

# CURRICULUM VITAE

Rita K SEETHALER, PhD



## **Title and Position**

Director  
The Urban Transport Institute PtyLtd  
and  
TreeSmart Australia Pty Ltd  
Victoria, Australia.

## **Business Address**

The Urban Transport Institute  
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## **Professional Qualifications**

- |           |   |
|-----------|---|
| 1994      | M. Ec. Economics and Political Science<br>University of Berne, Switzerland  |
| 1995      | Postgraduate course in Environmental Epidemiology I, Institute of Social and Preventive Medicine, University of Basel, Switzerland      |
| 1996/97   | Postgraduate course in Applied Statistics, Institute of Mathematical Statistics and Actuarial Science, University of Berne, Switzerland |
| 2002-2007 | Ph.D. studies at Institute of Transport Studies, Dept. of Civil Engineering<br>Monash University, Melbourne, Australia, 2002- 2007.     |
| 2005      | Master Tree Growers course, School of Resource Management, University of Melbourne  |
| 2007      | Course in Life Cycle Assessment, Melbourne University, Centre for Design, Melbourne, Australia  |
| 2008      | Whole Farm Planning course, Course module ID RTE5516A, Department of Primary Industries, Knoxfield, Victoria, Australia                 |

## **Employment Experience**

- 2000- Director  
The Urban Transport Institute  
Victoria, Australia.
- 2005- Director  
Green & Gold Tree Farms  
Victoria, Australia
- 2005- Director  
TreeSmart Australia  
Victoria, Australia
- 2001- Research Associate  
Institute of Transport Studies  
Monash University, Melbourne, Australia
- 1999-2000 Research Fellow  
Institute of Transport Studies  
The University of Sydney, Australia
- 1991-99 Economist  
Bureau for Transport Studies  
General Secretariat of the Swiss Federal Department of Environment, Transport,  
Communications and Energy, Berne, Switzerland
- 1986-91 Economist  
Swiss Federal Office for Statistics, Transport Section  
Berne, Switzerland
- 1982-86 Part-time employment in a nursing home (during undergraduate studies)

## **Project Experience / Teaching / Leadership**

2007-08	Chair person of Murrindindi Climate Network Inc., Murrindindi Shire
2006 -08	Member of the Upper Goulburn Implementation Committee of the Goulburn Broken Catchment Management Authority
2005-08	Chair person of Acheron Valley Watch Inc., pro-environmental community group in Murrindindi Shire
2006 -	Development and teaching of training seminars on Social Psychology and Pro-environmental Behaviour Change Policy Interventions to public and private sector (Victorian Department of Infrastructure, Victorian Department of Primary Industries, Victorian Department of Sustainability and the Environment, Golburn-Broken Catchment Management Authority, Upper Goulburn Landcare Network, diverse pro-environmental community groups)
2002-	Lecturer of CIV5310 "Infrastructure Project and Policy Evaluation" as part of the Postgraduate Program in Infrastructure Engineering and Management via Off-campus Learning, Monash University, Department of Civil Engineering
2008	Project Management and implementation of a Community Survey on the Upper Goulburn and Mid Goulburn Broken Landscape Strategy on behalf of the Goulburn Broken Catchment Management Authority
2007	Project management of the Victorian Activity and Travel Survey in the rural Shire of Murrindindi
2007	Project management of the South East Queensland Retirement Travel Survey, Queensland
2007	Consultancy, for the Victorian Department of Infrastructure, Analysis of Walking and Cycling in Melbourne (based on VATS 1994-1999 data)
2004	Pro-bono management and conduct of Community Surveys in the townships of Taggerty and Buxton on behalf of the Murrindindi Shire, Victoria
2004	Consultancy, for the Victorian Department of Infrastructure and Monash Student Association, "Training Unit in Communication and Persuasion for University-based TravelSmart programs"
2003	Consultancy, for the Victorian Department of Infrastructure "Seasonality in Daily Travel Patterns"
2001	Consultancy, for Monash University, Department of Civil Engineering "Development of Distance Education Unit on Project and Policy Evaluation"
2001	Consultancy, (with ARRB Transport Research) for Australian Greenhouse Office "Evaluating Air Pollution Impacts of Greenhouse Gas Reduction Strategies"
2001	Pro-bono Consultancy, for the Warren Centre, University of Sydney "Demographic Change Implications for Road Safety in a Sustainable Transport System" for the Warren Centre project on Sustainable Transport for Sustainable Cities

- 2000 Consultancy, (with Steer Davies Gleave) for VicRoads, Melbourne  
"Travel Patterns of the Elderly "
- 2000 Sub-Consultancy, for Steer Davies Gleave  
"Survey Design for the ORTA Survey of Olympic Travel Intentions "
- 1997-2000 Initiation and management of the Three-Country Project (Austria, France, Switzerland) for evaluating the external traffic-related health costs of air pollution as part of the preparation for the WHO Conference of Ministers in London 1999.
- 1998-2000 Project management of preliminary study of the external costs of transport in the area of habitat fragmentation and bio-diversity.
- 1998-2000 Project management of preliminary study of the external costs transport in the area of noise (noise-related health effects, economic valuation of noise-related external costs)
- 1998 Participation in the interdepartmental working group of the opportunity assessment of the Swissmetro SA licensing application for the Lausanne-Geneva pilot section (magnetic high speed rail).
- 1997-99 Organisation of internal Bureau of Transport Studies preparatory work on the 2000 micro-census national household survey on Travel Behaviour in Switzerland.
- 1997-99 Member of the commission of experts of Swiss National Research Programme No. 41, Transport and the environment, in particular in the areas of transport surveys and travel behaviour, new forms of mobility, socio-economic effects of new transport infrastructures, policy measures for a sustainable development of transport.
- 1997-99 Continuing quality control of the 1994 household survey on travel behaviour in Switzerland.
- 1997 Research work as part of the fourth EU research programme on "Derivation of the relationship between land use, behaviour patterns and travel demand for political and investment decisions", SESAME. Preparation of the Swiss data on travel behaviour in the test cities of Berne and Zurich.
- 1997 Project management, follow-up client satisfaction survey for the 1994 micro-census national household survey on travel behaviour in Switzerland.
- 1996-2000 Member of the board of trustees of the Green Cross, Switzerland (incl. organisation and monitoring of Swiss-foreign co-operation, such as the bi-lateral project of Green Cross Burkina Faso and Green Cross Switzerland on the "practical guide for Earth Charter").
- 1996-98 Project management of work on the external traffic-related health costs of transport in Switzerland for 1993 in the areas of accidents and air pollution.
- 1996 Joint organisation and implementation of the international colloquium on "Measuring and coping with the external effects of transport" as part of the ninth Entretiens du Centre Jacques Cartier in Montreal, Quebec (30.9.-4.10 1996) in co-operation with Prof. Denis Bolduc (Laval University, Quebec) and Prof. Alain Bonnafus (Université Lumière, Lyon).
- 1993 Participation in the project for evaluating external accident, noise and building costs and the external benefits of transport in Switzerland for 1988.

- 1990-93 Swiss delegate (1990-1993) to COST (European co-operation in the sphere of scientific and technical research) Action 312: "Evaluation of the effects of the Channel Tunnel on traffic flow".
- 1988-91 Member of the interdepartmental Commission for evaluating external costs of transport in Switzerland.

## **Publications**

### **Peer-reviewed Journal Articles & Book Chapters**

- Seethaler, R.K., Rose G. (forthcoming) Assessing change in vehicle kilometers in response to a voluntary travel behavior change program.
- Seethaler, R.K., Rose G. (2006) "Using the six principles of persuasion to promote travel behavior change: Findings of a TravelSmart pilot test". Road and Transport Research, Vol. 15(2), 95-107.
- Seethaler, R.K., Rose G. (2005) "The use of persuasion principles to promote travel behaviour change", Travel Demand Management Review, Issue 2(2005) Atlanta, Georgia USA, Association for Commuter Transportation.
- Seethaler, R.K. and Rose, G. (2005) "Using the Six Principles of Persuasion to Promote Travel Behaviour Change – Preliminary Findings of Two TravelSmart Field Experiments". TUTI Report 44-2005, paper presented at the 28<sup>th</sup> Australasian Transport Research Forum, Dydney, September 2005
- Seethaler, R.K., Rose G. (2004) "Application of psychological principles to promote travel behavior change". Transport Engineering in Australia, Vol. 9, No. 2, 67-84.
- Richardson, A.J., Seethaler, R.K. and Harbutt, P.H. (2004). "Design Issues for Before and After Surveys of Travel Behaviour Change", Transport Engineering in Australia, Vol. 9, No. 2, 103-118.
- Seethaler, R.K. and Richardson, A.J. (2003) "Seasonality in Daily Travel Patterns". TUTI Report 24-2003, report to the Victorian Department of Infrastructure.
- Seethaler, R.K., Künzli N., Sommer H., Chanel O., Herry M., Masson, S., Vergnaud J-C, Filliger P., Horak F. Jr, Kaiser R., Medina S., Puybonnieux-Textier V., Quénel P., Schneider J., Studnicka M. and Heldstab, J. (2003). " Economic Costs of Air Pollution Related Health Impacts: An Impact Assessment Project of Austria, France and Switzerland ". Clean Air and Environmental Quality, 37/1: 35-43
- Seethaler R, Sommer H & Künzli N (2001). "Monetarisierung von umweltbedingten Gesundheitsschäden – Luft". In: Wichmann, Schlipköter, Füllgraf, (Eds), Handbuch der Umweltmedizin. Ecomed: Landsberg, Germany
- Künzli N, Kaiser R, & Seethaler R (2001). " Quantification of the Public Health Impact - Air". In: Wichmann, Schlipköter, Füllgraf, (Eds), Handbuch der Umweltmedizin. Ecomed: Landsberg, Germany
- Künzli N, Kaiser R, & Seethaler R (2001). "Air Pollution and Health: Quantification of the Public Health Impact". Umweltmed Forsch Prax, 6(4): 202-212.

Künzli N, Kaiser R, Medina S, Studnicka M, Chanel O, Filliger P, Herry M, Horak F Jr, Puybonnieux-Textier V, Quénel P, Schneider J, Seethaler R, Vergnaud J-C and Sommer H (2000). "Public-health Impact of Outdoor and Traffic-related Air Pollution: a European Assessment". Lancet, 356: 795–801

### Conference Papers

Seethaler, R.K. (2007) "Psychology of Behaviour Change" . Key-note paper presented at the Community Education Conference on Promoting Safe and Sustainable Travel, Adelaide, 27 April 2007, South Australia

Seethaler, R.K. and Rose G. (2006). "Using the Six Principles of Persuasion to Promote Community-Based Travel Behavior Change". 85<sup>th</sup> Annual Meeting of Transportation Research Board, Washington, DC.

Seethaler, R.K. and Rose G. (2005). "Using the Six Principles of Persuasion to Promote Travel Behavior Change – Selected Results of Two TravelSmart Field Tests". 28<sup>th</sup> Australasian Transport Research Forum ATRF, Sydney, Australia

Seethaler, R.K. (2005) "Evaluating Community-Based TravelSmart in Melbourne" TUTI Report 40-2005, paper presented at the 2005 Annual Meeting of the Institute of Transportation Engineers, Melbourne, August 2005

Richardson, A.J., Seethaler, R.K., Woodley, J.R. (2005) "TravelSmart and TreeSmart: Alternative ways of reducing Greenhouse Gas levels". TUTI Report 43-2005, Paper presented at the 28<sup>th</sup> Australasian Transport Research Forum ATRF, Sydney, September 2005

Seethaler, R.K. (2004). "Using the six principles of persuasion to promote travel behavior change – Preliminary findings of a TravelSmart pilot test". 26<sup>th</sup> Conference of the Australian Institutes of Transport Research CAITR, December 8-10, CSIRO, Melbourne.

Seethaler, R.K. and Rose G. (2004). "Incorporating the principles of psychological persuasion in communications components of travel behaviour change programs". European Conference on Mobility Management ECOMM, May 5-7, Lyon France.

Seethaler, R.K. and Rose G. (2003). "Application of psychological principles to promote travel behavior change". 26<sup>th</sup> Australasian Transport Research Forum ATRF, October 1-3, Wellington, New Zealand

Richardson, A.J., Seethaler, R.K. and Harbutt, P.H. (2003). "Design Issues for Before and After Surveys of Travel Behaviour Change", 26<sup>th</sup> Australasian Transport Research Forum, Wellington, NZ.

Richardson, A.J., Hupp, R.C. and Seethaler, R.K. (2003). "The Use of Lateral Thinking in Finding Creative Conflict Resolutions". Insight for Inspired Practice, American Bar Association, Dispute Resolution Section, San Antonio.

Seethaler, R.K. (2003). "Economic Analysis of Health Impacts of Transport", Workshop on Urbanisation, Transport and Health in Asia, Australian National University, Canberra.

Richardson, A.J. and Seethaler, R.K. (2002). " The Influence of Mobile Communications on Activity and Travel Scheduling". Presented at an International Colloquium on The Behavioural Foundations of Integrated Land-Use and Transportation Models: Assumptions and New Conceptual Frameworks, 16-19 June, Quebec City, Canada.

Costs due to Road Traffic-Related Air Pollution: An Impact Assessment Project of Austria, France and Switzerland", 79<sup>th</sup> Transportation Research Board Annual Meeting, Washington D.C.

Richardson, A.J. and Seethaler, R.K. (1999). "Estimating Long-Distance Travel Behaviour from the Most Recent Trip", TRB Conference on Personal Travel: The Long and Short of It, Washington D.C.

Seethaler, R.K. (1997). "The Microcensus 1994 on Transport Behaviour – a case Study of Switzerland". International Conference on Transport Survey Quality and Innovation, Grainau, Germany.

## **Research Reports**

Seethaler, R.K. (forthcoming) Community Consultation on the Upper Goulburn and Mid Goulburn Broken Landscape Strategy. Final Report on behalf of the Goulburn Broken Catchment Management Authority.

Seethaler, R.K. (2008) The Goulburn Broken Dryland Landscape Strategy Community Consultation. Progress reports I-II on behalf of the Goulburn Broken Catchment Management Authority.

Seethaler R.K., Richardson A. J. (2007) Analysis of Walking and Cycling in Melbourne – All Trip Purposes. Department of Infrastructure, Melbourne

Seethaler R.K. (2006) Application of Persuasion Principles to a Community Based Travel Behaviour Change Program. Doctoral Thesis. Monash University. Department of Civil Engineering, Clayton Victoria

Tsolakis D., Lester C., Seethaler R.K. (2002). Valuing Environmental and Other Externalities. Contract Report on behalf of Austroads

Seethaler R.K. and Richardson A.J. (2001). Demographic Change Implications for Road Safety in a Sustainable Transport System. TUTI Report 8-2001 prepared for the Warren Centre Project on Sustainable Transport for Sustainable Cities

Seethaler, R.K. (2000) "An International Study of the Health Costs of Road-Traffic Related Air Pollution". TUTI Report 4-2000, The Urban Transport Institute, Victoria, Australia

Seethaler, R.K. (1999). "Health Costs due to Road Traffic-related Air Pollution – An impact assessment project of Austria, France and Switzerland", Synthesis Report, Berne 1999

Sommer H., Seethaler R.K., Chanel O., Herry M., Masson S., Vergnaud J. Ch., (1999). Economic Evaluation - Technical Report on Economy; Technical Report of "Health Costs due to Road Traffic-related Air Pollution – An impact assessment project of Austria, France and Switzerland", Berne 1999

Seethaler, R.K. (1997). "Travel Behaviour in Switzerland 1994". SVI Association of Swiss Transport Engineers, Berne.

Seethaler, R.K. (1991). "Travel Behaviour in Switzerland 1989". GVF Report 6/91, Bureau for Transport Studies, Berne.

Seethaler, R.K. (1990). "Swiss Transport Statistics in 1988". Federal Office for Statistics, Berne.

Seethaler, R.K. (1989). "Swiss Transport Statistics in 1987". Federal Office for Statistics, Berne.

Seethaler, R.K. (1988). "Swiss Transport Statistics in 1986". Federal Office for Statistics, Berne.

Mueller, S and Seethaler, R.K. (1987). "Swiss Transport Statistics in 1985". Federal Office for Statistics, Berne.

## **Professional Affiliations/Memberships**

- 2007- Australian Life Cycle Assessment Society
- 2006 - Australian Water Association (AWA)
- 2006 - Australian Business Council for Sustainable Energy (BCSE)
- 2006 - Farm Forestry for North East (FFORNE), Victoria Australia
- 2006-08 Member of the Upper Goulburn Implementation Committee, Goulburn Broken Catchment Management Authority.
- 2005 - Australian Geographic Society
- 2005 - Waterkeepers Australia (membership as Acheron Riverkeepers)
- 2005 - Victorian Planning & Environmental Law Association (VPELA)
- 2005 Australian Platypus Conservancy
- 2004 - Waterwatch – Acheron River Community Monitoring Group
- 2001 - Clean Air Society of Australia & New Zealand (CASANZ)
- 1996-2000 Member of Board of Trustees, Green Cross Switzerland
- 1994 - Schweizerische Gesellschaft für Politikwissenschaften (Swiss Association for Political Science)