



ABSTRACT

Paper title: Voluntary travel behaviour change towards sustainable travel in Perth – what works?

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Abstract:

Community Based Social Marketing (CBSM) is a theory of behavior change; an alternative to traditional campaigns focusing on raising awareness of an issue. It has been repeatedly demonstrated that merely being informed about an issue and why a change in behaviour is important does not lead to the desired change in behaviour.

CBSM has proven to be a successful behaviour change method. The approach involves significant research before implementing a program; identifying barriers and benefits, developing a strategy to reduce barriers and increase benefits using behaviour change tools, piloting the program, and evaluation.

This behaviour change methodology is increasingly being employed by programs in Perth and overseas, in working to change voluntary behaviour towards sustainability.

CBSM has influenced the TravelSmart Workplace program. TravelSmart Workplace works with Perth workplaces to develop a travel plan to reduce driver only car use and encourage alternatives such as public transport, walking, cycling, carpooling and teleworking. A travel plan is a strategic package of practical actions that an employer commits to undertake to reduce their transport impact, and provide employees with a greater range of alternatives.

This paper will examine the key ideas of CBSM, and its relevance and application to travel demand management in Perth workplaces. It will discuss how this approach is applied in developing and implementing travel plans, both at an organisational and an individual level. Case studies will be included of several Perth workplaces who have worked with the program to develop travel plans, examining the challenges and successes they have faced.