

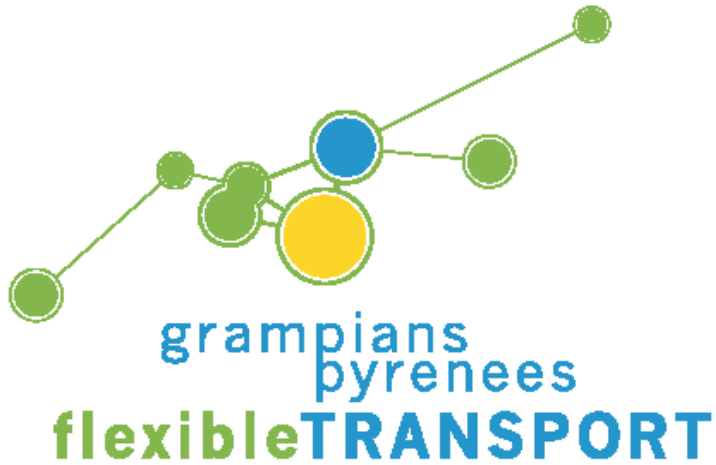
# Social Impact Study

## Behind the Bus Seat:

# The Impact of Transport in Rural Victoria

**Jo Richie**

*BOT (Honours), Cert IV TAA*



## **Phase 2: 2007-2010**

Project Coordinator

Steering Group

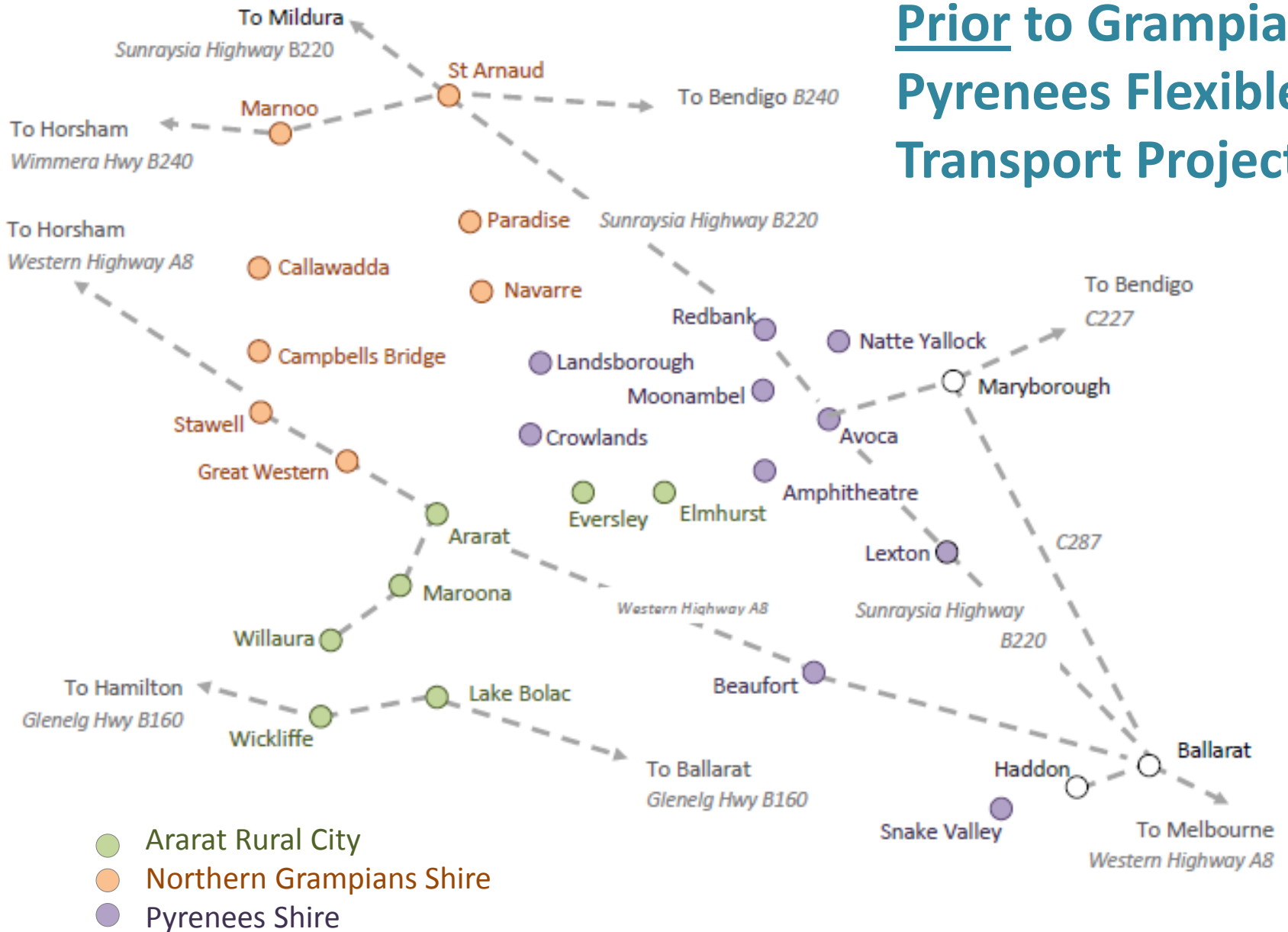
Strategic Plan (2008-2010)

Partnership Development

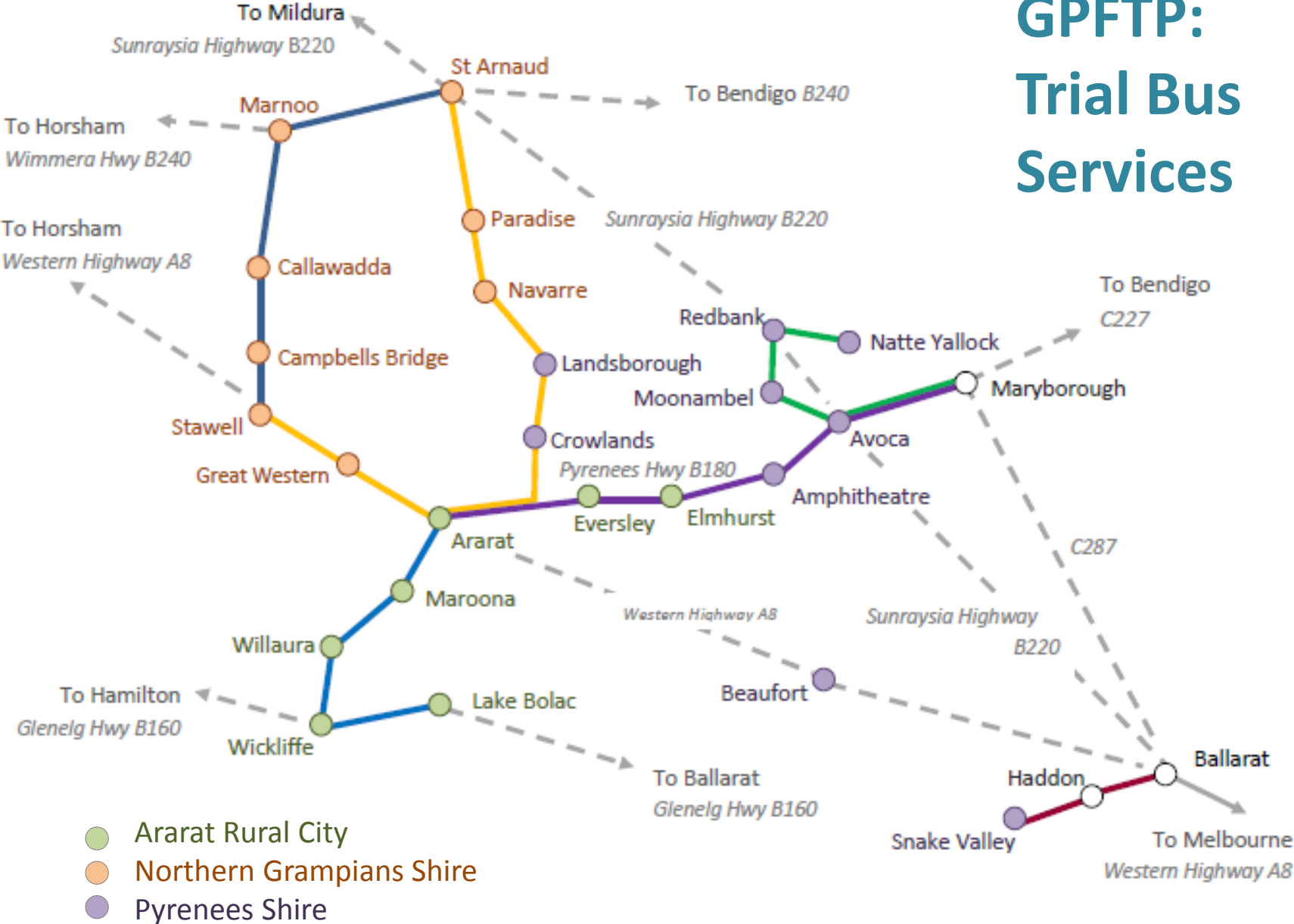
Community Consultation

Trial Bus Services

# Prior to Grampians Pyrenees Flexible Transport Project



# GPFTP: Trial Bus Services



## Project - Core Assumption

People who live in  
transport disadvantaged  
communities are socially  
excluded

# Project - Core Assumption

People who live in transport disadvantaged communities are socially excluded

## Contention of Study

**The introduction of transport  
has the potential to reduce  
social exclusion**

# Social Exclusion

**Evolved** from 'poor' or 'disadvantaged' to the  
*ability to participate in society*

## **Participation in society**

*Personal Capacities*

*Material Resources, and*

*Economic & Social Participation*

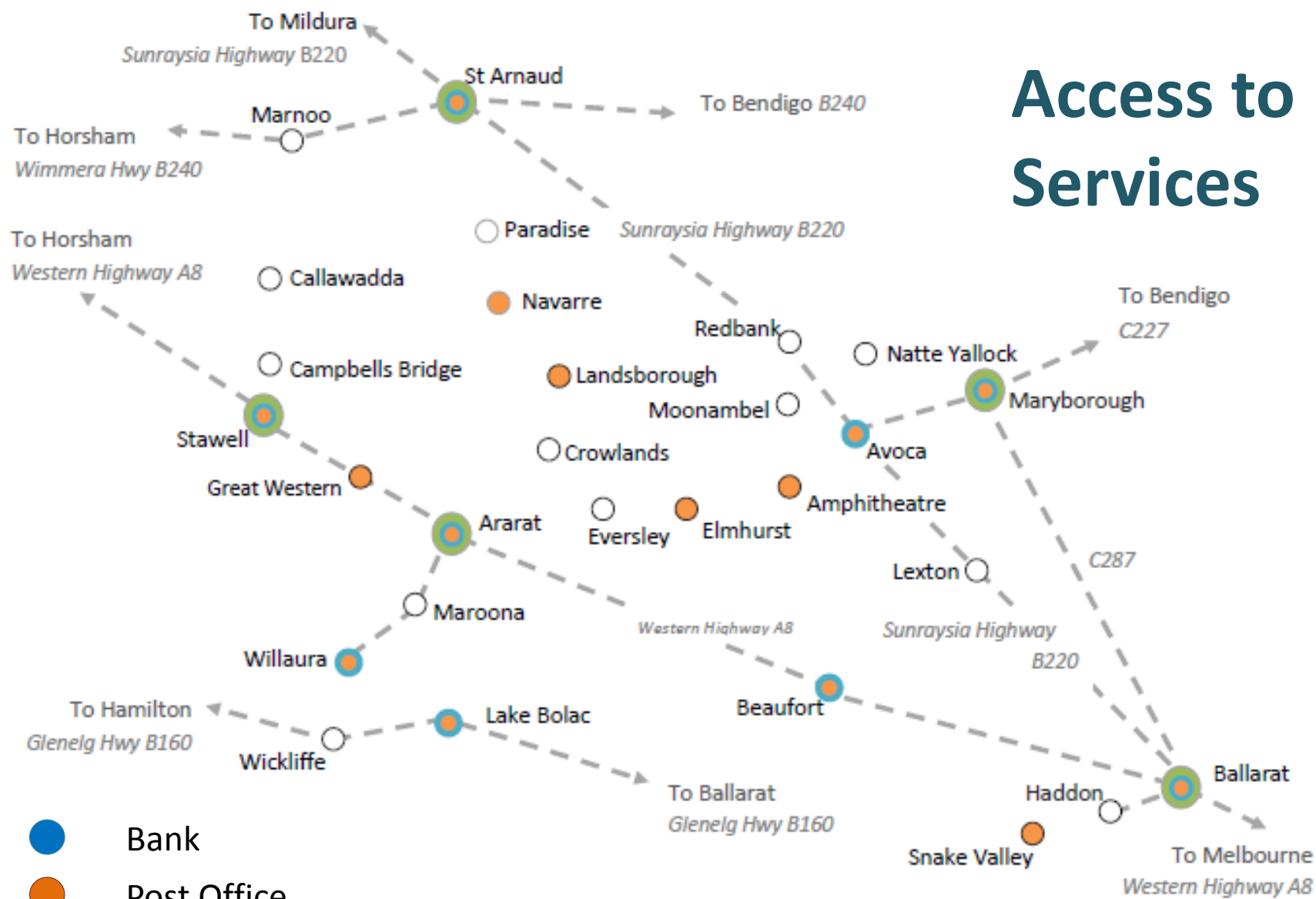
# Access to Groceries/ Food Items



# Access to Healthcare



# Access to Services



- Bank
- Post Office
- Centrelink

# Social Exclusion - Transport

Participation in society

*Personal Capacities*

*Material Resources, and*

*Economic & Social Participation*

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- Not everyone uses it

# Social Exclusion - Transport

Participation in society

*Personal Capacities*

*Material Resources, and*

*Economic & Social Participation*

- Not everyone uses it
- Does it make a difference for people who do?

# Measuring Social Exclusion

Focus on the ability to participate in society

**Does access to transport  
make a difference to how  
people participate in society?**

# Seven Life Domains

1. Material Resources
2. Employment
3. Educations & Skills
4. Health & Disability
5. Social
6. Community
7. Personal Safety

## Life Domain

# Material Wealth /Resources

- Bus Fare is affordable
- Alternative transport option available to access goods & services

# Life Domain

## Employment Status & Other Valued Roles

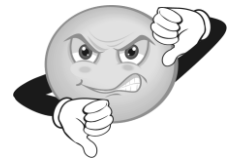
- Timetable does not accommodate hours of employment
- Grand-parenting
- Visit & support ill/frail family members



# Life Domain

## Health & Disability

- More exercise (walking)
  - Improved mobility
- Difficulty getting on/off the bus
  - Appreciative of assistance given
  - Study did not capture people who did not use the bus because they could not physically get on



# Life Domain

## Social

- Developing a routine
- Catching up with friends & family
- Being a 'regular'
- Reducing 'dependency' on others

Life Domain

**Social**

## **Ararat Correctional Centre Trial Bus Service**

- Reduced transport costs
- Visit more frequently

Life Domain

# Community

- Access to transport
  - Encourages reduction or cessation of driving

# Life Domain - Community

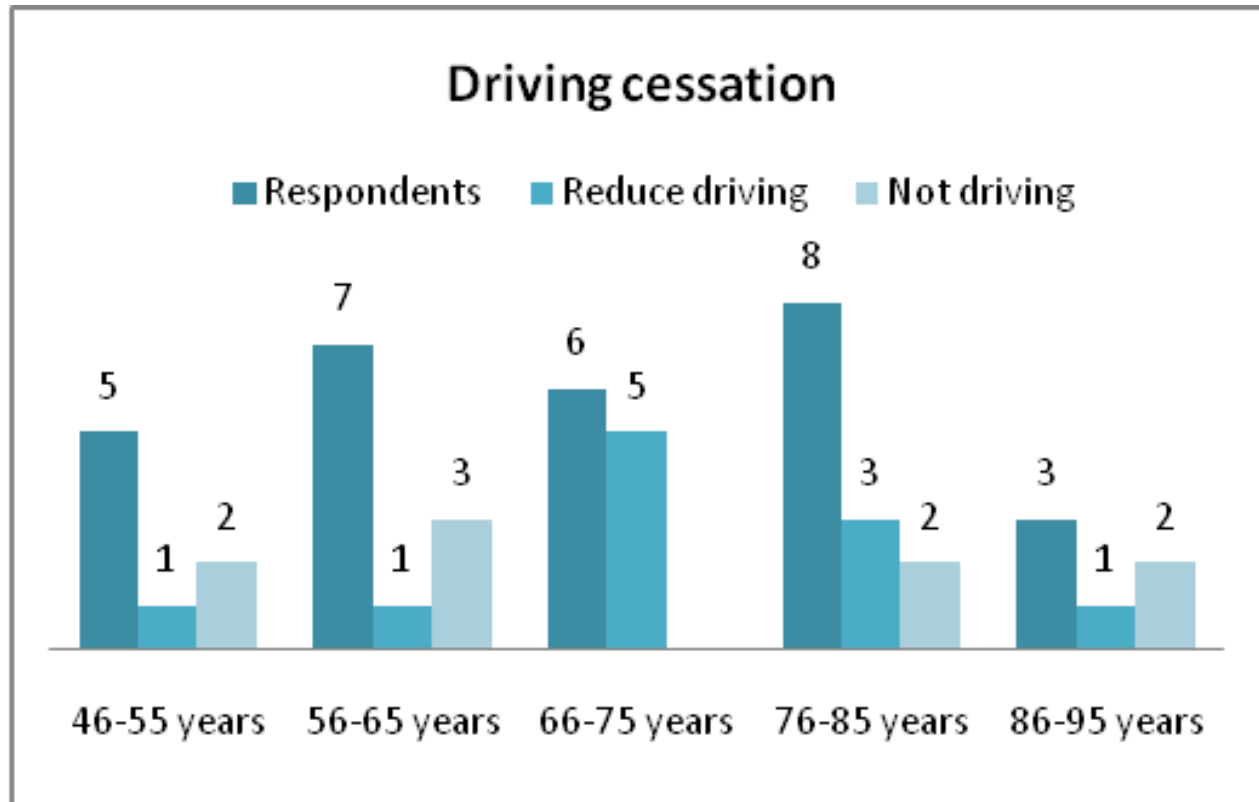
## Driving Cessation

*I have some difficulty driving. My husband has some health problems too. We do drive into town but parking is a problem. The service started conveniently for us.*

- Passenger, Redbank – Maryborough Bus Service

# Life Domain - Community

## Driving Cessation



# Life Domain

# Community

- Access to goods/services not available in own community
- Information not always accurate
- Local support & Community Champions
- Reluctance to use bus services by some community members



# Measuring Social Exclusion

Focus on the ability to participate in society

Does access to transport  
make a difference to how  
people participate in society?

## How were individuals able to participate in society ?

- Maintain important & valued roles,
- Maintain regular contact with family & friends
- Establish a new routine
- Reduce their dependence on others,
- Extend social networks
- Reduce (or cease) driving... *and still get into town*

# Continuum of Social Exclusion



At risk of  
exclusion

Marginally  
excluded

At risk of chronic  
exclusion

Chronically  
excluded

**Ability to participate in society**



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**Ability to participate in society**

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Regular contact with family & friends

Establish a new routine

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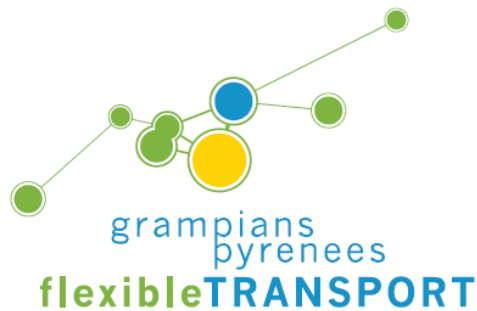
Chronically  
excluded

**Ability to participate in society**

Maintain important & valued roles,  
Regular contact with family members & friends  
Establish a new routine  
Reduce their dependence on others,  
Extend social networks  
Reduce (or cease) driving...

Don't forget  
Me!





# Social Impact Study

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