

TRAVELSMART, INDIVIDUALISED MARKETING

449. Hon GIZ WATSON to the Minister for Transport:

- (1) Is the minister aware of the success of the TravelSmart individualised marketing program in the City of South Perth in reducing car use and vehicle emissions and in increasing physical activity?
- (2) Will the Government fund the extension of the TravelSmart individualised marketing program beyond South Perth to all inner and middle suburbs, as proposed in the TravelSmart 10-year plan?
- (3) If no to (2), why not?
- (4) If yes to (2), when?
- (5) How much does the Government intend to allocate to TravelSmart in the next state budget?

Hon M.J. CRIDDLE replied:

I thank the member for some notice of this question.

- (1) I am delighted to report that the pilot project undertaken in 1997 showed a 10 per cent reduction in car driver trips; an approximately 14 per cent reduction in vehicle emissions; and, on average, an extra four minutes per person per day increase in physical activity from walking and cycling. The increase in public transport use measured in the large-scale project implemented this year shows an increase greater than 20 per cent.
- (2)-(4) The Government is committed to the 10-year TravelSmart plan and will be considering the expansion of the TravelSmart individualised marketing program in its budget deliberations for the 2001 -02 financial year, and beyond. The estimated cost of the individualised marketing program for all the inner and middle suburbs as proposed in the TravelSmart 10-year plan is \$24.4m.
- (5) The funds allocated to TravelSmart in the next state budget will be determined during the Government's budget decision process.