



Think Change

Working together
for a healthier,
more connected
and sustainable
Sunshine Coast.



Sunshine Coast[™]
COUNCIL

Our region.
Healthy. Smart. Creative.

Acknowledgement of Traditional Owners

Sunshine Coast Council acknowledges the Kabi Kabi and Jinibara peoples as the traditional custodians of the Sunshine Coast, and wishes to pay respect to their elders past, present and emerging.

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Acknowledgements

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Why do we need ThinkChange?

At its core, **ThinkChange™** is about helping everyone on the Sunshine Coast identify ways we can all reduce our car use and how far we travel in our cars, so we can all help achieve a healthier, more connected and sustainable Sunshine Coast. To do this, Sunshine Coast Council will partner with organisations, communities and groups willing to effect change.

Council recognises our current level of car use on the Sunshine Coast is unsustainable and incompatible with our vision as Australia's most sustainable region. There are many things that can be done as individuals, businesses and communities that don't rely on public transport to reduce car usage.

Over the past two years, Council has consulted and collaborated with the Sunshine Coast community through:

- Engagement with stakeholders from Council, State Government, non-government organisations large and small, workplaces and schools.
- Targeted engagement with and listening to the community.

Council has listened and recognised the need for change, for bold action. That action is **ThinkChange**. It's based on an understanding that to achieve genuine, sustainable change, then individuals, communities, and businesses need to identify ways they can change their habits and behaviour. It's about empowering everyone in our community to make small changes that can have a large and lasting impact. Encouragingly, during the community consultation people were able to suggest small changes they could make to reduce their car use.

Reducing car use will not only be good for our health, it can positively impact our region's streets, suburbs and schools, cost of living, and our sense of pride in the Sunshine Coast, a Local Government Area recognised as a leader in change.

During the development of **ThinkChange**, we surveyed 150 households in the community and found:



93%

of all trips are by car (either as the driver or passenger)



3%

of all trips are by public transport



4%

of all trips are by walk or cycle

The most common trip activities were for:



28%
Work



24%
Shopping



22%
Leisure



26%
other



There was very little potential for people currently making trips by car to change to public transport at the moment, until improvements to the public transport network are made.

However when asked, people are readily able to identify ways to reduce their car use and access activities by doing things differently.

Think
Change



ThinkChange is for the entire Sunshine Coast region. Whether you live in the hinterland, on the coast, are part of an organisation, business or individual.



ThinkChange aims to sustain and enhance the unique lifestyle on the Sunshine Coast by helping people to think about where they do activities and how they get there. By supporting you how to think about and plan ways to make life easier, by doing things differently.



People are most successful at changing behaviour when they take responsibility for creating the solutions to their problems.

Where will we experience ThinkChange?

ThinkChange initiatives will be grouped into five broad categories, with activity across the region. A selection of pilot initiatives will start things off, with an aim to expand over time. A process for working with the community to identify and co-design new initiatives will be implemented. The five categories of initiatives are:

- **Community-based** initially focusing on new estates, then extended to existing developments
- **Education-based** initially focusing on 1-2 schools, then extending across the region
- **Workplace-based** initially focusing on new, expanding or moving organisations, then turning to established workplaces
- **Event-based** initially focusing on smaller scale regular events like sporting club matches and activities, then expanding to larger, less frequent events
- **Visitor-based** focusing on the travel choices of people who visit the Sunshine Coast.

So, you might hear about a school with innovative ideas to avoid congestion at drop off time, such as walk to school days, or a development creating better connections within the community so residents can access the activities and services they want nearby, or new ideas for workplaces.

In time you will also experience **ThinkChange** through the things you like to do on the Sunshine Coast – like going to the stadium, your surf life saving club, university, club or church. Anywhere where people want to enjoy life with less congestion and a better community spirit, **ThinkChange** has a role to play.

What are the principles behind ThinkChange?

ThinkChange encourages and supports all of us to think differently about how we get to and do our activities, so that we have less congestion and better liveability on the Sunshine Coast. It doesn't rely on waiting for physical changes to the environment, but it will build on changes that give people more travel choices over time. It's about generating new, and often simple, ideas and turning them into action. That's how each of our initial initiatives came to life!

Is this new? Doesn't the Council already have programs like this?

Council does run programs that you might know about – finding ways for kids to cycle safely to school, supporting programs that encourage walking. These are excellent and they will continue. What's new, is that **ThinkChange** is more than a series of initiatives, it is a commitment to work with community to identify and implement the different ways we can all make small changes to achieve sustainable change.

How is it going to work?

Sunshine Coast Council is rolling out a multi-year **ThinkChange** program, with a selection of pilot initiatives to start off with.

Beyond these there are willing partners with other identified opportunities that can follow. We also want to work with any new partners in business, and the community to identify and co-design other initiatives.

Whenever there is a new initiative within **ThinkChange** it will follow the process of 'co-design' – ensuring the people it effects are part of the process of designing the solution. The co-design process will identify the issues, design a solution and a plan, identify who can help and collaborate, and put it into action. The goal is agreement on what the initiative is trying to achieve and how it will achieve them, so that measures can be put in place to assess impact.

You can choose to take part by changing things you do or by coming up with ideas for others to do. **ThinkChange** is about supporting you to do that.

Any time you have any questions or ideas you can contact Council on the following details:

07 5475 7272

ThinkChange@sunshinecoast.qld.gov.au
sunshinecoast.qld.gov.au



Will it make a difference?

ThinkChange is aiming to achieve a healthier, more connected and sustainable region. A sustainable region focussed on implementing smart, healthy, and creative initiatives focussed on maintaining its lifestyle and liveability, despite the region's ongoing growth.

Even little changes at an individual level have the potential to have a big impact, with an expected cumulative effect across the Sunshine Coast. Ultimately, whether changes are made at an individual, organisational or community level, the benefits to the region have the potential to be wide ranging:

- reduced traffic and congestion on our roads
- lower carbon emissions
- improved health and wellbeing
- more connected communities
- and even economic benefits.

ThinkChange should lead to changes in our day-to-day lives that we can all observe:

- Less traffic congestion on our roads because of choices made
- Changes to our daily routines that signal more time in our days because we are travelling less. We might find we are having more conversations with people about the positive changes we've had in our lives and the choices made
- Greater connection to the people, services and activities in our communities, because we are doing more things close to home. We may form more relationships in our community and get to know many more people
- The availability of more services and activities because businesses recognise that we want less travel and more things close to home.

Has an approach like ThinkChange worked in Australia?

Yes... in Adelaide!



reduction of 18%
travel among those in
the program



a 6% increase
in travel among
those who did not
participate

In an area with 66,000 households (about half the Sunshine Coast) – there was an 18% reduction in kilometres among those who participated in the program, at the same time there was a 6% increase in kilometres among those not in the program.

People talked about saving money, saving time, getting to know their kids and neighbours, and so on. And there were examples of surprising community benefits – school children creating bus stop shelters with older people, new arrivals from Sudan making their first bus trip to learn English with a lonely person who had just lost a loved one!

How can I get involved?

Getting involved as an organisation, business, or community group

This is a program that is designed with organisations, businesses, and community groups in mind. Council encourages you to **ThinkChange** about benefits to you and the community.

To get started on **ThinkChange** initiative in your area, in your organisation, or for your event we suggest you do the following:

- Have a conversation amongst yourselves about the specific problem(s) you are trying to address and how it relates to **ThinkChange**. Some questions to get you started – What is being impacted? Is there traffic congestion? Is it taking longer to get places? What is your desired outcome? When you clearly articulate the problem, solutions become more obvious!
- Once you have identified the issue and thought about any potential solutions, contact the Sunshine Coast Council – the website will have details about the **ThinkChange** contacts. Don't worry you don't need to have all the solutions and answers before you contact us. We are here to support and work with you.

Getting involved as an individual

No matter where you live in the Sunshine Coast, you can play a role in reducing car use and get involved in **ThinkChange**. You don't need to be part of a formal **ThinkChange** initiative. It will be easier for some people than others. The thing to remember is small changes can add up to something bigger. Here are some tips to get you started thinking about your life and travel:

- **Rethink:** Can you plan ways to make life easier by doing things differently?
- **Reroute:** Can you take a road less travelled and discover the Sunshine Coast?
- **Retime:** Could you travel at a different time to avoid traffic?
- **Reduce:** Can you plan your day or week so that you make less trips and enjoy the added benefit of more time for yourself?
- **Remode:** Are there short trips you make in the car that could be done by walking, scooting or cycling?



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