



Re-mode your travel

Encouraging staff, customers and visitors to walk all or part of the way to your workplace creates a healthier workforce, a healthier business and a healthier city.

Why walk?

Walking, or combining walking with other forms of active transport like cycling or public transport:

- saves money – no fuel, parking, tollway or vehicle maintenance costs
- saves stress – no parking hassles, unexpected road delays, or problems in heavy or unfamiliar traffic
- saves our environment – reducing greenhouse gases, carbon emissions and depletion of fossil fuels and other precious resources
- improves our health, strength, fitness and overall wellbeing through exercise
- improves our liveability – through reduced road congestion and improved air quality
- improves community connection and knowledge of our local area.



Walking is a great way to keep Gold Coast businesses moving forward.

With kilometres of safe, level paths, beautiful scenery and perfect weather, it's no wonder thousands of people walked to work during the Gold Coast 2018 Commonwealth Games. It helped keep our roads flowing during the Games, and it can help keep them flowing as our city continues to grow.

What your business can do

- Conduct a travel choices survey to see how your staff and customers travel.
- In partnership with staff and customers, create travel action plans or transport information packs that incorporate walking.
- Check what other businesses in your area are doing to encourage walking.
- Promote walking via staff inductions, trainings, emails and notice boards.
- Provide staff with maps and information about local walkways showing estimated times taken to walk from public transport points nearby, and with information about how to incorporate walking into their daily commute.
- Add or update travel information for customers on websites or promotional material to include options for walking some or all of the way.
- Provide staff with pedometers to encourage walking to or at work.
- Provide shower, locker and change facilities.
- Offer incentives, competitions, sponsorships and social events around walking to work, such as a 'Walk to Work' day once a week/month.
- Consider allowing time for walking to meetings or lunchtime events.
- Create a dedicated space on your staff intranet for walkers to communicate.



What the City of Gold Coast is doing

To help businesses make the switch the City of Gold Coast is:

- improving walkways and constructing more shared cycle/pedestrian paths
- improving facilities for pedestrians (traffic signalling, pedestrian crossings, dedicated pedestrian zones in busy areas, additional lighting)
- providing information on preferred walking routes to help people plan their trip and connect to other modes of transport
- reducing speed limits in busy areas.

Helping your business

Encouraging staff and customers to turn their commute into their daily workout isn't just about helping them and the environment, it's about helping your business too.

Benefits for your workforce

Around one in four people on the Gold Coast live within 5 kilometres of their workplace. Walking some or all of the way to work burns kilojoules and increases fitness, which helps:

- control body weight, blood pressure and cholesterol
- increase energy, stamina, strength, flexibility, balance and coordination
- improve mental and cognitive function, alertness, mood, concentration, reaction times, memory and the capacity to cope with stress and anxiety
- improve quality of life, self-esteem and self-confidence.

Benefits for your business

Healthier employees mean:

- reduced absenteeism
- reduced risks of injuries and falls
- increased productivity
- a more positive working environment/atmosphere
- greater workplace connectivity/engagement.

This can then attract:

- new recruits – thanks to your business's reputation as an employer of choice
- new customers – thanks to your enhanced corporate image as a positive, socially responsible and sustainable workplace.

And the reduced road congestion means:

- better customer access and parking
- more efficient and cost-effective deliveries and receipt of goods
- better access to other services and facilities.

Benefits for our city and the environment

Healthy residents and businesses, efficient road systems and a healthy, more-liveable environment attract visitors, new residents and other businesses, which will keep the Gold Coast moving forward.

For more information

W cityofgoldcoast.com.au

E activetravel@goldcoast.qld.gov.au