

Gold Coast: a city embracing transport disruption

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ABSTRACT

The Gold Coast is unlike other cities. A growing population, vibrant tourism industry and multiple centres make the city's transport challenges unique. Australia's sixth-largest city hosts more than 13 million visitors each year, putting increased pressure on existing transport infrastructure.

One year on from the transformative Gold Coast 2018 Commonwealth Games (GC2018), the City of Gold Coast (the City) is delivering its *Gold Coast Transport Strategy 2031* in an environment with greater transport expectations and challenges than ever before. The City is leveraging the varied GC2018 legacy benefits, while responding to an ever-growing city with a continuing reliance on private vehicle travel.

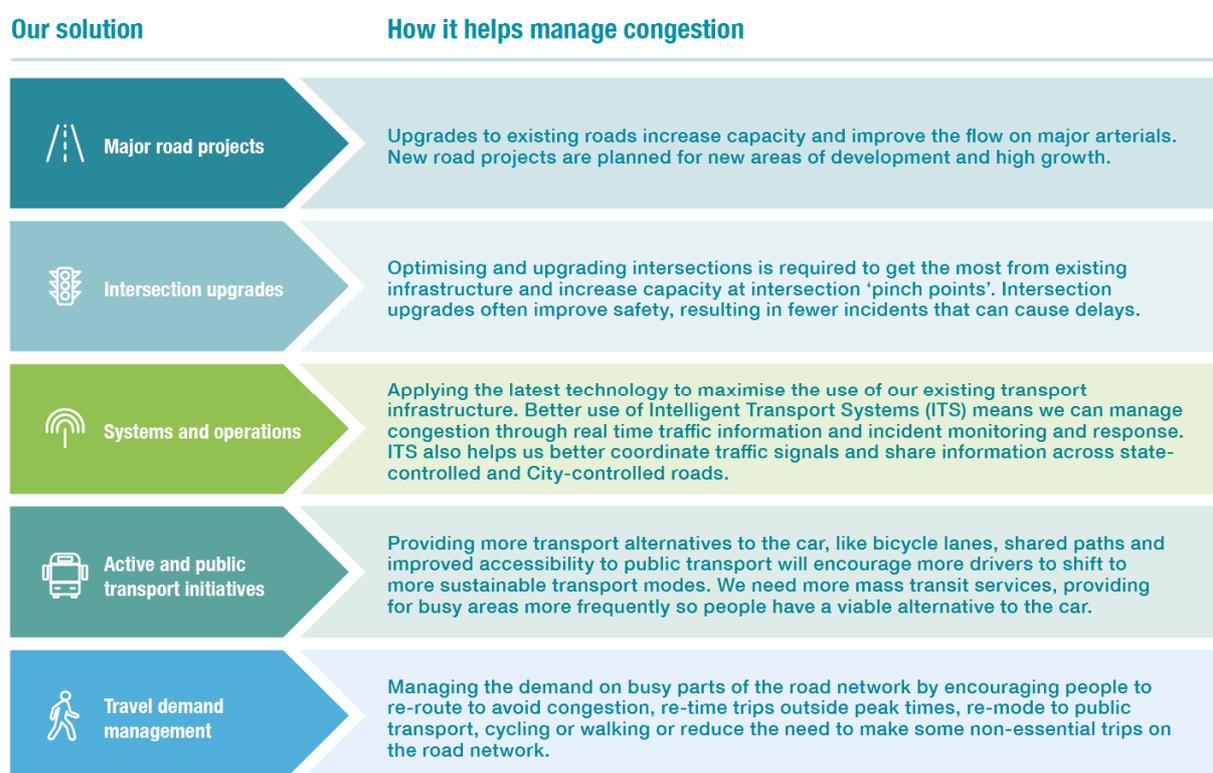
GC2018 saw many locals for the first time choosing different ways to travel around the Gold Coast. As well as continued transport infrastructure investment, the City has modified travel behaviour change programs to maximise these Games-time travel experiences and embed longer-term change. Specifically, a tailored workplaces program is using the tools that proved effective during Games to design bespoke travel action plans for the Gold Coast's largest organisations.

Looking ahead to a vibrant future, emerging transport trends and technologies have the potential to effect far-reaching and exciting change in the way Gold Coast residents and visitors move around the city. A recent mid-life review of the *Gold Coast Transport Strategy 2031*, undertaken since GC2018, sought to ensure the City is on track with delivering its transport vision and best placed to adapt to current and future changes in the transport landscape.

An environmental scan has informed the City's response to transport disruptors like electric vehicles, driverless vehicles, new app-based business models and availability of "big data". Flexibility, greater personal choice and user experience are now at the centre of public policy development.

The mid-life review, with input from key industry and government stakeholders, has shown that the *Gold Coast Transport Strategy 2031* objectives remain highly relevant and an enhanced focus on congestion management is necessary to consolidate and prioritise actions that address both the cause and effects of congestion.

The City’s transport narrative will continue emphasise that the answer to congestion is not just building more roads. This presentation will outline the City’s coordinated and integrated response proposed to manage the effects of congestion while addressing its causes, as illustrated in the image below.



The presentation will also explore the new mobility options emerging in the local market and their relevance to the Gold Coast transport landscape. While some of these disruptors have the potential to accelerate the City’s transport outcomes, others are not supportive of the sustainable transport vision and may result in more vehicle trips, worsening congestion and lowering public transport use if they are not harnessed and directed by local government and strategic partners.

There is no single solution to congestion – only an integrated approach can deliver the city’s transport vision and protect the Gold Coast lifestyle.