



WALKTOBER
workplace challenge

25-29 October 2010

An initiative to support active and sustainable travel in the workplace

October is Walktober, a campaign developed by Kinect in partnership with VicHealth in 2006. Walktober embraces over 500 community events and engages more than 80,000 people. 2009 saw Walktober set the pace in the workplace by starting the Walktober Workplace Challenge. The challenge promotes active transport and is supported by the Department of Transport, VECCI and WorkHealth and championed by Minister Tim Pallas. Rob Moodie, Director of the National Preventative Health Taskforce is spokesman.

What is the Walktober Workplace Challenge?

Your organisation challenges its team members to walk as much as possible, as part of their working day, from Monday 25 to Friday 29 October. The walks don't need to be long, even 15 minutes counts. Team members can walk as part of the journey to and from work, walk at lunchtime, walk to meetings or even schedule a walking meeting. All these walks earn points. Bigger walks earn even more points, and there are bonuses for new behaviour (like leaving the car at home for a change).

You can set up as many teams as you like, catering to divisions, different locations and separate floors. You can even challenge suppliers and clients for fun.

How does it work?

Your in-house Workplace Champion registers a team or teams and distributes information encouraging people on board. The campaign provides tipsheets, e-alerts, posters and other tools to help. Once your teams are established with Walktober, team members can add themselves in on the user-friendly website and log their own trips daily. The system automatically adjusts the team results. All the Workplace Champion needs to do to is check the leader board, see how everyone is going and send out some observations. The Challenge is completely free of charge, with a fundraising option to support Diabetes Australia Victoria.

How do we get started?

Have your people call our people. Call Robyn Alexander on 03 8320 0102 or email the Walktober Team at walktober@kinectaustralia.org.au for a briefing on how quick and easy it is to implement the Walktober Workplace Challenge. It's a simple initiative to promote a healthy, active workforce and help the environment along the way.

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www.walktober.com.au

