



Government of Western Australia  
Department of Transport

**your  
move**  
more ways to get there

# Champion's Guide Organisations



# Welcome

Welcome to the Department of Transport's Your Move program. You have joined a community of Perth organisations leading the way in getting their organisations moving.

The Your Move program works with champions like you to help encourage more people to walk, cycle and take public transport more often and drive less.

## Benefits to your organisation include:

- Healthier, happier and more productive employees
- Reducing your organisation's impact (environmental and congestion)
- Helping to fix parking issues and save on parking and fleet costs.

Whether you've joined Your Move to help solve parking problems, to reach your organisation's sustainability targets, or to promote employee health and engagement, we can provide resources, rewards, expert advice and support to help you achieve your goals.

The program is based around engagement with the Your Move website which offers tools and resources, the opportunity to read and share stories about active travel activities, and to earn rewards for what you have done.

**This is a practical guide** for organisation champions and teams on the Your Move journey. It takes you through how the program works step-by-step, with tips for success and ideas on how to engage and motivate your organisation to make changes to how they travel through a range of innovative ideas and resources.

## Why join?



# How the program works

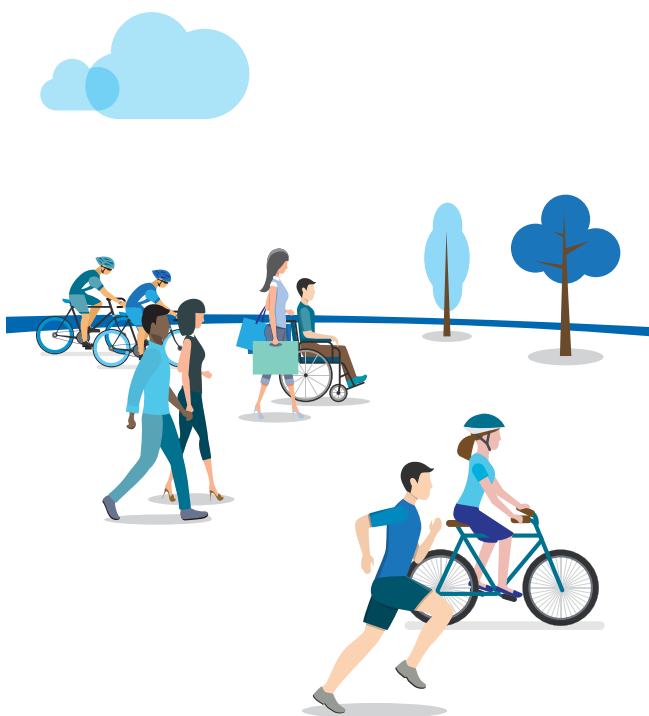
The easiest way to engage with the program is through [our easy to use website](#). You'll have the opportunity to learn from other champions and share stories of your own journey and have access to great resources and support.

The Your Move program supports organisations to:

- **Implement activities and plans** to encourage employees to use active transport to travel to and from work.
- **Earn points for the activities** by posting a story about the activity on our website.
- **Redeem the points** at the Your Move online shop, the rewards are travel related products and services that encourage employee active travel, which can be used to continue to grow Your Move in your organisation.

## What are the requirements?

The Your Move organisation program is open to any organisation in Western Australia. Organisations involved in the Your Move program include local and State Government agencies, small and large businesses, hospitals, universities, shopping centres and not-for-profit organisations. (We also have programs for schools and households).



## Who to get involved?

### Champion

The champion is the main contact person for your organisation. This role involves bringing together and coordinating an action group to implement the Your Move program into the organisation. This doesn't mean doing all the work, but keeping things on track, advocating for Your Move, and ensuring active travel activities progress.

### Action Group in your organisation

An Action Group in your organisation plays an important role in keeping the people informed and keeping things moving and progressing. You can create a Your Move Action Group, or you can join an existing sustainability or wellness committee.

You can invite other Action Group members to the website and see what other organisations are doing through their stories and experiences that they post. Anyone can access tools and resources on our website.

### Your organisation

The aim of the Your Move program is to encourage more employees to get to work by walking, cycling and public transport. Your Move can help to engage with all staff in your organisation. Often, even those who rely on their car for work trips are able to change just one trip a week to active transport!

### Your Move team

The Your Move team at the Department of Transport is here to help you, we want Your Move initiatives at your organisation to be a success.

The Your Move team offers support including:

- One-on-one induction phone call and ongoing support
- A huge range of tools and resources available on the website
- Expert advice and support via phone or email.

# Your Move journey

The Your Move journey is flexible to suit your organisation needs. We want to support you to create change in your organisation. Some organisations like to make a plan of what they want to achieve then implement the plan, others like to leap straight in with small wins and build from there.

## Follow our six steps for Your Move journey success

These tried and true methods can create real results in how people travel.

Choose your journey to fit what will work best in your organisation.

## Step 1

### Get started

Congratulations you are now a Your Move organisation champion. You can invite others to have shared access to the Your Move website so that they are able to access resources, track progress and share the load of writing and sharing stories.

Take some time to get familiar with the Your Move website, in particular, make sure you check out:

- The [stories](#) page to read what other organisations have done. Write your first story, introducing yourself and your organisation. Write about why you have joined Your Move, what you hope to achieve, and share a photo. You will start earning points already!
- The [activities](#) page, with a comprehensive list of activities organisations can implement to encourage people to use active transport. On this page you can select activities that you're aiming to achieve, which can be linked to the stories.
- The [resources](#) page, which is an absolute wealth of information! Search through our how to guides and factsheets to see what interests and inspires you.
- The online shop, where you can see what items you can redeem for points. The shop includes a range of products and services from bicycle equipment to SmartRiders; to training workshops.

The Your Move team runs regular website orientation sessions, so [get in touch](#) if you'd like to sign up for one of these.

## Step 2

### Build momentum

Your Move organisation champions play a vital role. Depending on the size of your organisation, you will probably need help from others if you want to make a real change to how people travel.

Engaging people helps build support and momentum. Getting together a team or action group can be a great way to work with others to create change in an organisation. Different people will bring different skills and motivations to your team.

Check out our resource on the website to read more about joining with an existing group or getting an action group started in your organisation.

Management support is also important for making changes to boost active travel at your organisation. You may be able to get started with easy-win activities (such as starting a working group, holding an active travel breakfast, or organising a social ride) without management engagement, but for more complex activities that will create significant change, management support is essential. Management support will be needed for initiatives involving budget expenditure (such as infrastructure improvements, rewards scheme, purchasing a pool bike) and for policy changes (such as parking allocation).

Check out our [gaining management support](#) resource for our top five tips on gaining management support for Your Move initiatives.



## Step 3

### Find out how your organisation moves

#### Access check

We suggest you undertake an access check. This will help you understand more about your organisation and identify barriers and opportunities for people accessing your organisation's location by active, sustainable travel.

Our [organisation access check](#) template will take you through a simple process of collecting information on location, transport facilities and services and organisation policy and practice for your organisation.

#### Top tip

If you write a story and select 'access check' as completed, you will start earning points immediately.

#### Travel survey

Travel surveys are important to find out how staff are travelling to and from work. Run your initial travel survey before you start implementing any activities, so you can get baseline data on how staff are currently travelling. We then ask that you do a follow up survey after 12 months to see the results from your team's Your Move efforts.

## Step 4

### Plan for success

A travel plan is a set of activities that an organisation implements to help manage how people travel to and from a workplace site. This will help you think through what you want to achieve over the next year and how you will achieve it.

Travel plans are a useful way to be strategic about what active transport results you want for your organisation. We know that planning and committing to actions helps us make them happen.

Our [travel plan template](#) takes you through a process of reflecting on the opportunities and challenges at your organisation and recording activities that you will implement over the year. Once you have chosen activities, remember to select them on the Your Move website dashboard.

See our Your Move Calendar Planner resource for key dates throughout the year that you may like to plan some of your activities around.

#### Top tip

Earn points for writing your travel plan.



## Step 5

### Make it happen

#### Now it's time to implement activities.

Activities could be things like:

- Running an event (e.g. Bike to Work Breakfast)
- Purchasing office SmartRiders for staff to use for business trips
- Providing end of trip facilities (lockers, showers, bike parking) to help staff cycle or walk to work
- Implementing an incentives scheme or travel allowance
- Running bike training sessions (e.g. Bike Dr maintenance or People on Bicycles bike skills sessions redeemed through points at our online Rewards Shop)
- Promoting public transport options to staff.

See the [Activity Planner tool](#) on our website for our comprehensive list of activities.

#### Levers of change

There are different approaches, or 'levers' that can be used to create change in the way people travel to your organisation. When selecting activities, consider including activities across the different levers of change.

Your Move is more likely to be successful if you include activities across the four levers below, rather than focusing on just one or two.

- **Information:** Inform people of travel options and promote the good examples.
- **Engagement and incentives:** Involve people in using travel alternatives and build positive attitudes through rewards and incentives.
- **Policies and practices:** Align ways of working and incentives with transport goals.
- **Facilities and fleet:** Plan, provide and manage to keep with transport goals.

## Step 6

### Share your stories and be rewarded

#### Share your stories

Sharing your stories is a crucial part of Your Move! Sharing stories of your activities inspires others in the online community and earns you points.

Writing a post and linking it to an activity (you will be prompted to do so) will earn you points automatically. Activities are awarded points depending on their effort and impact. You can also earn bonus points for your story by:

- Including photos
- Explaining the steps you took to do the activity, so others can replicate it
- Writing a short reflection on the lessons you learnt along the way - what did and didn't work
- Including observations of changes in travel habits
- Including testimonials, personal stories, results or data
- Sharing anything you have created, such as event plans, templates, or promotional materials.

The more often you post the better: you are welcome to share a story of an event you are planning, and then post again once you have completed the event, commenting on how it went and what you learnt.

See [here](#) for tips on how to write a good story and detailed instructions of how to post online.



## Be rewarded

Throughout the year, your organisation can earn points for your activities, which can be redeemed as rewards in our online shop.

You can view how many points you have accumulated on your dashboard of the Your Move website. You can use your points in any way that you think would support active transport use in your organisation. Think about the needs of your organisation: you may like to use your points early on smaller items to enable active transport in the short term, or you may like to save up your points to redeem on a bigger reward. You may like to use items as prizes (e.g. vouchers, water bottles, merchandise), as office resources (e.g. SmartRiders, bicycle training session) or training for staff (e.g. a bike training session).

Keep an eye on your points balance, as points need to be redeemed within two years of earning them.

Check our Rewards Shop on the Your Move website to see what items we have available.

## And then . . . just keep going!

Use your rewards to build momentum and implement further activities in your organisation.

Encouraging people to change the way they travel to and from work can take time and persistence. Effective Your Move promotions, events and messaging will change the culture of your organisation. Cultural change needs a range of activities, sustained over time to create new norms and genuine travel behaviour change.

We encourage you to keep building on the success of your initial activities to keep the momentum going.

# Making the most of Your Move

We know that many Your Move champions are volunteers, often with limited time and limited budgets.

Here are some tips to help you make the most of the Your Move program:

- Get started with easy wins that build awareness and engagement such as 'Bike to work breakfast' or an active transport morning tea. Building early momentum and sharing stories on the Your Move website will help to ensure a successful program.
- Run your activities to coincide with public events that have promotional materials and resources that you can use, such as WA Bike Month, Ride2Work Day, or World Environment Day.

## If you get stuck

Even with the best of intentions, Your Move initiatives can face hurdles. Your Move activities need to fit in around work duties and people can have different opinions and ways of doing things. If you need help to reinspire and energise your group or yourself, contact the Your Move team. We are happy to meet online with your group and brainstorm creative ways forward with easy win activities.

**Thank you for making the commitment to achieve change. Champions like you can make a real difference to the health and happiness of your colleagues through simple actions that encourage and enable active transport.**

## Contact us



Facebook: /YourMoveWA



Instagram: @YourMoveWA



Email: [yourmove@transport.wa.gov.au](mailto:yourmove@transport.wa.gov.au)



Phone: 08 6551 6040



Website: [yourmove.org.au](http://yourmove.org.au)

**your  
move**  
more ways to get there