



# What is a Local Government TravelSmart Officer?

TravelSmart Officers work within Local Government to promote and provide sustainable transport options for their local community. They work with the community and government bodies to identify, develop and implement programs, strategies and initiatives that encourage and promote smarter and more sustainable travel options.



Car traffic has increased over the past ten years and transport surveys consistently demonstrate that over 75 percent of residents believe this makes their neighbourhood a less pleasant place to live. Four out of every five people want public transport, cycling and walking to be given priority

over cars when planning for their area. Employing a TravelSmart Officer is one way Local Governments can answer community concerns about increasing car use.

## What are the benefits?

Local Governments are responsible for managing local road networks. Increasingly, Local Governments want to discourage car use and encourage more walking, cycling and public transport use within their local community. A TravelSmart Officer can help Local Governments to achieve this goal.

In 2003 close to 2.8 million car trips were made per day in Perth and car use is increasing faster than population growth.<sup>1</sup>

Currently, 12 Western Australian Local Governments are involved in employing a Local Government TravelSmart Officer. Some of the benefits include:

- Economic – TravelSmart Officers are successful in acquiring and acquitting grant funding to improve and promote infrastructure for active transport, as well as for community events.
- Environmental – TravelSmart Officers generate greenhouse gas savings for councils by decreasing single occupancy car trips.
- Social – TravelSmart Officers foster community cohesion through their work with educational institutions, local employees and community groups.

1. Data Analysis Australia (2003/04). "Perth and Regions Travel Survey", on behalf of DPI (WA).

## What do TravelSmart Officers do?

A TravelSmart Officer's key role is to advocate for changes in the way we travel. TravelSmart Officers:

- Provide specialist knowledge about ways to improve facilities for cycling, public transport and walking;
- Organise community events;
- Seek grant funding;
- Work with local schools, employers and institutions to achieve sustainable transport outcomes;
- Create positive media opportunities; and
- Instigate policy changes that favour active transport.

## What have TravelSmart Officers achieved so far?

Local Governments in Perth have been employing TravelSmart Officers since 2000. As a result Local Governments in Perth have implemented some great sustainable transport initiatives, for instance:

- The Town of Cottesloe now has Walking School Buses servicing both of its primary schools;
- The City of Fremantle makes pool bikes and public transport tickets available to staff for business trips;
- The City of Melville has overseen the implementation of the Melville Bike Plan;
- The Town of Victoria Park has worked with Curtin University to promote the TravelSmart message to students during Orientation. This includes supplying all students with a TravelSmart Guide;
- The City of South Perth has instigated a bus stop replacement program to ensure all bus stops are accessible to people with disabilities;
- The City of Nedlands has held the City to Port Cycle as part of Bikeweek for the last three years. This event is well attended and is aimed at novice cyclists; and

- The City of Subiaco co-funds the Subiaco Shuttle, a bus service that connects the University of Western Australia, Queen Elizabeth II Medical Centre and Rokeby Road to the Subiaco train station.



## How do I hire a TravelSmart Officer?

Any Local Government can hire a dedicated TravelSmart Officer. The Department for Planning and Infrastructure (DPI) supports TravelSmart Officers through the coordination of regular meetings and professional development sessions for the TravelSmart Officer network. Officers are able to undertake their work with the full support of a range of travel demand management professionals with a broad knowledge of best practice initiatives in the field. The DPI can also assist with recruitment and training if required.

To attract and retain a suitably skilled full-time TravelSmart Officer, a salary of \$50,000 per annum should be budgeted. Some smaller Local Governments employ a part-time TravelSmart Officer or share the Officer with another Local Government or institution.

## Where do I find out more?

To find out more, contact the DPI:

Email: [travelsmart@dpi.wa.gov.au](mailto:travelsmart@dpi.wa.gov.au)  
Phone: (08) 9216 8000 (ask for TravelSmart)  
Website: [www.dpi.wa.gov.au/travelsmart](http://www.dpi.wa.gov.au/travelsmart)



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