



## Position Description

<b>Position Title:</b>	<b>Active Transport Officer</b>
Location:	105 Cambridge St, West Leederville
Manager:	Active Transport Manager
Position Status:	Full Time

### About WestCycle

WestCycle is the peak body for bike riding in Western Australia, leading and coordinating the growth and development of bike riding. Our vision is to have “more people riding bikes more often.”

WestCycle’s focus areas are

- **Representation** of our stakeholders in our advocacy to government and other agencies in order to deliver improvements in bike riding infrastructure, facilities and attitudes by and towards bike riders.
- **Growth** in the participation of bike riding.
- **Sustainability** of the environment, WestCycle and its member organisations.

Our values represent what we stand for.

#### LEADERSHIP

- We inspire growth and action.
- We provide direction, motivation and guidance.
- We take a big picture view.
- We strive to raise the standards for the whole industry.

#### COLLABORATION

- We do great things together.
- We deliver success through shared goals and mutual support.
- We help and support each other to achieve a collective goal.
- We listen and evolve together.
- We facilitate the use of collective knowledge and energy.

#### SUSTAINABILITY

- We build an organisation for the future.
- We take care of our team.
- Success breeds sustainability.
- We make decisions and act with regard to the environment, our economy and society.

The Active Transport Officer will have a key role in supporting WestCycle's Active Transport department, contributing to advocacy, infrastructure planning, stakeholder engagement, research, and communications. The position will address the growing use of eRideables as a form of active transport in Western Australia, with attention to shared infrastructure and integration with bike riders.

### **Key Responsibilities:**

#### **Advocacy & Stakeholder Engagement**

- Engage with stakeholders across all levels of government, including Department of Transport (DoT), Main Roads WA (MRWA), WALGA and others, to develop infrastructure, policies and projects to support active transport.
- Contribute to submissions, reports and key strategic documents to encourage investment in infrastructure, facilities, programs and campaigns.
- Engage with active transport users through online and intercept surveys, and community consultation to inform advocacy efforts
- Represent WestCycle in advisory groups, committees and stakeholder meetings to advocate for active transport initiatives.
- Provide advocacy support to the Chief Executive Officer, particularly in areas related to active transport policy and infrastructure development.

### **Programs & Initiatives**

- Lead the development of initiatives to raise community awareness on the safe and effective use of active transport options in WA.
- Implement strategies from WestCycle's Communication Plan to engage with active transport users to guide advocacy and program development.
- Support all WestCycle bike riding and safety programs.
- Provide content and insights for social media, news and advocacy messaging related to Active Transport topics.

#### **Research & Data Collection**

- Collect, analyse and interpret data to identify user needs and identify gaps in active transport infrastructure and policy across Western Australia, providing recommendations for improvements.
- Collaborate with research institutions and government bodies to analyse transport trends and inform advocacy strategies.
- Support the development of evidence-based policies by collecting and reviewing data on eRideable safety, uptake and user needs.
- Monitor and ensure compliance with funding agreements, reporting requirements and key deliverables.

### **Selection Criteria:**

**Essential:**

- Strong understanding of active transport and sustainable mobility trends.
- Tertiary Qualifications or similar experience in urban planning, urban design, transport engineering, sustainable cities or policy development, with a focus on active transport or emerging mobility solutions.
- Proven experience in advocacy, stakeholder engagement and policy development related to transport infrastructure or active mobility initiatives.
- Strong research and analytical skills, with the ability to interpret data, identify trends and develop evidence-based policy recommendations for active transport.
- Ability to prepare submissions, reports and proposals to support advocacy efforts and policy development.

**Desirable:**

- Experience working with government agencies, local councils, or transport authorities.
- Knowledge of existing eRideable policies, infrastructure requirements and national regulatory trends.
- Experience in community engagement, public relations and communication strategies.
- Experience in grant writing and funding applications.