



What have they achieved?

The effort put into the 2016 event in the form of new and additional prizes, extra promotion and marketing, and recruiting champions as leaders contributed to a 65% increase in participation in 2016. This event promoted walking as a form of active travel which has a positive impact on the health of commuters leading to increased productivity, as well as helping to address congestion.

About the Company:

Industry:
Education

Number of staff and students:
3,500

Location:
**15 Broadway,
Ultimo NSW 2007**

'Walk to UTS Day' is a great way to encourage staff to leave the car at home

Objective:

'Walk to UTS Day' has helped raise awareness of walking as a travel option, facilitating shifts from other transport modes to walking and fostering longer term behaviour change.

Best practice:

UTS effectively used a special event, with the support of champion ambassadors, to encourage staff and students to try something new and raise awareness of alternative feasible travel options.

How did they do it?

To promote walking as a mode of transport, each year on national Walk to Work Day, UTS hosts 'Walk to UTS Day'. Staff, students and visitors all take part. The day includes a free breakfast for anyone who walks and the chance to win prizes. In 2016, UTS renewed efforts and refreshed the campaign to encourage people to remode their daily commute and consider switching from other modes of transport (particularly the car) to walking, or a combination of walking and public transport.

To help introduce walking to those who live too far away, UTS organised rendezvous points at Wynyard and Redfern stations with volunteers leading groups, and planting the idea of exiting the train or bus early to walk the last leg.