

# NRMA Future of Transport Challenge

National Travel to Learn and School Bus Travel Summit

Venera Owens

Senior Manager Education



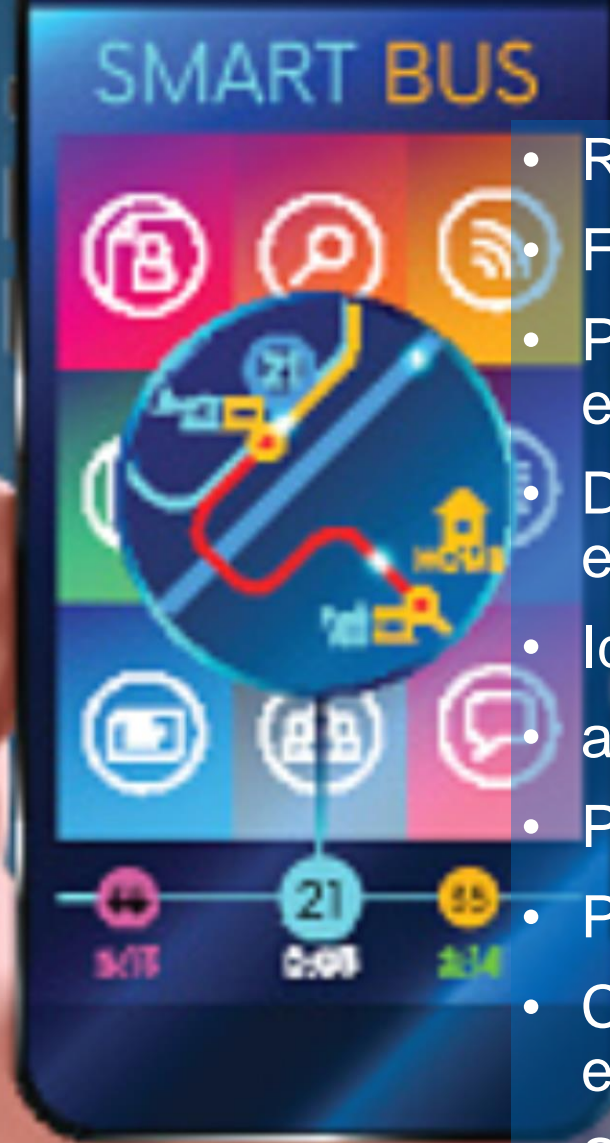
# NRMA

- National Roads & Motorists Association
- Close to 100 years of advocacy
- Australia's largest mutual with 2.5 million members in NSW and ACT
- National business footprint
- NRMA Education
  - educates 90,000 students per year
  - visits 220 schools annually K-12 focussed on road safety
- Business strategy in transition to reflect mobility in 21st Century
  - mass transport, EV technology, autonomous vehicles, on demand transport, blue highways (ferries )





# What is the Future of Transport Challenge?



- Real world experts + STEM + entrepreneurial
- For Year 7 -10 with national expansion
- Project involving 4 months of learning by students – educational best practice
- Deep dive into global transport problems – congestion, environmental, safety, economic
- Identify a need then use design thinking to create a product/service
- Pitch product/service LIVE – think Sharks' Tank
- Piloted 2017 with 4 schools with 44 schools in 2018
- Comprehensive curriculum linked website with everything students and teachers need
- Students relish the real world, innovative learning



# Potential questions

What stops people from catching buses?

How can you make it easier for people to use mass transit?

Do smart phone create opportunities for new mobility products or services that don't involve a car?

With two in three Australians overweight or obese, how can transport design deliver health improvements?

What will mass transit look like in 20 years time?

How to you drive changes in behaviors to increase the uptake of more sustainable transport?



# Value to NRMA

- Communicate our strategy to young people
- Deliver value to Members by helping their children/grandchildren develop the skills for future success
- Position ourselves as an industry leader and school partner

# Value to Australia

- Addresses skills identified by government & industry as vital for future prosperity
- STEM, inquiry based learning, research, product design, collaboration, communication, entrepreneurship

# Value to your organisations

- Deliver the generational change in travel behavior you want over time that will change travel behavior and manage current population problems





# NRMA and BIC working together

- Explore how to grow as a national competition
- Open invitation to all organisations to join us and help the Challenge grow through financial and other support such as
  - Sponsorships
  - Industry Mentors
  - Real world case studies
  - Unique educational experiences as prizes
- Ideas, encouragement and inspiration



**Winners 2017 – Year 10 Team from Moriah College  
Prize – testing & talking to experts delivering NSW's  
driverless shuttle trial**

**NRMA Future of Transport Challenge website**  
[nrmafuturetransport.com.au](http://nrmafuturetransport.com.au)

**Finals for the 2018 Live Pitch Competition**  
Tuesday 4 September at Sydney Olympic Park

**Everyone is welcome** to join us at the event

Please come and speak to me

