

July 2013 – June 2014



Congratulations Cockburn!

On successfully making a move – your way



Your Move - Cockburn, was successfully delivered by the Department of Transport (DoT) and the Department of Sport and Recreation (DSR) within the City of Cockburn between July 2013 and June 2014.

The program was funded by DoT, DSR and the City of Cockburn, with support provided by the Public Transport Authority, HBF and the RAC.



\$4.0m
INVESTMENT

Your Moves' aims for Cockburn



Alleviate local traffic congestion



Improve active transport uptake



Better use of existing infrastructure



Higher uptake of sport & recreation programs



Build social capital through a more connected community

A few of Cockburn's major achievements

↓ 5%

Reduction in car trips per participant

61%

Of participants set active transport plans

72%

Of participants set physical activity goals

↑ 10.5

Average minutes of activity increased per person, per day

15

Community groups and business members formed a local partnership group

Participants

10,008

registered households

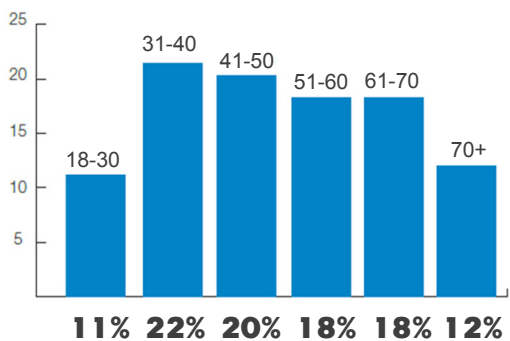
96%

of participants agreed to receive phone coaching

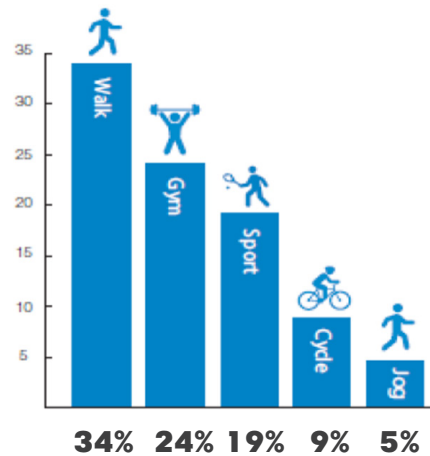
60%

remained engaged

Demographics



Top 5 activities



Transport Local traffic



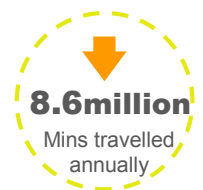
↓ 5%

Reduction in car trips per participant



↓ 6%

Reduction in car minutes travelled per participant



Transport & congestion

satisfaction levels	relative change
access to public transport	4.3%
management & control on local roads	6%
footpaths & cycle ways	10.9%

SmartRiders

951
Cards issued to participants



TravelSmart schools



15
TravelSmart schools



8
National Ride to School Day schools



7
Bike education sessions



10
Connecting Schools grants

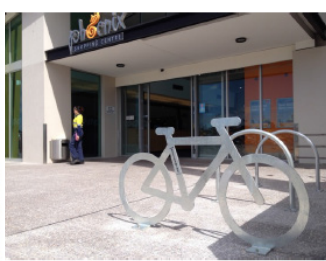
RAC bike maintenance



For the better

30

RAC bike education sessions



Infrastructure



54 Bus Information Modules



526 Wayfinding Signs



32 Bike Racks & Repair Stations

Physical activity

72%

of participants set physical activity goals



↑ 10.5

average minutes increased per person, per day



↑ 8%

moved from insufficient to sufficient levels of physical activity

HBF fitness sessions



144

fitness sessions in local parks and reserves

Social media



1,000+



66,169

Cost benefit analysis



\$1,365

potential savings in public health costs for every participant who shifted from insufficient to sufficient levels of physical activity



\$1,092,000

annual savings per year in public health care costs

Community connections



Government of Western Australia
Department of Health



Public Transport Authority

What Cockburn participants said about Your Move...

"I'm very impressed, it's nice to know that someone cares about older people."



"I found the bike maps very helpful that you sent out. I think bike riding along the bike paths is a safer option for residents and that Cockburn is more of a bike friendly area."



"I live alone and am looking forward to participating – particularly in the online forum – because I can't wait to meet more people in the community."

"I walk home from the train station and in the last week have seen the Your Move stickers on the pavement indicating distances and 'your park is in 1 minute' etc. They look great and are a terrific idea."



"The timing of this project was perfect as it helped me make the conscious decision to get my family away from being lazy and to become more active. I now encourage the kids to take the bus from school and cycle to the shops."

"Thank you for all your help with the Your Move program. It got me motivated to change my life, where I now eat healthier, use public transport and have joined a gym once again. Thank you."



"I've been reading your brochures on walking, jogging and running groups in the area I never realised there were so many things available for me to do locally. I've even got together with my neighbours to get out and about. We all love our backpacks!"



"After the second call I was prompted to join a gym. I started talking to the lady next to me on the treadmill about why I was starting and mentioned Your Move – she said that was her reason too!"



Department of Transport
Department of Sport and Recreation