

NRMA and SBA unite to champion sustainable mobility

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NRMA will lead Sustainable Business Australia's (SBA) Sustainable Mobility Project, which is a unique business-led project that will leverage the latest developments in technology, systems and management to boost the national uptake of sustainable mobility solutions.



The collaboration between business advocacy think tank SBA and its latest member NRMA lends significant weight to both organisations shared commitments to increase the profile and effective implementation of sustainable mobility throughout the country.

The project is modelled on similar sorts of projects that have been operated internationally under the World Business Council for Sustainable Development (WBCSD), which operates under a

collaborative business-driven approach.

According to NRMA's energy, carbon and sustainability professional Peter Haenke, mobility is clearly a significantly growing issue for not just NRMA members but also all of society.

"NRMA was asked to help lead this particular project around sustainable mobility, with the intent to leverage SBA members and pull in all of the stakeholders to find business solutions to some of the challenges we face around mobility," Haenke said.

"There's a whole range of issues, but on a broad scale we've got increasing urbanisation and population and that's causing more congestion, which will be no surprise to anybody that lives in Sydney or other major cities.

"How we deal with mobility in a more sustainable way is a keen interest for us, and we're excited to be part of finding solutions to some of the growing mobility problems in Sydney and beyond."

There's a range of things that NRMA are currently looking at in terms of the latest development in technologies, systems and management available in the market.

"In the space of mobility there's so many things coming through – autonomous electric vehicles are now very topical, everybody is aware of how quickly they are coming," Haenke said.

"Also, things like using technology around finding better parking solutions, solutions to ease congestion and help traffic move better by avoiding congestion spots and a whole range of other issues like that."

According to Haenke, it's a matter of looking at what are the solutions that we think are really helpful and then identifying where the barriers are.

"Sometimes the barriers could be technological, might be financial, sometimes it's regulatory, so it's a

matter of identifying the barriers and tackling those one by one," Haenke said.

"I guess one of the main constraints that we work within is the built environment – we can't change the urban form that we've got, so you have to kind of live with what you've got.

"It's all about trying to find what business solutions we can find to help ease some of the problems that we've got, and frankly we don't yet know what all of those solutions are – we are still at the early stage of this project.

"We are sort of in the set-up and data collection phase – still trying to understand the current status of mobility in Sydney."

The project is expected to run on a three-year timeframe, and by the end of that time Haenke believes that they will have a better idea of what solutions would be needed to move forward.

"We think that's an appropriate amount of time to do a reasonable piece of work, to pull together a reasonable stakeholder group, apply some thought to the problem, and to be able to identify, showcase or trial some solutions," Haenke said.

"And at the end of that time we think that we will have a reasonable indication of what are the sorts of solutions that business can provide to solve some of the problems that we've got."

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