

September 2001

PRESS RELEASE

SHED YOUR CAR DAY IS ON AGAIN!!

**Fremantle is celebrating its second car-free day on Wednesday
September 19,
to coincide with World Car Free Day**

Once again Fremantle residents and commuters will be encouraged to 'shed their cars' and enjoy the social, environmental and health benefits of walking, cycling and taking public transport.

The car-free concept is already an annual event in many countries around the world. Last year, 800 towns and cities in 23 countries across Europe, Japan and North America closed their streets to motor traffic in a one day experiment. An estimated 70 million people rose to the Car Free Day challenge, discovering their hometowns and cities by foot, bicycle or public transport.

The next *European Car Free Day* will be on Saturday 22 September 2001.

Last year's **Shed Your Car** event in Fremantle was Australia's first, initiated by the City of Fremantle as part of its sustainability agenda.

The objectives of Shed Your Car day are:

- encouraging behaviour change toward reduced car use;
- increase awareness of environmental issues such as air pollution, noise pollution and congestion caused by private cars;
- recognition of the health benefits of walking and cycling;
- creating more space for pedestrians and cyclists;
- encouraging more people to experience public transport options;
- encouraging a greater sense of community and safety within Fremantle;
- demonstrating the benefit to business of reduced car traffic in Fremantle;
- supporting the Fremantle City Plan objective for a sustainable city;
- supporting and encouraging other communities to recognise the benefits of similar events.

Following the success of last year's inaugural Shed Your Car Day, the City of Fremantle, working in conjunction with a Community Advisory Group, has once again received the support of a wide range of sponsors and local businesses for this year's event, including **the Department of Planning & Infrastructure's TravelSmart and Cycle Instead programs, Transperth and the Cycling Promotion Fund.**

ON THE DAY

South Terrace-Market Street (from High Street to Norfolk Street) will be closed to private vehicles *and buses* from 6.30am to 6.30pm. Access will be available for emergency vehicles, cyclists and delivery vehicles.

Once the streets have been closed, the community will reclaim the streets with a range of exciting events, including:

- **A Bike to Breakfast (6.30 - 9am):**

Supported by the Department of Planning & Infrastructure's **Cycle Instead** program and local cafés, the first three hundred cyclists to arrive on the Café strip will receive a voucher for a coffee and muffin (or equivalent to the value of \$5) at one of the participating cafés.

- **Workplace Challenge:**

Opportunities for small and large organisations and businesses in Fremantle to participate in the day in a very active way, and win fun prizes at the same time. Sponsored by **Transperth**.

- **Slow Bike Race:**

This was a huge success last year – lots of giggles to see who can stay on their bike the longest while covering a very short distance! Much more difficult than it sounds!

- **Reclaim the Streets March: 5.30**

The day will close with a colourful Street March led by the popular entertainment troupe Freo Samba, which last year culminated in some very creative dancing in the Street!

.....stay tuned for a host of other exciting events!

Support for last year's event was extremely positive, and it is clear that the day was a success when measured against all objectives. Importantly, 97% of respondents interviewed on the day thought the event should be repeated again, **citing less cars, less fumes** and easier access as the main reasons it was successful.

Expanding on this success, the University of Western Australia is conducting its own “Shed Your Car Day” this year, to coincide with the event in Fremantle – an event which is gathering momentum locally, interstate and overseas. “Shed Your Car Day” organisers from the City of Fremantle have been in discussions with the Cities of Melville, Cottesloe and Subiaco here in WA; as well as Adelaide, Brisbane, Christchurch and as far away as Paris. Enthusiastic support has come from all locations – more shedding of cars is definitely on the horizon!

Increased community awareness and the opportunity to build on new and existing sponsor relationships promises an even bigger and better “Shed Your Car Day” in 2001.

INFORMATION / CONTACTS

The Shed Your Car website has all the details of this year’s events, as well as some very colourful pictures from last year, and a list of our sponsors and supporters. Anyone interested in participating at any level or with general queries is invited to visit the site at <http://www.freonet.net.au/shed-your-car/index.html>

Interview opportunities are available with either Mr John Pinkard at the City of Fremantle on 9432 9939 or Cr Kathy Anketell on 9336 2131.

For further information contact Mr David Nicholson at the City of Fremantle on 9432 9834 or davidn@fremantle.wa.gov.au.

For further information regarding Shed Your Car Day at UWA, contact Andrew Outhwaite; lunasciz@tartarus.uwa.edu.au

**Research Report: Evaluation of Australia’s Inaugural Car Free Day. Prepared for the City of Fremantle by Carey Curtis, Department of Urban and Regional Planning, Curtin University. December 2000.*

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