

# Healthy by Design

## CASE STUDY

### Moreland City Council Cyclovia, Sydney Road



Held on the 28th May 2006, Cyclovia involved the closing of Sydney Road between Brunswick and Coburg, one of Melbourne's busiest traffic arteries, to motorised traffic for six hours. This allowed healthy, active and sustainable transport options to take over what is otherwise a crowded and car-dominated space.

While there are international examples of priority use being given over to active recreation and transport alternatives, Cyclovia was the first such initiative in Australia. Generated by the community, the concept was identified as being consistent with strategies in the Council's Public Health Plan and Integrated Transport Strategy, resulting in the Council along with the Rotary Club of Coburg and local bicycle user groups becoming project partners. Making use of Council's existing networks and relationships, other key

stakeholders were identified and participated in the planning process to ensure that the needs and concerns of all were considered.

The opportunity for residents, living in a high-density area with a perceived lack of access to recreation and health opportunities, to interact and enjoy a public, open space in a safe environment enhances their sense of community. Participation in healthy and active forms of transport and recreation further contributes to the community's health and wellbeing.

The Cyclovia initiative is an example of a community-driven initiative supported through local government and organisations that can be replicated with similar results in any number of Victorian communities.

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