

Why TravelSmart?

Queensland's large urban areas are experiencing traffic congestion which results in substantial economic and environmental costs on the community.

The TravelSmart Schools program aims to reduce greenhouse gas emissions by reducing private car use and increasing walking, cycling and use of public transport.

Why Noosa?

Although most of Noosa is serviced by public transport (bus) and a network of walking and cycling paths, it was found that there was high usage of private vehicles within the school community.

The schools were chosen because of:

- congestion problems in their immediate surrounds
- availability of seats on public transport during peak times
- a high number of trips generated by students being dropped to school by car
- most importantly, a commitment and interest from the school.

The TravelSmart Schools projects focussed on three primary schools in the Noosa area:

- Good Shepherd Lutheran College
- Noosaville State School
- Tewantin State School.

What actually happened?

The Noosa TravelSmart Schools projects were funded by Queensland Transport and the Department of the Environment and Water Resources, Queensland Health, and Noosa Shire Council.

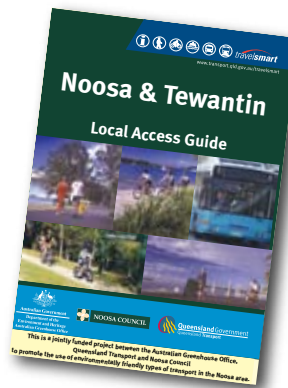
The TravelSmart partners used innovative techniques to encourage families to reduce car travel in favour of more sustainable modes such as:

- walking
- cycling
- public transport
- car pooling.

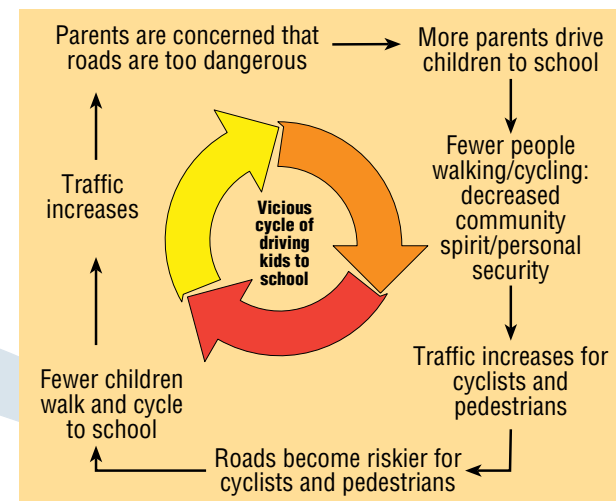
TravelSmart activities

The schools engaged in activities which aimed to encourage behaviour change and remove barriers to using more sustainable forms of transport. These included:

- development of School Travel Plans
- classroom activities including Cycle Skills Class
- Challenge and Celebration Assemblies
- participation in school fetes
- parent forums
- distribution of access guides showing community facilities, cycleways and public transport information.



Break the vicious cycle

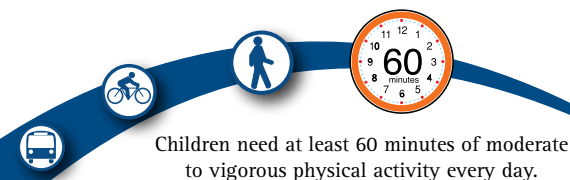


The paradox of driving children to school

Parents want to ensure the safety of their children by driving them to and from school.

However, traffic creates the single most significant danger near schools.

It is this apparent danger that leads parents to drive their children to school. This vicious cycle can only be broken when parents reduce their car use and encourage children to travel to school in groups, either on foot, by bicycle or by bus.



Eat Well Be Active

Results

The Noosa TravelSmart Schools projects have been a successful story of local, state and Australian government working with the community and three schools to achieve better transport options and environmental benefits.

A total of 1300 households from the three schools took part in the project with the following results:

- one third of families are estimated to no longer use their cars as their main mode of transport
- walking has increased by a third
- cycling has almost tripled
- although slightly declining, the use of the bus to get to and from school continues to be a popular form of sustainable transport
- car pooling has nearly doubled.

Community and individual benefits include:

- less traffic, noise and pollution in local streets
- more people on the streets walking and cycling leading to improved personal security
- savings in car running costs
- improved health from physical activity
- reduced greenhouse gases.

Remember, travelling smart one day per week makes a difference.

The success of the program has been further demonstrated through its continuation at each of the three schools during 2006 and into 2007. This is largely due to the commitment of the school communities and Noosa Council's aim to sustain the positive effects of the TravelSmart program.

Congratulations Noosa!

The TravelSmart Team thanks Good Shepherd Lutheran College, Noosaville State School and Tewantin State School for their support.

By taking part and contributing to the TravelSmart Schools projects, you have made a difference.

TravelSmart: it's not the destination; it's the journey that counts.



Noosa TravelSmart Schools Projects Results



TravelSmart Schools projects took place in Noosa at:

- Good Shepherd Lutheran College
- Noosaville State School
- Tewantin State School



NOOSA COUNCIL

To find out more about TravelSmart contact:

- School TravelSmart Coordinator (contact your School Administration Office for details)
- The TravelSmart Team, Smart Travel Centre – Queensland, Queensland Transport 3117 5487 Email: pttravelsmart@transport.qld.gov.au www.transport.qld.gov.au/travelsmart
- The Noosa TravelSmart Team Email: tdmo@noosa.qld.gov.au www.noosa.qld.gov.au



Australian Government
Department of the Environment
and Water Resources



Queensland Government
Queensland Transport