walk around the local streets they buy what they need within the local community. If people need to access shops and other destinations that are further away, good walking facilities and connections providing easier access to public transport make it more likely that a walking trip may be combined with a public transport trip.

Great for our neighbourhoods!

Cities and areas that foster legible and walk-friendly environments are likely to be successful and vibrant from a range of perspectives. Cities that are good for walking are also good for meeting, visiting, shopping and watching the world. Spaces that attract pedestrians are places where people want to be. More people in these areas will make them more vibrant, attractive and safer places.

It's Free!

Walking is free. We can do it when and how we choose. We can walk alone, or enjoy walking in the company of others. It gives us the opportunity to see things with new eyes and in much greater detail than usual

City of Port Phillip Walk Plan 2005-2010

HOW DOES THE CITY OF PORT PHILLIP SUPPORT WALKING?

'Walking makes our environment and community healthier, happier and safer. Getting more people walking will lead to safer and more socially integrated communities, the best way to improve safety is get people out onto the street and inspiring people to walk will increase the number of people on the street'.

City of Port Phillip Walking Plan 2005 – 2010 'More People Walking More'

What is the 'Walk and Talk' Neighbourhood Walking Program?

Walk and Talk is a free program of monthly walks that equally explores the seven neighborhoods of the City. It is guided by experienced leaders or guest leaders who have knowledge of those neighborhoods. Each year a new program of walks is created. Most walks are of one to three hours duration. The walks explore the built, social and natural heritage of neighborhoods.

Why a Neighbourhood Walking Program?

The program is administered by the Sustainable Transport Unit of the City to assist in implementing the **Walking Plan 2005 – 2010**. The plan encourages residents to walk rather than drive, to use public transport and to connect with the greater places and the great people in their neighbourhoods. It supports initiatives that encourage higher levels of walking. Participation in the Walk and Talk is a monitoring tool to ensure implementation of the Walking Plan.

What other initiatives support walking?

Walk and Talk is one of a range of diverse initiatives by the City of Port Phillip to maintain and improve the quality of life for residents of the city including promoting local tourism, supporting local shopping centres, heritage planning controls, park management, walking school bus and active ageing. In addition:

The Sustainable Transport Unit Framework

This aims to raise the profile and benefits of walking, cycling and public transport with information, facilities and active promotion. It promotes sustainable transport options within the municipality in the areas of walking, cycling, public transport and road user safety.

The Road Safety User Strategy

Promotes alternative use to cars and working with pedestrian groups to achieve this

The Annual Council Plan

Walk and Talk implements the values and aspirations of the four key directions on which council plans are based:

1. Engaging and Governing the City

The Walks program of activities is high quality, providing Port Phillip community with a service they value and want.

2. Taking Action on Climate Change

Getting people out & about on their feet with others helps build the community enthusiasm for sustainable modes of travel. Walking is the most environmentally sustainable form of transport.

3. Strengthening Our Diverse and Inclusive Community

Walking with others builds our sense of belonging. This program provides opportunity for people to spend time together. The free Walk and Talk encourages all members of community out on the street together to create socially integrated neighbourhoods.

4. Enhancing Liveability

Walking through our open spaces with others enriches our knowledge of place and our commitment to being part of the solution to the challenges of climate change. Walk and Talk increases access to our rich built, social and natural heritage.