



MOUNT ALEXANDER ACTIVE TRANSPORT STRATEGY

How a strong partnership is helping create healthier, more active communities in Mount Alexander Shire

The success of the Mount Alexander Shire Active Transport Strategy 2023-2033 has been underpinned by a strong and ongoing partnership with the Healthy Loddon Campaspe (HLC) Health Broker, demonstrating the value of a Health in All Policies approach to local government planning and implementation.

Rather than viewing active transport solely as a transport or infrastructure issue, Council and HLC have worked together to position it as a powerful preventative health initiative that can improve physical activity, social connection, mental wellbeing, liveability and environmental sustainability. The partnership has supported every stage of the journey, from the initial design of the strategy through to implementation and behaviour change initiatives. HLC brought specialist public health knowledge, strategic advice and evidence-based approaches that helped shape the strategy's goals, priorities and actions, ensuring health outcomes were embedded from the outset.

This collaboration has continued beyond policy development. Through active participation in the internal Active Transport Working Group, HLC has helped Council identify opportunities to align infrastructure planning, community engagement and health promotion efforts, creating a more coordinated and impactful approach to delivery.

A key strength of the partnership has been its focus on translating strategy into practice. Together, Council and HLC have leveraged their respective expertise to design behaviour change initiatives that complement infrastructure investment and encourage active travel as part of everyday life.

Recognising that lifelong habits are often established early, the partnership has prioritised engagement through school settings, particularly with upper primary school students. This age group represents a significant opportunity for behaviour change, as young people begin developing greater independence and travel confidence. By targeting interventions where adoption is most likely to occur, the partnership is helping build the next generation of active transport users.

The collaboration has also strengthened Council's ability to identify and engage priority population groups, ensuring initiatives are informed by evidence and targeted where they can have the greatest long-term impact.





PARTNERSHIP IMPACT

Through the Healthy Loddon Campaspe Health Broker partnership, Mount Alexander Shire has been able to:

Embed a Health in All Policies approach across active transport planning and decision-making.

Strengthen the evidence base underpinning the Active Transport Strategy.

Build organisational knowledge and capability in prevention and health promotion.

Connect infrastructure delivery with behaviour change approaches for greater community impact.

Establish cross-sector collaboration through internal and external working groups.

Prioritise interventions with schools and key population groups where sustainable behaviour change is most likely.



Create stronger alignment between transport, health, wellbeing and sustainability outcomes.

The Result

The Mount Alexander Shire Active Transport Strategy is more than a transport strategy. It is an example of how local government and health sector partnerships can work together to create lasting community change. By combining strategic planning, public health expertise and targeted behaviour change approaches, Mount Alexander Shire Council and Healthy Loddon Campaspe are helping more people choose walking, cycling and active travel, creating a healthier, more connected and more sustainable future for the community.