A Workplace Travel Plan is a common sense business management tool designed to address an organisation’s travel needs and impacts.

A Workplace Travel Plan is developed by an organisation to make getting to and from the workplace easier for employees, and to reduce dependence on private vehicles and parking space.

A travel plan typically includes support for walking, cycling, public transport and car sharing reinforced with promotion and incentives and the management of workplace parking.

A well designed Workplace Travel Plan will deliver efficiencies to organisations of any size, along with savings and benefits for its operations and employees.

It can have a positive impact on corporate social responsibility, improve an organisation’s brand and position in the market and reduce its carbon footprint.
Benefits...

Travel plan benefits are difficult to quantify, but here are a few thoughts to consider:

- Travel plans can reduce the parking your business needs and the expense associated with space provision. At grade (surface) parking spaces can cost up to $5,000 each and a basement space more than six times this amount.

- A workplace travel plan contributes to corporate social responsibility (CSR). Some of the largest ASX listed companies annually produce a CSR report.

- Being an employer of choice will attract staff and they will be more likely to stay with you in the future. Improved staff retention will save you money – in Australia staff turnover costs 50-150% of an individual’s annual salary.

- Walking, cycling and using public transport means more exercise which results in a happier and healthier workforce that takes less sick days. Staff absenteeism costs Australian businesses $26 billion every year – or $360 a day lost.

- Your employees may be spending their own cash to park locally. In some areas on-street parking already costs more than $10 a day. Even where on-street parking is free, councils are under increasing pressure to reduce commuter parking and maintain residential amenity.

- Some employees may have an extra car just to get to and from work – owning a small car in Australia costs an estimated $7,000 each year – including depreciation, taxes, registration and maintenance.

Developing a Travel Plan...

Your travel plan will depend on your business, your employees and the problems you want to address.

Along the way you will need to ask questions:

- How are your staff currently travelling to and from work?
- What travel options are available in the local area?
- How can you support and encourage your staff to change their travel patterns?
- How can your investment in the travel plan save your business money?
**Active transport commuter strategy**

In 2009 the RTA relocated from Sydney’s CBD to North Sydney and with careful planning the new office has a number of features that support the use of active transport for the daily commute, and other forms of healthy living.

Well before the move, the Authority implemented a range of information and communication strategies to assist employees with trip planning, with the aim of maximising the use of public transport, walking and cycling to access the new office. The RTA also upgraded ‘end-of-trip’ facilities for walkers and cyclists, and introduced a new scheme to provide staff with low cost public transport travel passes.

For more information, visit: www.pcal.nsw.gov.au/case_studies/workplaces

**Travel planning program**

A sustainable travel plan striving for significant reduction in single occupant car usage was integrated into the development of The GPT Group’s Rouse Hill Town Centre from the outset. Funded by The New Rouse Hill joint management venture between The GPT Group (GPT) and Lend Lease in conjunction with Landcom, the program, which is managed by a dedicated Travel Coordinator employed by GPT, focuses on facilitating more energy efficient travel to the Centre for retail staff and local residents.

One key initiative is the Green Travel Club. Boasting 1,500 members (as of May 2010) including Rouse Hill Town Centre retail staff and local residents. The Club promotes sustainable transport options through initiatives such as events and promotions, a travel induction program for new staff and residents, a bike library supported by regular community rides and end of trip facilities and working with relevant partners to improve public transport, walking and cycling infrastructure and services.

For more information, visit www.rhtc.com.au

**Sustainable commuting**

The Fairfax Media sustainable commuting project is an excellent example of how organisations can encourage and assist their employees to incorporate active living into their daily travel.

The project includes incentives in the form of first class end-of-trip facilities for cyclists and walkers (such as a supply of fresh towels), improved public transport services and subsidised public transport travel passes.

For more information, visit: www.pcal.nsw.gov.au/case_studies/fairfax

**A comprehensive transport strategy**

Optus relocated 6,200 staff from 9 sites across Sydney to a purpose built campus in Macquarie Park in 2007. A comprehensive transport strategy supported the relocation to increase the travel choices for employees with an emphasis on improving access by sustainable modes of transport.

Key elements of the strategy include new employee bus services, financial support for public transport costs, a charging mechanism to allocate parking according to need, priority parking to ride sharers (car pooling) and on-site infrastructure for cycling and walking; all supported by extensive engagement with employees. Today over 45% of Optus Macquarie Park staff use public transport, walk or cycle to get to and from work.

For more information, visit: www.pcal.nsw.gov.au/case_studies/optus
PCAL aims to encourage more people in NSW to be more active every day. The Council works with government, business and community partners in promoting greater involvement in active living, strengthening physical and social environments that facilitate and support active lifestyles, active travel and liveability. PCAL ensures that government policies and strategies provide every opportunity for the citizens of NSW to embrace active living through all stages of their life.

PCAL comprises senior representatives from NSW Government agencies, and members from the business and community sectors.

Where to next?

A successful travel plan needs:
1. Your support and the support of senior management
2. At least one person to be responsible for developing the plan. They don’t need any special qualifications, but they will need to have a positive attitude and be willing to learn.

For more information and how to get started, visit our website: www.pcal.nsw.gov.au/workplace_travel_plan