



Ride to Work Day

13 October 2010

Event Evaluation Report

December 2010

Ride to Work Day 2010, Event Evaluation Report

- 1. Executive Summary
 - 1.1 Consolidating this national event.....
 - 1.2 Profile of participants.....
 - 1.3 Behaviour change impact.....
 - 1.4 Highlights in 2010.....
 - 1.5 Recommendations for 2011
- 2. Event Organiser
- 3. History of the event
 - 3.1 Background.....
 - 3.2 Effective behaviour change
 - 3.3 Towards a national event in 2007
- 4. Program partners
 - 4.1 National Partners
 - 4.2 State partners.....
 - 4.3 Specialist partners
- 5. National participation
- 6. National outcomes
- 7. Program timeline
 - 7.1 Event timing.....
- 8. Event components
 - 8.1 Ambassador Program.....
 - 8.2 Online registration
- 9. Promotions
 - 9.1 Workplace promotions.....
 - 9.2 Marketing collateral
 - 9.3 Media
 - 9.4 Cycle Angels.....
 - 9.5 Promotional concepts for community breakfasts
- 10. Profile of participants and travel behaviour
 - 10.1 Summary of participation
 - 10.2 National Participation Graphs.....
 - 10.3 Combining bike transport with other methods
- 11. Ongoing support for travel behaviour change
 - 11.1 Direct engagement
 - 11.2 Cycling culture.....

- 12. Process evaluation
- 13. Outcome evaluation
- 14. Conclusion
- 15. Recommendations
- 16. Appendices and related reports
 - 16.1 Appendices
 - Appendix 1: Ride to Work Day program 2010 registered Ambassadors 47
 - Appendix 2: National Workplace Challenge winners 2010 52
 - Appendix 3: Ride to Work Day Community Breakfast Events and Promotional material 56
 - Appendix 4: Program Promotions 59
 - Appendix 5: Community Breakfast Information 61
 - 16.2 Related reports

Title: Ride to Work Day 2010 Post-Event Report (December 2010)

Contact: Anthony Aisenberg, Ride to Work Program Coordinator, Bicycle Victoria

Level 10, 446 Collins Street, Melbourne / PO Box 426, Collins St West, Vic 8007

Phone: 03 8636 8888 Fax: 03 8636 8800

Acknowledgements: Ride to Work Day was made possible through the support of the National Partners, state and territory cycling organisations and other Program Partners as detailed in Section 4.

This report is designed to outline all elements of the Ride to Work Program and will be made available through the website www.ridetowork.com

Registration data maintained by Philip Bezemer and Anthony Aisenberg.

← - - - - **Formatted:** Bullets and Numbering

GLOSSARY

Registered riders: participants who completed the online registration survey prior to 20 October 2010

Complete registrants: those that completed their registration

Incomplete registrants: those that started but did not complete their registration

All participants: estimated number of participants (three times number of registered riders; estimate based on sample workplaces in previous years)

First-timers on day: those who indicated on registration that they would ride for the first time on Ride to Work Day 2010

First-timers in lead up: those who indicated on registration that they were planning to ride to work for the first time in the lead up to Ride to Work Day 2010.

New riders: includes both first-timers on the day and first-timers in the lead up to the event

Others: those who indicated 'I've ridden to work before' on registration

1. Executive Summary

1.1 Consolidating this national event

For 17 years, Ride to work Day has been a regular event on the workplace calendar throughout Victoria. This year, and for the fourth time, a national event is open to participants across the whole country. The program was implemented by member-based cycling organisations for each state/territory across the country and managed by Bicycle Victoria.

Highlights of the event included:

- Complete registrants = 36,188 (Estimated total participation over 105,000).
- Total distance ridden by registered riders = 850,926 km (return).
- Estimated total distance ridden by all participants = 2,552,780 km (return).
- Total km diverted from car travel by registered riders = 136,148 km¹ (return).
- Estimated greenhouse gas reduction by registered riders on the event day = 45.95 tonnes.
- Estimated greenhouse gas reduction by all participants on the event day = 138 tonnes.
- Total number of registered workplaces = 2,844
- Community breakfasts nationwide = 114

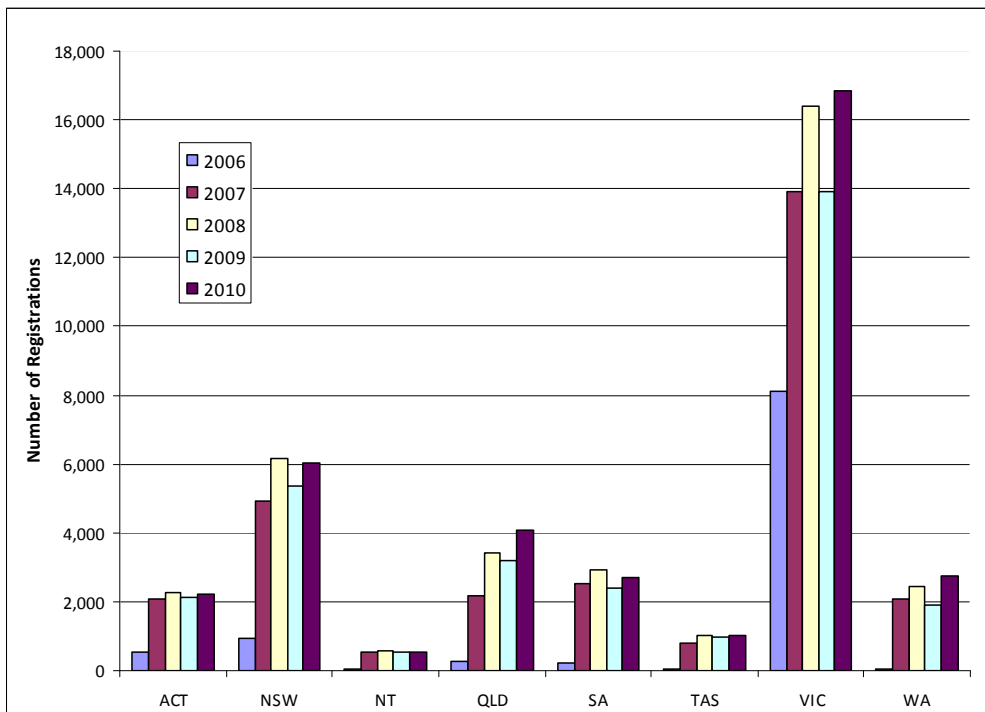
Table 1: Percentage of registrations from each state

State	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	National
% of completed registrations	6%	17%	1%	11%	7%	3%	47%	8%	100%

n=36,188

¹ Based on registered riders and details they provided about trip distance and previous commuting habits.

Graph 1: Ride to Work Day state registrations –2006 to 2010



1.2 Profile of participants

Profile of participants

Ride to Work Day is a mainstream event attracting regular and new bike riders with varying levels of fitness and experience.

- Target audience: a broad representation of ages reflecting workplace demographics. The predominant age of participants was 21-50 years, with this age group representing 74% of registered riders; in total 30 % were between the ages of 41 and 50. Female workers represented 31 % of all registrants.
- Schools participation: a total of 11 primary and secondary schools registered for the National Schools Challenge.
- University and TAFE participation: a total of 35 university campuses/departments and TAFE institutes were registered for National University/TAFE Challenge.

1.3 Behaviour change impact

Ride to Work Day encourages people to contemplate, prepare for and trial the ride-to-work experience, then to maintain that behaviour after the event. A follow-up survey is carried out to determine on-going behaviour change. Bicycle Victoria's survey from National Ride to Work Day 2009 demonstrated that 27% of new riders rode during the survey week five months after the event. Also 19% of those that were riding to work a year ago were riding more often².

1.4 Highlights in 2010

- The Ride to Work Program achieved a **record number of registrations**, increasing from 30,390 to 36,188.
- **Increase in number of Workplace Coordinators** from 2,804 to 2,844.
- **CBD breakfasts** in Melbourne, Adelaide, Sydney, Brisbane, Hobart, Canberra, Darwin and Perth were organised by state cycling organisations in conjunction with corporate and government sponsors.
- 4,808 registered participants (13 %) were **new riders** of whom 44 % were female. 60% of new riders reported that they normally travelled to work by car.
- In post-event survey results, 64% respondents answered that if they didn't ride to work on Ride to Work day they would have otherwise commuted by car or public transport.
- Since the 2006 pilot up until 2010, Ride to Work Day has had 27,207 new riders.

1.5 Recommendations for 2011

- Continue to run event as "main call to action in year-round program" using current model run by state/territory cycling organisations and coordinated by Bicycle Victoria.
- Utilise large existing rider base to encourage their friends, family and colleagues to ride to work.
- Maintain communication with new riders in the lead-up to behaviour change evaluation five months after the event.

² National Ride to Work Day 2009 Follow-up Survey Report, March 2010

- Empower Workplace Coordinators by providing regular updates that present best workplace practice, opportunities for online forum discussion and new tools for behaviour change.
- Enhance the workplace involvement of senior managers through the ambassador program and support for corporate HR, environment and communications teams.
- Continue development of online registration system that enables easily accessible data for Workplace Coordinators.

2. Event Organiser

The Ride to Work Day event is managed by Bicycle Victoria together with local councils and state/territory cycling organisations around Australia, including City of Sydney, Pedal Power (ACT), Bicycle SA, Bicycle Queensland, Bicycling Western Australia, Cycling South (Tasmania) and Bicycle NT. These groups promoted the event through their membership, community and CBD breakfast events, recruited and supported workplaces and promoted the event to media in their state/territory.

Bicycle Victoria, a dynamic, not-for-profit community organisation with the purpose of *More People Cycling More Often*, developed and implemented the communications and operations plan, including national partnerships, production of all marketing collateral, online content on www.ridetowork.com.au, centralised online registration, PR, direct communications with participants and workplace coordinators, and national research and reporting. Future event management will increasingly become a co-ordinated effort by all state/territory cycling organisations driven at a regional level with a consistent national structure.

3. History of the event

3.1 Background

Wednesday 13 October 2010 was the 17th annual Ride to Work Day and the third time the event has been held nationally. The event results since the national pilot in 2006 (see table 2).

A national date is set in consultation with other states/territories which is as compatible as possible to other events being run in other states/territories.

A three year study called Ride to Work and Beyond of the Ride to Work Day event was completed in December 2005 undertaken and funded by TravelSmart Victoria in conjunction with the Institute of Transport Studies at Monash University with additional funding from the Australian Government Department of the Environment, Water, Heritage and the Arts. Much of the structure of the program to maximise the behaviour change elements evolved from this study.

The present Ride to Work Day Program detailed in this report has evolved as additions to the program have been piloted, implemented and evaluated over the last 17 years.

3.2 Effective behaviour change

Bicycle Victoria developed a more sophisticated understanding of the ways in which Ride to Work Day can motivate and support people to ride to work or ride more frequently. The event is now informed by a clear sense of:

- why people want to ride to work (largely health and fitness benefits);
- why they participate in Ride to Work Day (social reasons);
- perceived barriers (concerns about riding on the road, inadequate facilities in the workplace, “just getting organised”);
- the behaviour change process.

Ride to Work Day is defined as “the main call to action in an ongoing, year-round, behaviour change campaign”.

Ride to Work Day is an effective behaviour change event which encourages people to contemplate, prepare for and trial the ride-to-work experience, then to maintain that behaviour after the event. It works as:

- 1 A thought-provoker for those who are yet to commence riding to work;
- 2 An opportunity to prepare for and trial the experience for those who have been giving riding some thought;
- 3 A deadline to get ready for those who have already begun preparing;

- 4 A reminder or prompt to get back into riding for seasonal or lapsed riders and
- 5 Behaviour reinforcement and an opportunity for regular riders to support new and returning riders.

Follow-up research demonstrates the percentage of new riders who are still riding to work five months after the event.

3.3 Towards a national event in 2007

A national pilot was carried out in 2006 where Bicycle Victoria worked with state and territory cycling organisations around Australia to pilot the event interstate. The enthusiasm generated by other cycling organisations and Bicycle Victoria's own out-of-state members for a national event resulted in registered participants of 29,095 and 2,785 workplace coordinators in the 2007 event.

Following this success, all state/territory organisers were asked to provide feedback on the support provided by Bicycle Victoria and how to drive this program nationally. This feedback formed the basis for the first National Ride to Work Day in 2007.

The key findings were:

- Strong support for a national event managed by Bicycle Victoria with participation from cycling organisations in all states and territories.
- Recognition of the need to establish a common Australia-wide date for the event that ideally did not fall within any Australian school holiday periods.
- The national event model needs to include a clearly defined role for the state/territory cycling organisations.
- Development of a manual for state/territory cycling organisations would help to grow the event outside Victoria.
- Centralised registration of individuals and workplaces was endorsed by most state/territory organisers, although consideration needs to be given to providing a state/territory identity and some local modifications within each state/territory.

All findings were implemented.

The benefits of a national event included:

- Engagement with national organisations (corporate, government and community) on a national scale;
- Work with national media to raise the profile of the event and riding to work;
- The chance for participants “be part of something big”;
- Work together on a common project with positive outcomes for commuter cycling throughout Australia.

3.4 Consolidating a national event

The follow-up survey in February 2008 demonstrated that sustained behaviour change had been attained from the 2007 event with the 25% who registered as new riders. 29% of these new riders were still riding five months later.

Further feedback was sought from state/territory organisations after the 2007 and 2008 events and the model was repeated in 2009 and 2010 with minor modifications. Emphasis was placed on expanding the concepts used historically and successfully in Victoria and providing support for state/territories to expand the program in their area.

With the enthusiasm and effort of state/territory member-based bicycle organisations the 2010 Ride to Work Day met a record number of registrations. The 2010 result was 36,188 registered participants and 2,844 workplace coordinators.

Emphasis remains on strong outcomes, sustained and measurable behaviour change and rigorous evaluation.

Table 2: Ride to Work Day historical comparison

	2006 ³	2007 ⁴	2008	2009	2010
Date	4 October	17 October	15 October	14 October	13 October
Registered participants	10, 181	29,095	36,866	30,390	36,188
Registered new riders	2,518	7,413	7,717	4,751	4,808
Workplace coordinators	1,264	2,785	3,709	2,805	2,844
Community breakfasts	29	87	115	137	114
Male/Female %	63/37	65/35	65/35	66/34	69/31

³ National pilot

⁴ Inaugural National Ride to Work Day

4. Program partners

4.1 National Partners

ABC Local Radio is the official media partner for the program.

Trek Bicycles Australia, the exclusive Australian distributor for Trek, provided 32 bikes for national competitions and 75 prize hampers for outstanding participation by workplaces in the National Workplace Challenge.



4.2 State partners

EPA Victoria has been a Ride to Work Day supporter since 1998. EPA Victoria's vision is the "Victorian community living sustainably", and their mission is to "protect, care for and improve the environment". In 2009 EPA Victoria sponsored the EPA Bike Parking at Federation Square in Melbourne on Ride to Work Day.

The **RACV (Royal Automobile Club of Victoria)** is a regular sponsor of Ride to Work Day. In 2004, RACV launched and promoted its new road service product, Bike Assist, by sponsoring the Cycle Angels. The RACV has supported Ride to Work Day since 1998 to encourage cycling to work, save fuel and help the environment. In 2010, RACV sponsored the Cycle Angels for the sixth year running and also supported the Bike Buddie pilot.

VicRoads partnered the Ride to Work Day program in Victoria for the third time in 2010 and attended the Federation Square community breakfast event.

The **City of Melbourne** supported the Melbourne CBD breakfast.

The **Adelaide City Council** was a proud support of the Adelaide CBD breakfast, using it as another way to ensure a cleaner, greener future for the City of Adelaide.

The **Hobart City Council** proudly supported the Hobart CBD breakfast, displaying their commitment to creating a highly accessible city through efficient transport options and building strong and healthy communities.

St Hilliers supported the ACT event.

The City of Sydney supported the Sydney CBD breakfast.

4.3 Specialist partners

Ride to Work Day welcomed **Australian Bananas** as new CBD breakfast partners supporting the CBD breakfasts across the country.

Bakers Delight continued to provide product for the main CBD breakfasts across the Country.

Prize partner included **PedalPower+** supplying product for the early-bird workplace coordinator and participant registration prize and **Trek Bicycles Australia** providing product for the overall registration prize and National Workplace Challenge.

Other community breakfasts were hosted by local councils, schools, zoos and businesses with generous in-kind support from local retailers.

5. National participation

The fourth national event attracted 36,188 registrations. The following table provides a breakdown of state/territory registration, showing variations in new rider registration and gender ratios.

Table 3: Ride to Work Day 2010 state/territory participation

State	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	National
All participants ⁵	6,610	18,040	1,550	12,270	8,100	3,100	50,500	8,280	108,500
Registered participants	2,206	6,015	517	4,090	2,702	1037	16,833	2,762	36,188 ⁶
Percentage of registrations	6%	17%	1%	11%	7%	3%	47%	8%	100%
New riders registered	273	884	66	429	294	138	2,349	373	4,808
Percentage of new riders	12%	15%	13%	10%	11%	13%	14%	14%	13%
Workplace coordinators	122	505	57	336	234	112	1,201	220	2,844
Community breakfasts	4	27	5	14	9	5	45	5	114
Male/Female % registration	60/40	71/29	51/49	69/31	70/30	71/29	68/32	69/31	68/32

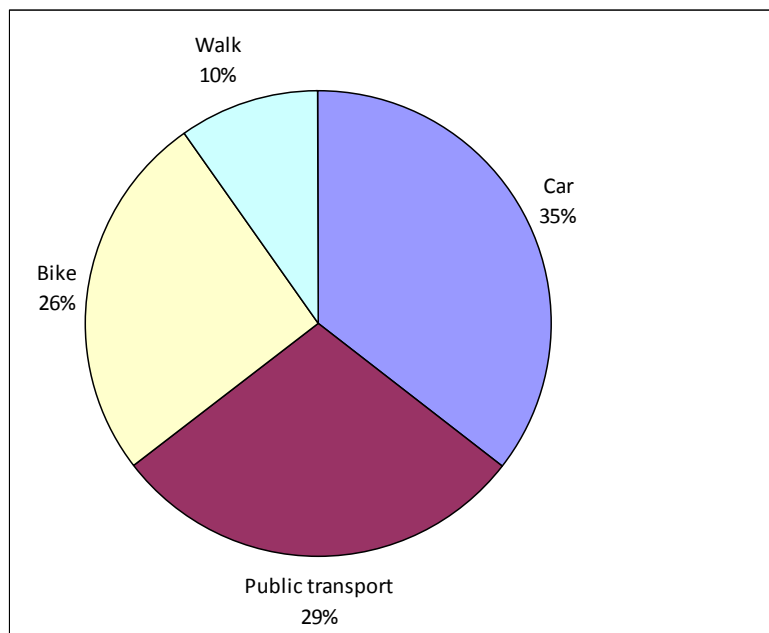
⁵ Based on estimate that total participation is more than three times greater than registered participation, figures rounded

⁶ Figure includes additional registrations (26) without a known state

6. National outcomes

- Registration data showed that 850,927 kilometres was travelled by bicycle (return) on Ride to Work Day. It is estimated that the total trip distance for all participants on the event day was 2,552,780 km (return).
- Registered riders diverted 136,148 km that would have normally have been travelled by car with a single occupant. Registered riders also diverted 37,037 km that would have been travelled by car with others. For registered riders the total greenhouse gas savings on the event day alone amounted to 45.95 tonnes.⁷ These figures are based on actual distance per transport method.
- The 108,500 participants in the event diverted around 519,100 km that would normally have been travelled by car. This consists of 408,000 km that would normally have been travelled by car alone and 111,100 km that would have been driven with others.
- The graph below displays that over 60% of Ride to Work day participants made a modal shift on Ride to Work Day from public transport and the car. This is significant as these two modes are the most carbon intensive.

Graph 2: Usual mode of transport if participant didn't ride on Ride to Work Day



Source: Post event survey results

⁷ Note that these are conservative estimates: they only take into account kilometres travelled by those who normally travel by car and it does not take into account the significant long-term impact of new riders who continue to ride after the event. The calculation is based on the Australian Government Department of Environment, Water, Heritage and the Arts factors detailed in this report.



Table 4: Ride to Work Day 2010 national outcomes

State	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	National
Total km travelled (return) by registered participants	49,780	144,836	9,508	96,601	58,220	19,035	396,708	76,650	850,927
Ave. km travelled by registered participants (return)⁸	22.57	24.08	18.39	23.6	21.55	18.36	23.6	27.75	22.5
Total km travelled (return) by all participants⁹	149,340	434,507	28,524	289,803	174,660	57,105	1,190,124	229,949	2,522,700
Greenhouse gas saved (return) by registered participants (tonnes CO₂ equivalent) for event only¹⁰	2.17	7.65	0.07	5.36	2.39	1.23	21.61	3.89	45.95
Greenhouse gas saved (return) by all participants (tonnes CO₂ equivalent) for event only	6.5	23	2.1	16	7	4	65	12	137

⁸ This includes participants who cycled over 30 km at an average of 30.1 km travelled

⁹ All figures are rounded

¹⁰ Does not include ongoing impact of event on CO₂

7. Program timeline

7.1 Event timing

The event is timed as a “call to action” at the beginning of the warmer months in the south-eastern states and territories, shortly before the commencement of daylight saving. This allows those who trial the riding to work experience to maintain the activity in the following weeks and months. It also acts as a reminder for regular warm-weather riders to start riding again, and provides an opportunity to commence follow-up events with workplace coordinators prior to the Christmas holiday period. Whilst it would be ideal to recognise seasonal variation throughout Australia, the benefits of holding the event on a common day in all states and territories outweigh any disadvantages.

7.2 Communications and operational timeline

A comprehensive program of communications and operational activities are detailed in Table 5.

Table 5: Activity schedule

Activity	Timeline	Milestones
Recruit national organisations and invite senior managers to sign up as ambassadors	Dec 09 – Aug 10	<ul style="list-style-type: none"> Develop list of nationally participating workplaces – Aug 10
Design tools for evaluation	Dec 09 – Jun 10	<ul style="list-style-type: none"> Launched online registration – Jun 10 Launched registration for community breakfast – Jun 10
Design and develop content for website, web logo and tools for staff to use on their workplace intranets and internets	Dec 09 – Oct 10	<ul style="list-style-type: none"> Open registrations – Jun 10
Branding and printed promotional material	Dec 09 – Aug 10	<ul style="list-style-type: none"> Signed-off – early Jul 10 Printed – mid-July 010 Mail out commenced – early Aug 10
Plan and implement national PR campaign	Dec 09– Aug 10	<ul style="list-style-type: none"> Commenced – Jun 10
Recruit workplace coordinators (previous and new) – targets set for each state	Dec 09 – Oct 10	<ul style="list-style-type: none"> Invite 2.800 workplace coordinators from 2009 to register for 2009 – Jun 10 Remind non-registered 09 coordinators – Jul 10 All state/territory cycling organisations invite members to become workplace coordinators – Jun/Jul 10 Final numbers week after event – Oct 10

Recruit and support councils and local businesses to organise community breakfasts	Dec 09 – Sept 10	<ul style="list-style-type: none"> • Contacted hosts from 09 to register for 10 – Jul 10 • Contact local councils and prospective hosts nationwide – July 10 • Final numbers week before the event – Oct 10
Implement network marketing through workplace coordinators	Aug 10 – Oct 10	<ul style="list-style-type: none"> • Mail out of workplace promotional kits – Aug to Oct 10 • Emails to workplace coordinators (including scripted emails to distribute to colleagues) – Aug, Sept, Oct 10 • Reminder emails to encourage registration – Oct 10
Incentives for registration	Aug – Nov 10	<ul style="list-style-type: none"> • Early bird prize draw for workplace coordinators registered before 30 Jul 10 • Early bird prize draw for registrations before 30 Sept 10 • Trek bike prize draw for all completed registrations – Oct 10 • National Workplace Challenge results based on individual registrations at each worksite (encouraged by workplace coordinators) – Nov 10
CBD breakfast event planning	Feb – Oct 10	<ul style="list-style-type: none"> • State/territory cycling organisations planned and implemented CBD breakfasts around Australia with support from event organiser
Direct engagement with individual registrants prior to event	12 Oct 10	<ul style="list-style-type: none"> • Encouragement email sent to individual registrants two days before event
Event	14 Oct 10	<ul style="list-style-type: none"> • CBD breakfasts in capital cities • Workplace breakfasts • Community breakfasts

Behaviour change
maintenance

- Congratulatory email sent to individuals to encourage feedback, highlight prize winners and offering support for new riders – Oct 10
- Congratulatory email sent to all individual participants one month after the event reinforcing the benefits of riding to work – Nov 10
- Certificates and letter mailed to workplace coordinators inviting them to form workplace Bicycle User Groups and improve workplace facilities and bike parking – Nov 10
- Maintain contact with Bicycle User Groups and provide seasonal prompts, support and ideas for activities such as incentives, other riding activities, lighting workshops (winter), bike maintenances and road safety workshops – year-round

Process evaluation

- Closed all registrations one week after the event – Oct 10
- Data analysis conducted – Oct/Nov 10
- State/territory cycling organisers interviewed for feedback – Oct 10
- Sample of workplace coordinators interviewed for feedback – Nov 10
- Community breakfast hosts surveyed – Oct 10

8. Event components

The Ride to Work Day event had five main components this year:

- the Ambassador Program
- online registration
- the National Workplace Challenge
- community breakfasts in CBD, suburban and regional centers and
- workplace breakfasts held throughout Australia.

8.1 Ambassador Program

National Ambassadors

82 senior executives endorsed Ride to Work Day through the Ambassador Program. The aim of this new program was to enlist the support of national managers to complement the efforts of workplace coordinators who voluntarily promoted the event at their worksites. Workplace coordinators involved in the 2009 and 2010 event were encouraged to invite senior executives within their organisations to nominate as company Ambassadors for 2010. National corporation senior executives, within a HR, sustainability or finance function were contacted direct. Group David Cartwright, Group Managing Director - Operations, Technology & Shared Services ANZ endorsed the program

Ride to Work Day Ambassadors made the commitment to:

- Make Ride to Work Day a date on the company calendar and promote it well in advance through the intranet and staff newsletter;
- Organise a celebratory breakfast or encourage attendance at one of the CBD breakfasts to be held around Australia.

In addition to this, many Ride to Work Day Ambassadors also:

- Set a target for participation at all of their organisation's worksites;
- Sponsored prizes for the site with the highest percentage of participants and the highest percentage of first-time riders;
- Invited other work contacts and influential friends to promote the event in their own organisation;
- Promoted the event through professional associations;

- Integrated the event into sustainability plans and their corporate social values proposition;
- Invested in improved facilities.

Following the event all Ambassadors received a thank-you letter and a copy of the *Cycle-Friendly Workplace* booklet. It is hoped that Ambassadorship will become a year-round role with opportunities for public endorsement of riding to work and opportunities to attend networking events in various locations around Australia.

8.2 Online registration

An online registration system was developed with Internet Vision Technologies in 2007. Following feedback from workplace coordinators and registrants a new system was developed in 2010 using the IT provider Boojum. Registration was free and available online. Registrations opened a month earlier than usual on the 25th May 2010 and closed on 20 October 2010, one week after the event.

An important change made to the registration system for 2010 involved splitting the registration process into two separate stages. This was done to counter the number of incomplete registrations in 2009. The first, compulsory stage of registration, involved only inputting only key data (email, home postcode, workplace info, etc.) while the second, optional stage of registration, required registrants to provide more information about their riding habits (distance, frequency, normal mode of transport, etc). All questions remained consistent with previous years. To encourage more people to complete the second stage of registration, Trek products such as bicycles and accessories were used as incentives. 10,559 registrants, representing 29% of total registrants, completed both stages of the registration process.

The structure of the registration system in past years provided data from close to 100% of registrants. This year, the split registration process means the 'trend' or 'indicative data' has been established from 29% of registrants, and then multiplied out to provide comparable travel behaviour and demographic data for participant profiles, greenhouse gas calculations and a baseline for medium-term outcomes.

Participants were able to register their organisation by registering as a workplace coordinator. Others were automatically registered in the workplace by using the same workplace name and address. Participants could also choose not to register as part of a team and register themselves individually.

Examples of incentives offered for individuals and workplaces to enter including:

1. Participants were encouraged to register before 20 October 2010 to go in draw to win a Trek 7.6FX bike and cycling hamper.

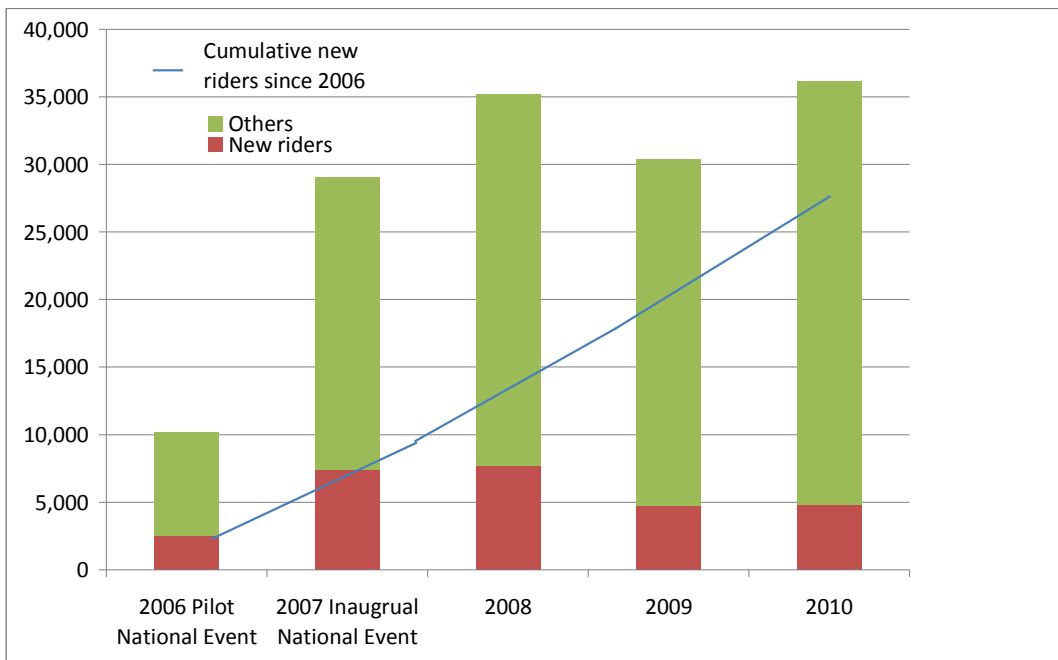
Formatted: Bullets and Numbering

2. Written entry telling us ‘why you joined the commuter revolution’ with the winning entry receiving a Trek bicycle hamper
3. Best workplace story and photo receiving a Trek bicycle hamper

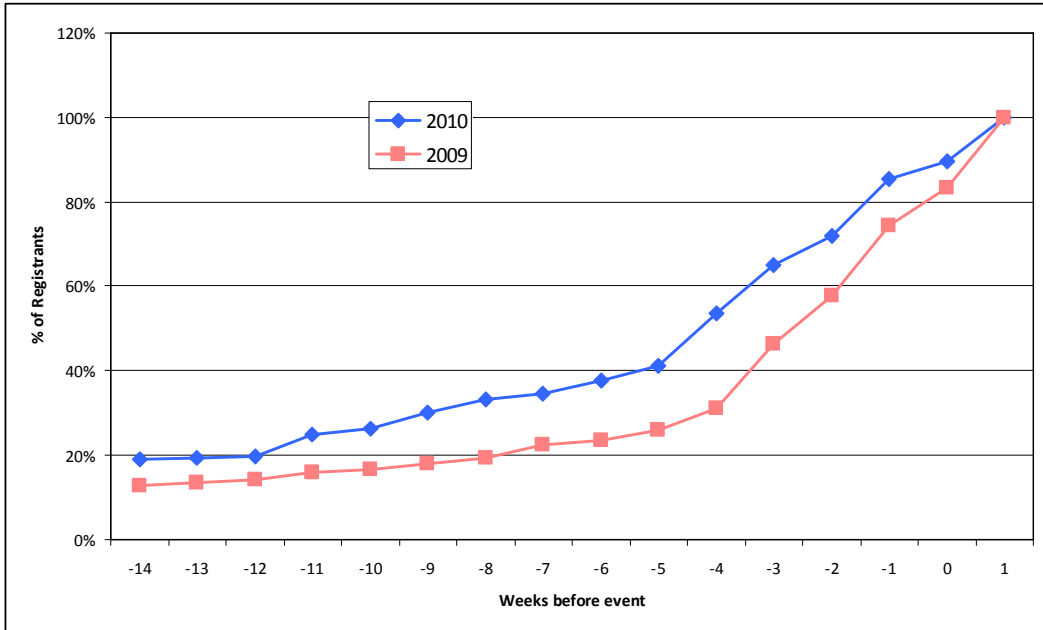
Despite these incentives, it is clear that the event had many participants that did not register and it is widely accepted that participation in the event exceeds registration. The challenge of finding new ways to encourage registration was addressed in 2010 through radio and press media coverage highlighting the purpose and benefits of registration but this task must be continued to see long-term change achieved. An informed estimate from workplace coordinators and community breakfast hosts is that participation is three times greater than registration.

Registration patterns are illustrated in the graphs below, giving a historical perspective, registration over time and by state/territory for the 2010 event. Evidence of the impact of the incentives, direct communications and media are reflected in the registration data. The busiest days for registration were the two days prior to the event. The registration patterns across the different states/territories are relatively consistent to the national picture.

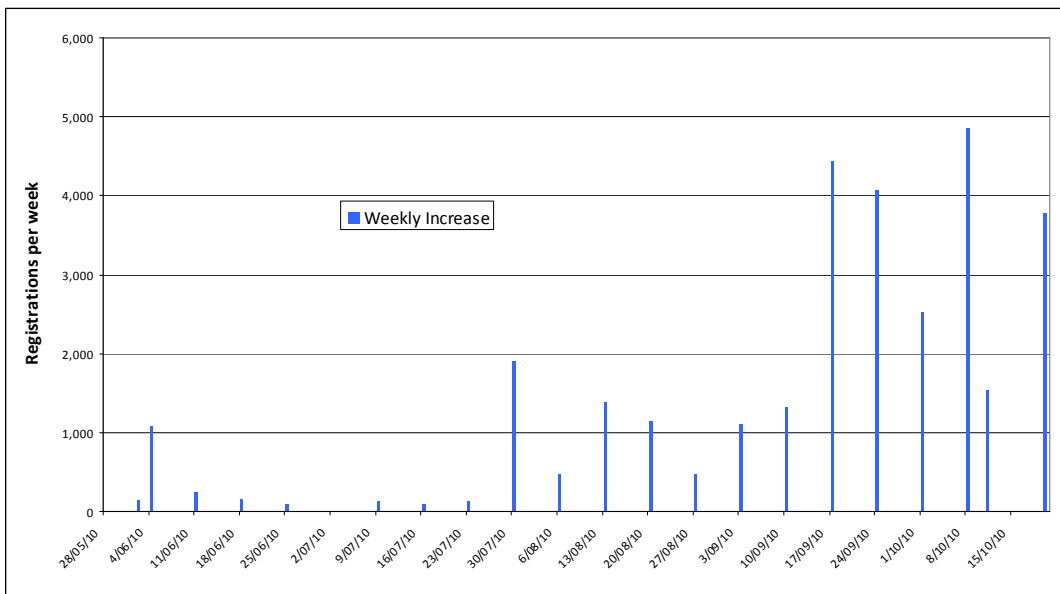
Graph 3: Ride to Work Day registrations – historical comparison



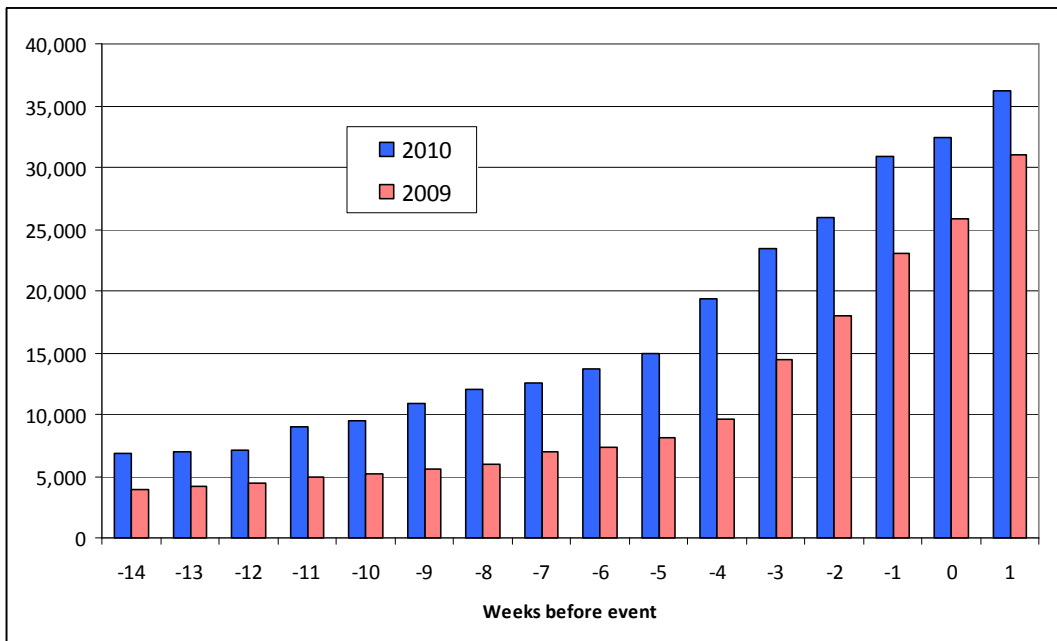
Graph 4: Cumulative registrations over time – overview



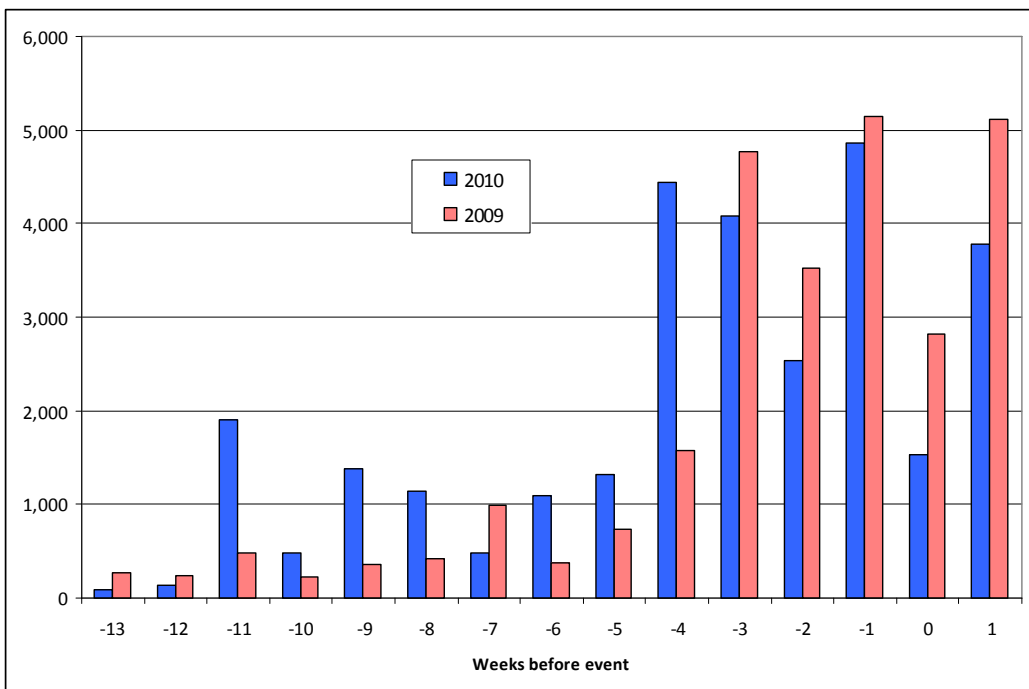
Graph 5: Registrations over time – national



Graph 5a: Cumulative registrations with time, comparing 2009 and 2010



Graph 5b: Weekly registrations with time, comparing 2009 and 2010



8.3 National Workplace Challenge

The National Workplace Challenge 2010 rewarded workplaces for outstanding participation in Ride to Work Day nationally as well as those with the largest percentage of riders in their organisation size category. All winning workplaces received prizes containing a bike computer, light and saddle courtesy of Trek Bicycles Australia.

Feedback from workplaces highlighted the National Workplace Challenge as an increasingly coveted award with organisations working hard to retain their award from previous years. The awards provided an opportunity to reward contribution and develop team spirit in the workplace.

8.4 Community breakfasts

There were 114 community breakfasts held in CBDs and suburban and regional centres throughout Australia on the morning of Ride to Work Day. While this represents a decrease from 137 breakfasts in the previous year, it is explained in a shift to breakfasts within the workplace. Breakfast events were hosted by councils, universities, state government departments, local businesses, schools, hospitals and BUGS (Bicycle User Groups) with cooperation from local sponsors.

Table 6: Number of community breakfasts by state/territory

State	ACT	NSW	NT	QLD	SA	TAS	VIC	WA
No. Breakfasts	4	27	5	14	9	5	45	5
%	4	24	4	18	18	4	39	4

8.5 CBD breakfasts

CBD breakfasts were held in every capital city CBD in each state/territory across Australia and provided a major centre of activities for that region and a focus for media attention. Each breakfast had a healthy continental breakfast for 2010 with new partners Australian Bananas joining the official breakfast partner Bakers Delight to support the CBD breakfasts.

9. Promotions

9.1 Workplace promotions

There were 2,844 workplace coordinators promoting the event from May to October 2010.

This workplace coordinator role was promoted by state/territory cycling organisations in their newsletters and e-news publications. Previous workplace coordinators received invitations to re-register and registrations were promoted through the media and online at www.ridetowork.com.au.

A free promotional pack was mailed to 2,844 registered workplace coordinators. In addition to marketing collateral, all workplace coordinators received information sheets outlining ways they could make the event a success in their workplace: “*Planning your Ride to Work Day, 13 October 2010*” and the “*National Workplace Challenge*”.

All promotional material and information sheets were available for download at www.ridetowork.com.au. The event logos and blurb were also available on request and both were widely used on websites, intranet and newsletters. Workplace coordinators were encouraged to organise pre-event sessions to encourage new riders to take part – a promotional PowerPoint was made available online.

Workplace coordinators were sent three scripted emails designed to be personalised and forwarded to work colleagues to encourage them to participate in the event and to complete the individual registration.

9.2 Marketing collateral

The Cycle-Friendly Workplace booklet

This publication was launched in July 2007 and updated for the event June 2009. The 16-page full-colour booklet formed part of the media kit for the event and multiple copies were supplied to state/territory event organisers and community breakfast hosts for targeted distribution. They were also included in the follow up ambassador mail out. The booklet was not branded Ride to Work Day as it was designed for year-round use.

The Cycle-Friendly Workplace is aimed at senior management and is packed with case studies of successful cycle-friendly organisations around Australia including: pharmaceutical company CSL, aircraft manufacturer Hawker de Havilland and Lend Lease property group, just to name a few.

With a foreword by The Honourable Peter Garrett, Minister for the Environment, the publication highlights the benefits of cycling including:

- reduced greenhouse gas emissions;
- increased workplace wellbeing;
- increased staff productivity and
- facilities development.

Ride to Work Day poster

The 'Join the Commuter Revolution' A3 full-colour poster featured an illustration of individual increasing in happiness as they progress through transport modes from the car to public transport and then finally onto a bicycle. The poster advertised the event date, encouraged registration and directed viewers to the website www.ridetowork.com.au. At the foot of the poster there was a blank space for workplace coordinator details and event details specific to each workplace and state/territory community breakfast.

Everything you wanted to know about riding to work...but were afraid to ask flyer

This six-panel DL format full-colour flyer answers 10 frequently asked questions about practical aspects of riding to work. It included suggestions on equipment, clothing, traffic, rain and puncture repair. It was designed to assist new riders with preparation for I Ride to Work Day or whenever their first ride to work might take place. It includes a '5-Step Prep' which breaks preparation down into five easy stages. The flyer was not branded National Ride to Work Day to allow for year-round use. It features the four national partners logos.

Banners

Containing Ride to Work Day logo and national partner logos these were supplied in 2 sizes for CBD breakfasts and were made available for purchase for other community breakfast organisers. Media backdrop banners were also supplied for the Melbourne, Brisbane and Sydney CBD breakfasts.

9.3 Media

Coverage of the 2010 event was widespread, mainstream and extremely positive in tone and content.

The Ride to Work Day media strategy was developed by Bicycle Victoria. All media was managed in house by Bicycle Victoria with support from State/Territory Cycling Organisations. The media plan included nationally supplied press releases targeting the issues of health, environment, cost savings, Cycle Angels and preparation for the event. CBD and community breakfasts were tailored by state/territory bike riding organisations. Long-lead releases were distributed by the event organiser and followed up by Bicycle Victoria.

Highlights of this year's media coverage included:

- Extensive media coverage of the event in national print media, including a feature article in The Age for Melbourne Bicycle Week.
- 7pm Project with National Ride to Work Ambassador, Charlie Pickering. On two separate occasions Charlie encouraged all people to leave their car behind and ride to work on the big day.
- Concentrated coverage of Ride to Work Day on the 13th October across all mediums nationally:
 - Television coverage in every state on the day.
 - Featured coverage of Ride to Work Day on Fairfax websites by 10am.
 - Featured coverage of Ride to Work Day in metro, local and regional newspapers in the lead up, on the day and post event across Australia.
 - Channel 9 Today Show featured 6 live crosses to the Sydney CBD community breakfasts during the weather report with Steve Jacobs.
 - Increase in spokesperson/ambassador interviews about Ride to Work Day on radio
 - Number 1 trend topic on twitter

9.4 Cycle Angels

For the second time the Cycle Angel concept was rolled out pre and post Ride to Work Day.

Cycle Angels have two main roles:

1. To provide support and reassurance to riders on their commute into work, especially those riding in for the first time.
2. To be the face of Ride to Work Day. Their positions are selected so that they are not only highly visible to other cyclists, but also car drivers and other peak-hour commuters.

In Melbourne there were approximately 30 Cycle Angels located at major bike commuting routes leading into the CBD. RACV Bike Assist continued their naming rights sponsorship of the Cycle Angels in Melbourne. Publicity in local media, as well as publicity in the RoyalAuto magazine (RACV's monthly membership magazine) ensured that commuters were aware of the role of the Cycle Angels. The RACV Bike Assist Cycle Angels distributed advice, as well as TravelSmart maps of the CBD, flyers for new commuters and information regarding RACV's Bike Assist product. The Cycle Angels were recognisable in their branded shirts and wings.

9.5 Promotional concepts for community breakfasts

The listed concepts have been devised and trialed successfully in the Federation Square breakfast in Victoria over the last decade. Such concepts include Cycle Angels, Helmet Hair Repair, Bike Engraving and Massages. This year these concepts have been introduced and in many cases adopted by other state/territories or community breakfasts across Australia.

Table 7: Adoption of community breakfast promotional concepts by state/territory.

State/concept	ACT	NT	NSW	QLD	TAS	SA	VIC	WA
Bike engraving	-	-	-	YES	YES	-	YES	-
Cycle Angels	-	-	-	-	YES	-	YES	-
Helmet Hair	YES	-	-	YES	YES	YES	YES	-
Massage	-	-	-	YES	YES	YES	-	YES
Volunteer registration	-	-	-	-	-	-	YES	-

10. Profile of participants and travel behaviour

Online registration for the event included survey questions relating to demographics, distance travelled, modes of transport used and regular travel behaviour. This provided the basis for a detailed analysis of the behaviour change potential of the event.

10.1 Summary of participation

Overall, the profile of participants was consistent with that of registrants in Ride to Work Day 2009, providing a reliable basis for future projections:

- 13% of registered participants were new riders; 44 % of these new riders were female. Overall 4,808 participants reporting that they were riding to work for the first time.¹¹
- Registrants represented a broad range of ages reflecting workplace demographics. The predominant age of participants was 21-50 years, with this age group representing 74 % of registered riders; of all riders, 30% were between the ages of 31 and 40.
- 60% of new riders in 2010 reported that they normally travelled to work by car and most of those (83%) normally drive alone.

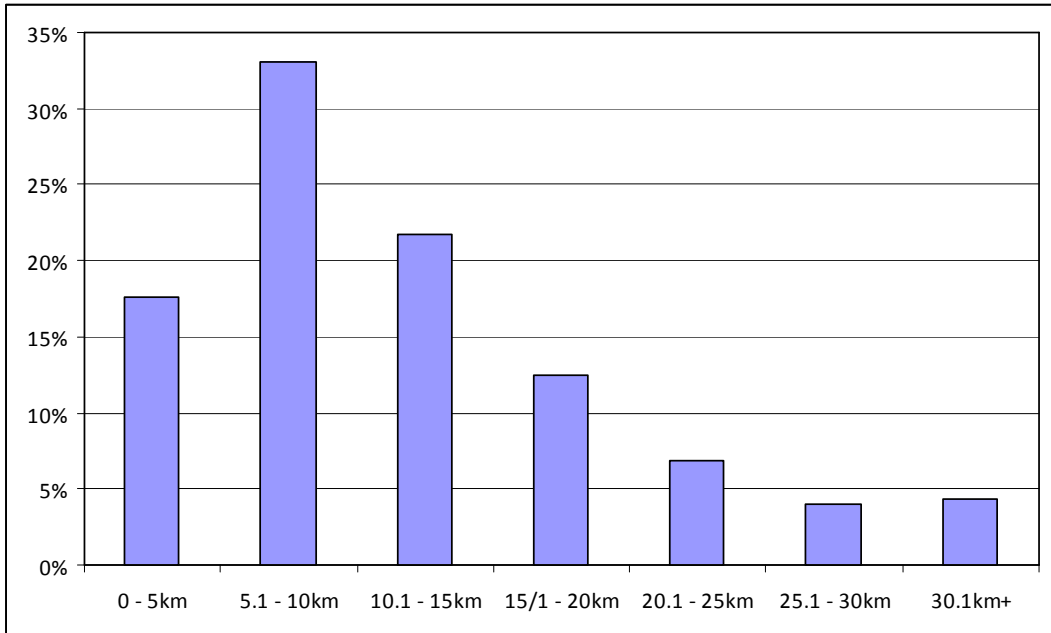
Table 8: Rider type and gender split (total sample)

Total registrants	36,188	
Rider type	New rider (4,819)	13%
	Not riding for the first time	87%
All riders gender split	Male	68%
	Female	32%
First-time rider gender split	Male	50%
	Female	50%

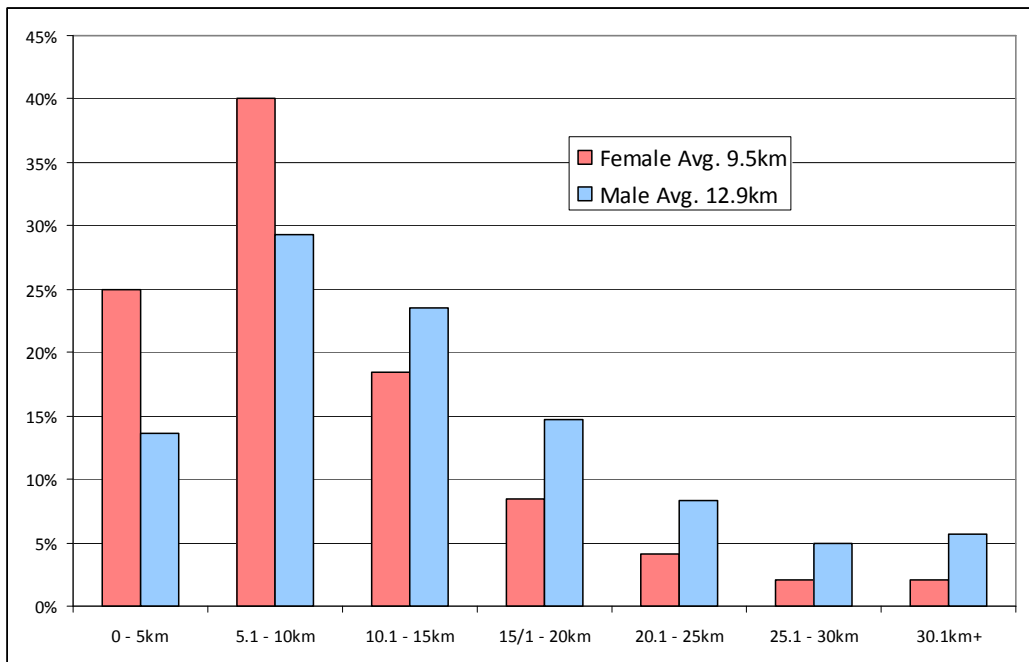
¹¹ Question: 'Are you riding to work for the first time on Ride to Work Day?' First-time riders replied 'Yes' or 'No, I'm planning to ride to work for the first time in the lead up to Ride to Work Day'.

10.2 National Participation Graphs

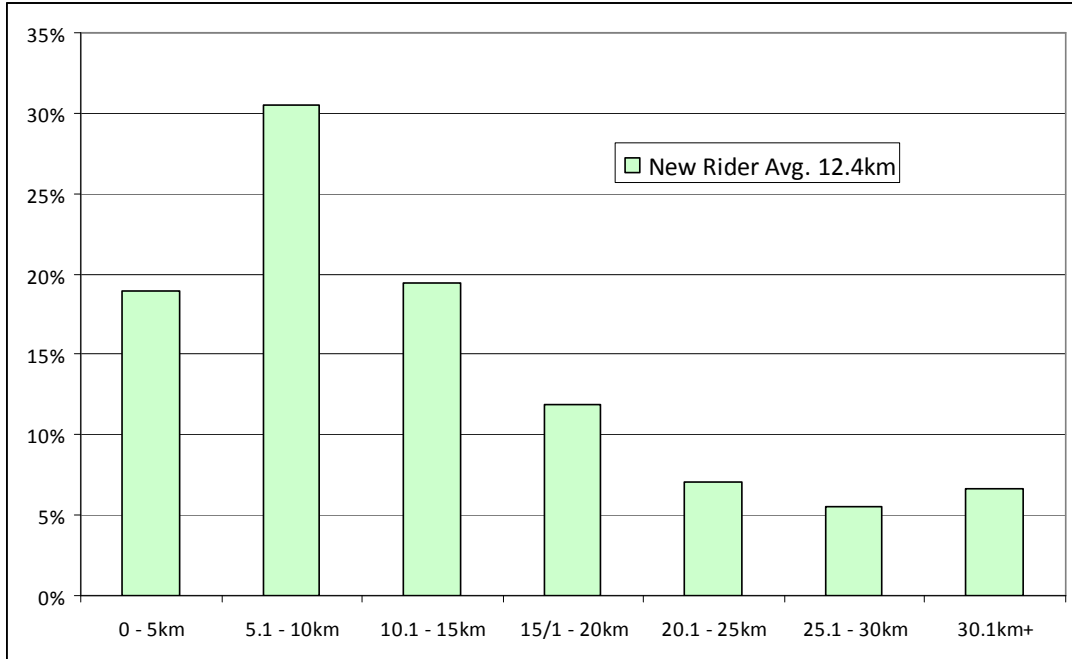
Graph 6: Distance travelled one way, other



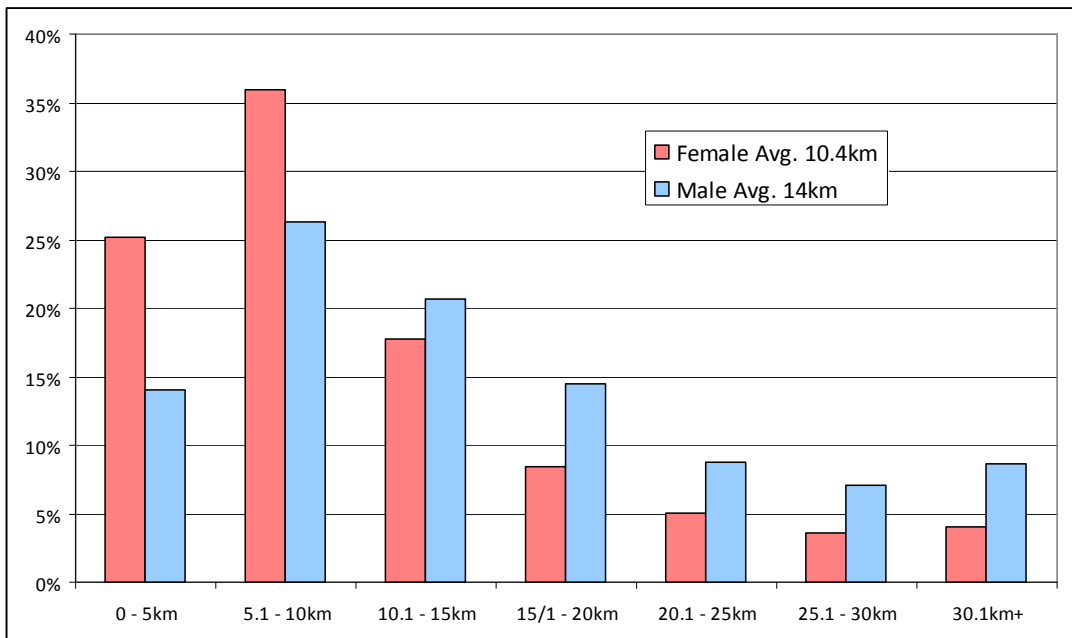
Graph 7: Distance travelled one way, other, split by gender



Graph 8: New riders distance one way

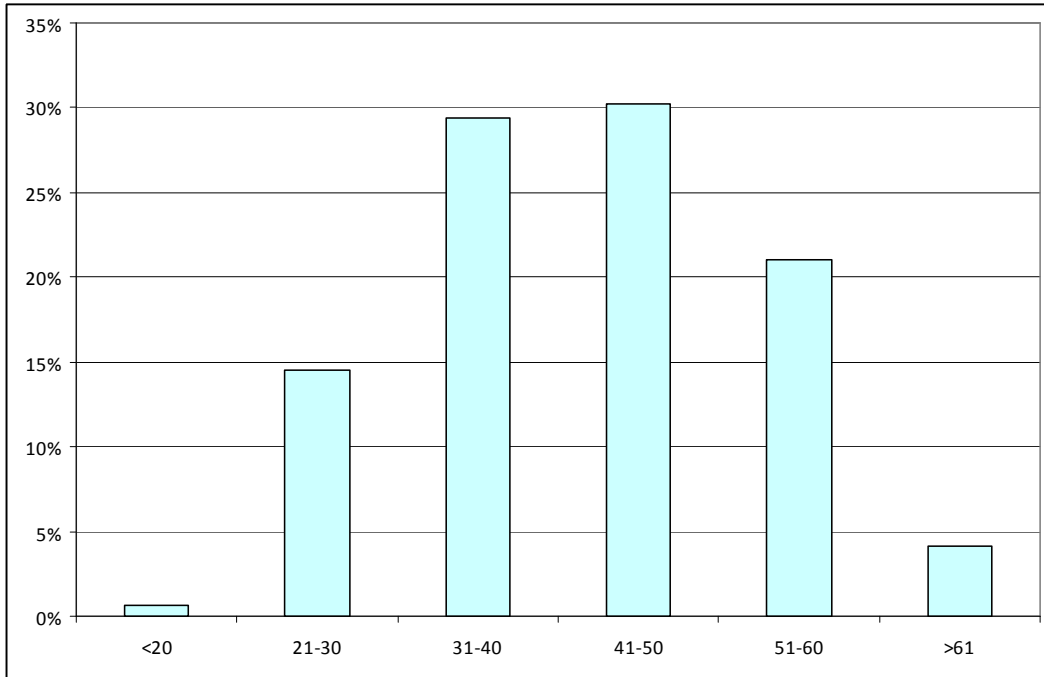


Graph 9: New riders distance split by gender¹²

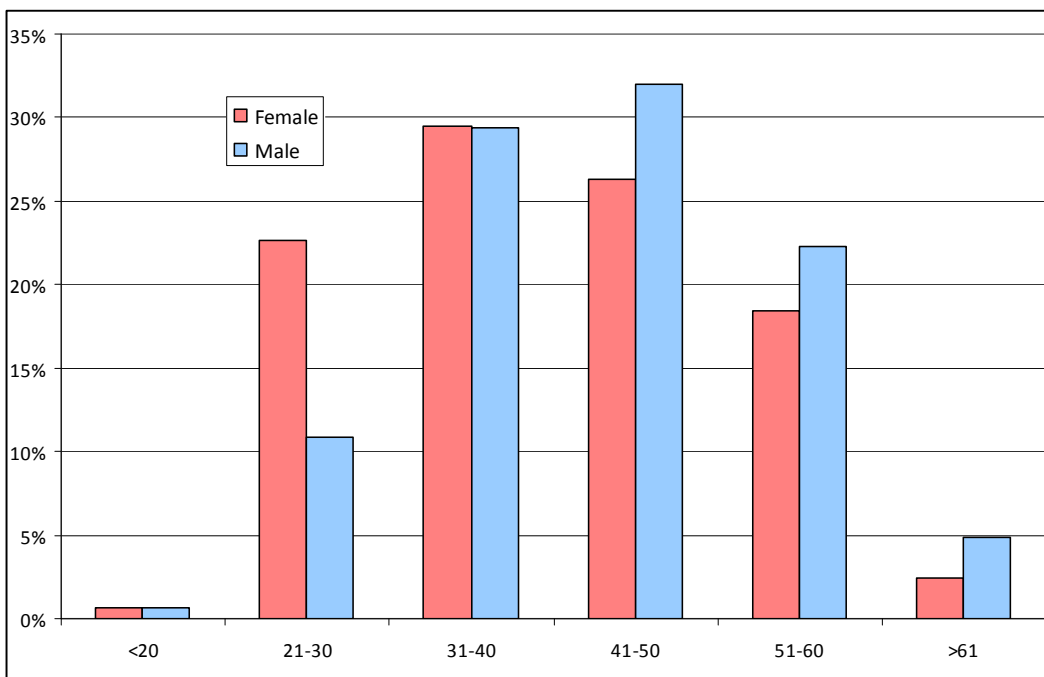


¹² Note that the averages are calculated based on average distances with 30.1 km used for those that indicated >30.1 km.

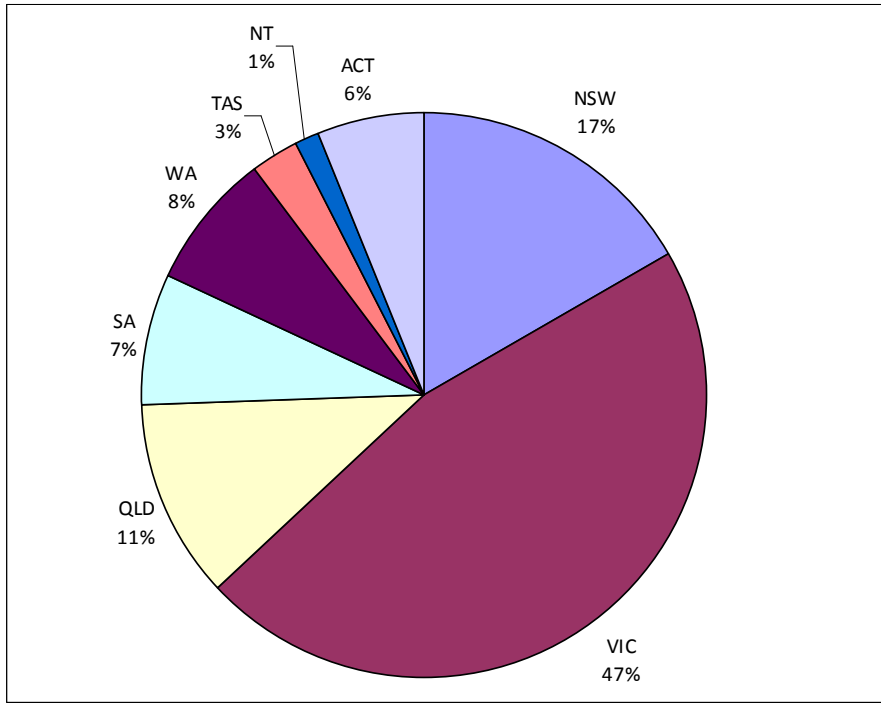
Graph 10: Age groups, all respondents



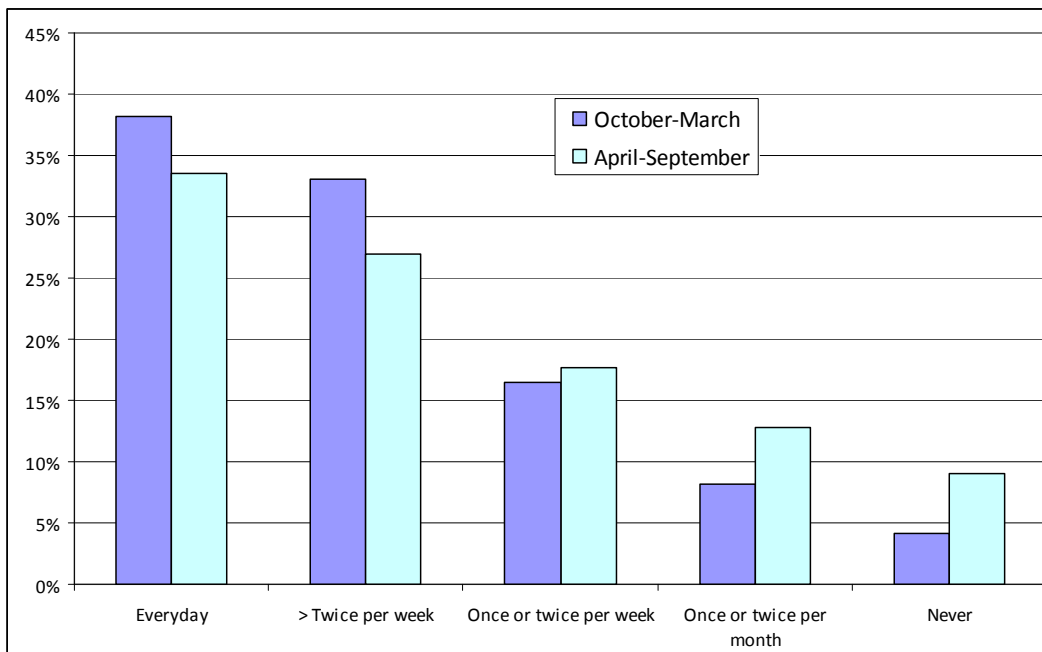
Graph 11: Age group, all respondents, split by gender



Graph 12: Registrations by state/territory

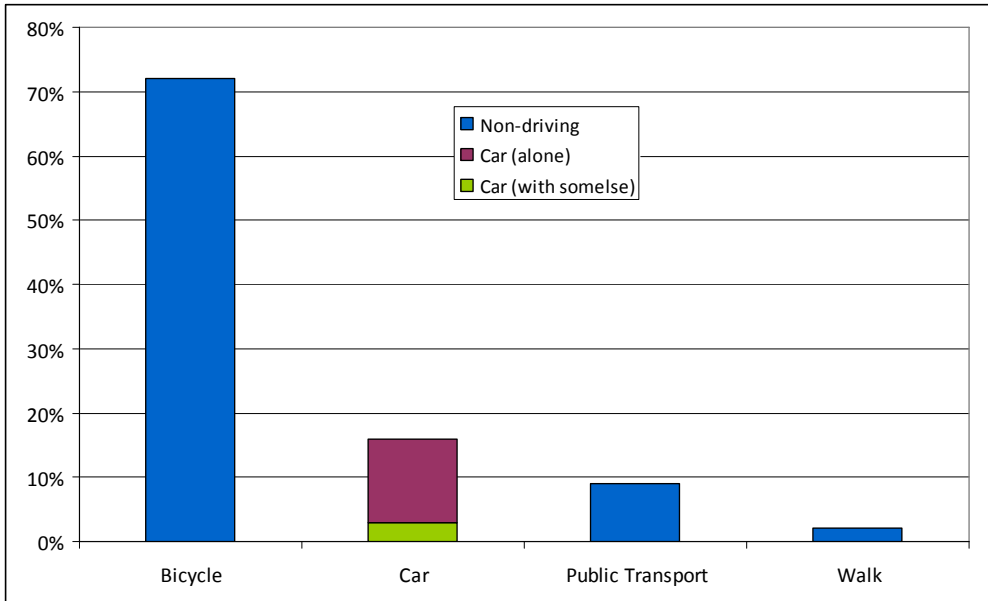


Graph 13: Other riders, frequency of riding¹³

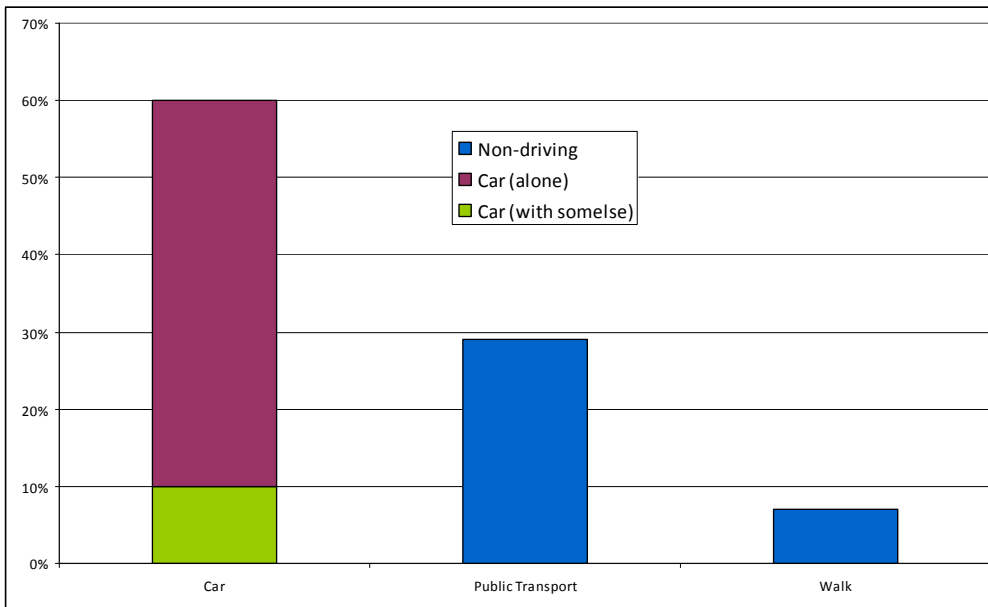


¹³ "Other" as defined in glossary.

Graph 14: Normal transport mode,(ranked) others



Graph 15: Normal transport mode (ranked), new riders



Calculation of GHG for event only

Greenhouse gas for the event only was determined by:

- Km driven alone = sum of average km travelled of those indicating that their normal commuting method was car (alone)
- Km driven with others = sum of average km travelled of those indicating that their normal commuting method was car (with someone else)

The kilometres were multiplied by an average GHG factor as provided by the Department of the Environment, Water, Heritage and the Arts¹⁴.

Table 11: GHG from cars

Factor	Units	Source
0.00030	tonnes GHG per km travelled car alone, average car	Department of the Environment, Water, Heritage and the Arts
0.00015	tonnes GHG per km travelled car with others (two occupants)	Department of the Environment, Water, Heritage and the Arts

Those registrants that indicated that they normally cycle, walk or take public transport are counted as 0 tonnes per km commuted.

On-going GHG savings for the year

Calculations of the on-going GHG savings achieved will be calculated using behavioural change data determined from the follow-up report implemented next year and published in March 2011.

¹⁴ Figures provided for analysis in 2009.

10.3 Combining bike transport with other methods

Combining bike transport with other methods

Since 2007 a question asked if riders combined bike transport with other methods. The 2009 results from other riders are listed in the table below.

Table 9: Question asking riders if they combined bike transport with other methods of transport

	No	Yes	Total	% Yes
ACT	578	148	726	20%
NSW	1,320	511	1,831	28%
NT	111	37	148	25%
QLD	890	406	1,296	31%
SA	672	294	966	30%
TAS	256	111	367	30%
VIC	3,160	1,132	4,292	26%
WA	660	273	933	29%
Total	7,647	2,912	10,559	28%

The 2009 results from other riders are listed in the table below.

Table 10: Question asking riders if they combined bike transport with other methods of transport

	No	Yes	Total	% Yes
ACT	1,601	532	2,133	25%
NSW	3,798	1,548	5,346	29%
NT	367	154	521	30%
QLD	2,226	969	3,195	30%
SA	1,629	756	2,385	32%
TAS	654	300	954	31%
VIC	10,088	3,831	13,919	28%
WA	1,321	591	1,912	31%
Total	21,684	8,681	30,365	29%

11. Ongoing support for travel behaviour change

The Ride to Work behaviour change model works through direct engagement with individual participants and establishment of a year-round culture of cycling in the workplace through the formation of Workplace BUGs.

11.1 Direct engagement

Within a week after Ride to Work Day, all registered participants with valid email addresses were sent congratulatory emails prompting them to think about the health, financial and environmental benefits of continuing to ride to work. The email contained a link to a “benefits” page on www.ridetowork.com.au including financial and fitness calculators.

11.2 Cycling culture

Since 2002 Bicycle Victoria has actively promoted the formation of Workplace Bicycle User Groups (BUGs) as a follow-up to Ride to Work Day. Workplace BUGs are a community development strategy designed to raise the profile of cycling in the workplace, to join together and inspire like-minded bike riding motivators and provide support for new and regular riders.

The Ride to Work Day team maintains the critical contact with Workplace BUGs throughout the year, providing seasonal prompts, incentives and support material to foster the development of a mainstream cycling culture. This ongoing interface year round with Workplace BUGS is a fundamental tenet to the success of the Ride to Work Day program.

12. Process evaluation

12.1 State/territory organisers

All state/territory organisers were invited to participate in a post event survey which was conducted either via e-mail, telephone or face to face depending on the organisers preference.

The key findings for Ride to Work Day 2009 were:

- Program structure:
 - Recognition of the need for a common date Australia-wide for the event that ideally does not fall within an Australian school holiday period.¹⁵
 - State Organisers eager to expand the program in their states beyond just one day.
 - Strong support for national data collection.
- Partners
 - Advanced and more detailed understanding of the requirements of national and other partners.
- Registration
 - Centralised registration of individuals and workplaces was endorsed, although suggestions were made for improvements to the online registration process.
- Marketing collateral and website
 - Marketing collateral was appropriate and widely used
 - Increase the opportunity wherever possible to personalise collateral by state/territory.
 - Allow state/territory personalisation and some editorial control of the website.
 - Ensure the site is totally branded National Ride to Work Day.

- Media
 - Media model is appropriate but more state/territory input preferred in the final pre-event release.
 - Drive more national media relationships.
- CBD breakfasts
 - The continental breakfast, food support and partner involvement was welcomed.
 - Timing of the event is a huge issue in the NT, and it really is worth considering it for the future. October in Darwin is the middle of the Build Up and riding conditions are quite disgusting – hot and humid. In Alice Springs, every second year the event will clash with the Masters Games. Alice Springs Town Council has verbally indicated they are unlikely to participate if the timing is the same again next year.

12.2 Community breakfasts

Overall the experience was very positive with strong enthusiasm and innovation driving improved arrangements and entertainment. Most reported attracting involvement from local celebrities or politicians and concepts such as bike engravings, helmet hair and massage were introduced by many breakfasts.

Partner involvement in larger community breakfasts was met positively and the banners were a popular means of promotion.

A few community hosts expressed a desire to have more support provided for their breakfast in terms of product.

The marketing collateral was well received by community breakfasts and some breakfasts expressed a desire to be able to purchase official Ride to Work t-shirts.

13. Outcome evaluation

Since Ride to Work Day 2003, a post-event follow-up survey of registered participants has been implemented in late Feb/March of the following year, five months after the event. A similar survey will be implemented in late February/March 2011 as part of the ongoing evaluation of Ride to Work Day 2010. The aim of the survey is to evaluate the medium-term behaviour change impact of the event.

Results from 2009 demonstrated that 36% of new riders were still riding at least once a month and 19% of regular riders were riding more often compared to the same time last year. The same survey highlighted positive self-reported attitudes to riding to work and linked this to participation in the Ride to Work Day event. This survey provided interesting insights into the relative importance of different aspects of the event with social proof and social opportunities far outweighing prizes and even free food as the main motivators.

14. Conclusion

The development of this year's program was enthusiastically received all around Australia. This is represented in a record number of national registration numbers. While the number of new riders registering increased, a greater proportion of registrations came from existing riders. This is important as it helps to build the case for better bicycle facilities and infrastructure.

Although the number of community breakfasts has declined, workplace involvement from a grass root level has maintained its steady increase. Sustainability groups, HR teams and senior management of national and state based organisations have been empowered to make a commitment to Ride to Work Day. More workplaces are recognising the benefits of participation. Financial savings, employee health and productivity, and sustainability justify the inclusion of the Ride to Work Day program within their business plans.

The correlation between bike commuting and preventative health, the reduction in congestion and living cost issues, greater social connectedness and reduction in greenhouse gas emissions is strong. These benefits are realised with the greater involvement of new riders. Mainstream involvement in the National Ride to Work Day program provides a solution to address all of these national issues.

15. Recommendations

- Continue to run event as “main call to action in year-round program” using current model.
- Promote the event through state/territory cycling organisations with Bicycle Victoria remaining the event coordinator.
- Utilise existing riders to encourage their friends, family and colleagues to register and ride to work.
- Place emphasis on recruiting and providing support for new riders. Focus communications towards new riders in the lead-up to the behaviour change evaluation in February /March 2010.
- Build on the Workplace BUG (Bicycle User Group) promotion with incentives for BUG registration in February and suggestions for incentives, workshops and events throughout the year.
- Meet with state/territory cycling organisations in early 2011 to consolidate gains from 2010 and work towards 12 October 2011.
- Continue to use registration software developed in 2007 and modified in 2010, based on feedback from workplace coordinators and state/territory organisers
- Explore opportunities to promote a more even spread of registrations between states (especially NSW and Queensland)
- Re-structure website for easy navigation and less clutter

16. Appendices and related reports

16.1 Appendices

Appendix 1: Ride to Work Day program 2010 registered Ambassadors

National Ambassadors included:

Role	Name
TV Presenter	Charlie Pickering
Group Managing Director - Operations, Technology & Shared Services ANZ	David Cartwright

State Ambassadors included:

State/Territory	Organisation	Title	First name	Surname
ACT	Department of Disability, Housing and community Services	CFO/Director	Ian	Hubbard
ACT	Department of Disability, Housing and community Services	Executive Director	Bronwen	Overton-Clarke
ACT	ACT Department of the Environment, Climate Change, Energy and Water	Chief Executive	David	Papps
ACT	Dept of the Environment, Climate Change, Energy and Water	Minister for the Environment, Climate Change and Water, Minister for Energy	Simon	Corbell MLA
NSW	Gadens Lawyers	Partner	Andrew	Lind
NSW	Reserve Bank of Australia	Assistant Governor	Guy	Debelle
NSW	Google	Account Strategist	Luisa	Fearnside
NSW	Lakefront Village	Village Supervisor	Geraldine	Mustchin
NSW	SingtelOptus	CFO	Murray	King
NT	Woree State High School	Teacher	Marg	Collis

NT	Department of Families, Housing, Community Services and Indigenous Affairs (DARWIN)	NT Land Rights Manager,	Dan	Herbistan
QLD	Townsville Hospital	Queensland Health	Simon	Quinn
QLD	RNA Showgrounds	Sales Executive	Jesse	Priest
QLD	Bicycle Queensland	manager	Ben	Wilson
QLD	Bentleys (qld) Pty Ltd	Manager	Tim	Bridges
QLD	Department of Transport and Main Roads	Director, Office of Sustainable Transport	Adam	Rogers
QLD	Queensland University of Technology	Dean of Faculty	Simon	Kaplan
QLD	Department of Justice and Attorney General	Executive Director	Simon	Blackwood
QLD	Department of Transport	Director General	Dave	Stewart
QLD	CITEC	Project Manager	Mark	Watson
SA	Chief Officer SA Country Fire Service	SAFECOM	Euan	Ferguson
SA	Department for Transport, Energy and Infrastructure	Project Officer	Maria	Szczerba
SA	Department of Primary Industries and Resources South Australia (PIRSA)	Chief Executive	Geoff	Knight
SA	Women on Wheels	Coordinator	Annie	Kilsby
SA	Australian Taxation Office	Assistant Deputy Commissioner Small & Medium Enterprises	Richard	Collis
SA	Penola High School	Deputy Principal	Monica	Burt

SA	The University of Adelaide	Vice-President, Services & Resources	Paul	Duldig
SA	Murray Nankivell & Associates	Tax Manager	Dale	Beck
SA	Environment Protection Authority	Chief Executive	Helen	Fulcher
SA	ABC South East	Regional Content Manager	Alan	Richardson
SA	Forestry SA	HR Officer	Jamie	O'neill
SA	South East Local Government Association	Community Be Active Field Officer	Angela	Solly
SA	Grant District Council	CEO	Russell	Peate
SA	Padthaway Pedallers	Leader	Krysteen	McElroy
SA	Mt Gambier City Council	Mayor	Jim	Maher
SA	Government of South Australia		Janelle	Taylor
TAS	BYA Architects, Sandy Bay, TAS	Director	Drew	Edwards
TAS	Davenport City Council	General Manager	Ian	McCallum
TAS	University of Tasmania, Don Campus	Principal	John	Thompson
TAS	Cyclingo	Manager	John	Clingo
TAS	Precast Tasmania	Industrial Designer	Martin	Demangone
VIC	S2F Pty Ltd	Senior Architectural Designer	Steve	Smith
VIC	BASK Australia Ltd	Business Manager	David	Smith

VIC	Public Office Record Victoria	Consultant	Liz	Gooden
VIC	Cavalry Health Care Bethlehem		Jane	Fischer
VIC	Warrnambool College	Teacher	Clive	Coomber
VIC	NAB	Performance Measurement Analys	Claire	Kelsall
VIC	Cooldrive Distribution	Dispatch Supervisor	Damian	Breed
VIC	Department of Primary Industries	Project Officer	Alison	O'Niell
VIC	Murchison Primary School	Teacher	Wendy	Mason
VIC	Davies Craig	Managing Director	Richard	Davies
VIC	Ericsson	Practice Manager	Peter	Ghys
VIC	Craigieburn Physiotherapy Centre	Owner	Grant	Bates
VIC	Benalla and District Memorial Hospital	Nurse Unit Manager and member of Health Promotion Group	Laurel	Eddy
VIC	Westernport Water	Communications & Media Manager	Geoff	Russell
VIC	EPA Victoria	CEO	John	Merritt
VIC	NEHS	Manager	Tony	Clarke
VIC	Knight Frank Building Management 50 Lonsdale Street	General Manager	Jeremy	Marsden
VIC	Jones Lang Lasalle		Joe	Sullivan
VIC	Carers Victoria	CEO	Maria	Bohan
VIC	Sunassist Community Helpers Inc.	Transport Connections Project Officer	Tressna	Martin

VIC	Orbost Regional Health	Health Promotion Worker	Carolyn	Alkemade
VIC	Hertz Australia	Network System Administrator	Richard	Whybrow
VIC	Parks Victoria	Acting Chief Executive	Gerard	O'Neill
VIC	The University of Melbourne	Professor & Associate Director, Centre for Neuroscience	Gary	Egan
VIC	ICT Distribution	Dealer Support	Andrew	McLeod
VIC	Vic Roads	Chief Executive	Gary	Liddle
VIC	RACV	Chief Engineer	Peter	Daly
VIC	Monash University	Deputy Vice Chancellor	Prof. Adam	Shoemaker
WA	City of Belmont	TravelSmart officer	Nicola	Brydon
WA	City of Swan	TravelSmart Officer	Ruth	Balding
WA	Enigma Business Products		Evan	Wilkinson

Appendix 2: National Workplace Challenge winners 2010

Largest number of participants nationally	
First	Telstra
Largest percentage of riders for 250 + employees category	
ACT	Department of Climate Change and energy Efficiency
NSW	CISRA
QLD	Origin Energy Limited
SA	SA Police, South Coast Local Service Area
TAS	CSIRO Marine Labs
VIC	Oxfam Australia
WA	GHD
Largest percentage of riders for 100–250 employees category	
ACT	Department of the Environment, Climate Change, Energy and Water
NSW	Wine Selectors
NT	FAHCSIA
QLD	Department of Environment and Resource Management
SA	Tonkin Consulting
TAS	Forestry Tasmania
VIC	Sustainability Victoria
WA	Golder Associates

Largest percentage of riders for 25–100 employees category	
ACT	National Portrait Gallery
NSW	Department of Environment, Climate Change and Water
NT	CSIRO
QLD	Department of Environment and Resource Management (Mackay and Cairns)
SA	Streaky Bay Area School
TAS	Royal Hobart Hospital
VIC	Goulburn-Murray Water
WA	Geraldton Health
Largest percentage of riders for less than 25 employees category	
ACT	Australian Prescriber
NSW	Computerland, Coffs Harbour
NT	Toll Personnel
QLD	Fujitsu, Rockhampton
SA	InfraPlan
TAS	Aquatic Science
VIC	Strategic Data
WA	Objective Corporation

Best Workplace Photo	
TAS	Australian Antarctic Division



Best Workplace Story	
TAS	Australian Antarctic Division
Largest % of students riding in the National Schools Challenge	
SA	Streaky Bay Area High School
TAS	Montrose Bay High School
VIC	St.Aloysius P.S
NSW	Grafton Public School
Largest % of staff and students riding in the National University/TAFE Challenge	
VIC	Australian Academy of Design
Largest participation of staff and students riding in the National University/TAFE Challenge	
VIC	Monash University

Appendix 3: Ride to Work Day Community Breakfast Events and Promotional material

Note: It is estimated that actual attendance numbers are four times the number of attendees

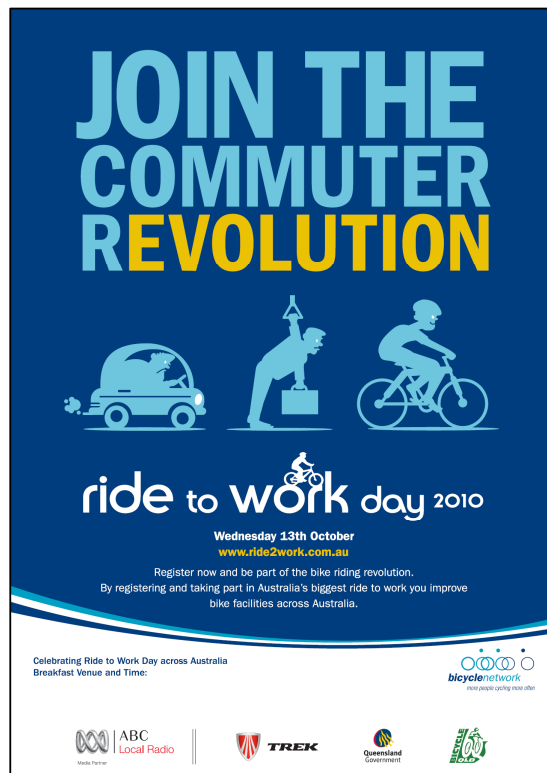
State	Breakfast Name	Registered Attendees
ACT	Australian National University Breakfast	48
ACT	Canberra Breakfast	124
ACT	ACT Breakfast	7
ACT	ACT Breakfast	26
NSW	Willoughby Breakfast	50
NSW	Camperdown Breakfast	24
NSW	Darlinghurst Breakfast	6
NSW	Goonellabah Breakfast	1
NSW	Bondi Junction Breakfast	20
NSW	Macquarie Park Breakfast	64
NSW	Sutherland Breakfast	5
NSW	Darlington Breakfast	45
NSW	Milsons Point Breakfast	54
NSW	Coffs Harbour Breakfast	33
NSW	Bellingen Breakfast	4
NSW	University of Wollongong Breakfast	34
NSW	Rockdale Breakfast	4
NSW	Sydney CBD Breakfast	137
NSW	Sydney CBD breakfast - Union St	16
NSW	Macksville Breakfast	1
NSW	Macquarie University	16
NSW	Gosford	28
NSW	Newcastle	57
NSW	Sydney CBD breakfast - Union Square	18
NSW	Murwillumbah Breakfast	4
NSW	Paramatta	20
NSW	Woronora	0
NSW	Bathurst	0
NSW	Rydalmere	0
NSW	Werrington	2
NSW	Lidcombe Breakfast	5
NT	Darwin Breakfast	19
NT	Palmerston Breakfast	3
NT	Darwin CBD breakfast	21
NT	Alice Springs	7
NT	Marrara Breakfast	0
QLD	Mackay Breakfast	28
QLD	Caboolture Breakfast	6
QLD	Redcliffe Breakfast	8
QLD	Toowoomba Breakfast	31
QLD	Strathpine Breakfast	4
QLD	James Cook University	20
QLD	Brisbane Breakfast	245

QLD	Rio Tinto breakfast	13
QLD	Cairns Breakfast	48
QLD	Hervey Bay Breakfast	0
QLD	Surfers Paradise Breakfast	18
QLD	St Lucia	17
QLD	Herston Breakfast	13
QLD	Kelvin Grove	12
SA	Bedford Park Breakfast	26
SA	Strathalbyn Breakfast	3
SA	Port Pirie Breakfast	2
SA	Adelaide Breakfast	178
SA	Mount Gambier Breakfast	13
SA	Sturt Breakfast	10
SA	Streaky Bay	1
SA	Penola	1
SA	Adelaide CBD	54
TAS	Launceston Breakfast	17
TAS	Hobart CBD Breakfast	142
TAS	Burnie Breakfast	4
TAS	Montagu Bay	4
TAS	Hobart	3
VIC	Melbourne CBD Breakfast	718
VIC	Collingwood Breakfast	36
VIC	Brunswick Breakfast	35
VIC	Warrnambool Breakfast	17
VIC	Sutherland Breakfast	0
VIC	Warragul Breakfast	5
VIC	Broadford Breakfast	0
VIC	Docklands Breakfast	81
VIC	Baker IDI breakfast	43
VIC	Richmond Breakfast	35
VIC	Miludra Breakfast	8
VIC	Camberwell Breakfast	34
VIC	Sunbury Breakfast	5
VIC	Wantirna South Breakfast	21
VIC	Churchhill Breakfast	0
VIC	Monash University Parkville campus	7
VIC	Frankston Breakfast	2
VIC	Berwick Breakfast	0
VIC	Caulfield Breakfast	14
VIC	Clayton Breakfast	60
VIC	North Melbourne Breakfast	21
VIC	Bendigo Breakfast	40
VIC	Ballarat Breakfast	5
VIC	Orbost Breakfast	2
VIC	Northcote Breakfast	6
VIC	Moonee Ponds	24
VIC	Footscray Breakfast	46
VIC	Carlton North Breakfast	40
VIC	Geelong Breakfast	91

VIC	Colac Breakfast	2
VIC	Coburg Breakfast	18
VIC	Burwood East Breakfast	26
VIC	Parkville Breakfast	17
VIC	Northcote	16
VIC	Castlemaine	1
VIC	Hamilton	1
VIC	North Fitzroy	33
VIC	Melbourne CBD - Lonsdale Street	42
VIC	St Kilda Breakfast	8
VIC	Cowes Breakfast	1
VIC	Queen Street, Melbourne Breakfast	12
VIC	Morwell	0
VIC	Bundoora	6
VIC	Box Hill	7
VIC	Tatura Breakfast	0
WA	Katanning Breakfast	1
WA	Kununurra Breakfast	1
WA	Perth CBD breakfast	462
WA	Midland Breakfast	18
WA	Geraldton Breakfast	10

Appendix 4: Program Promotions

- Join the Commuter Revolution Poster (Queensland example)
- Workplace Coordinator Certificate (Queensland example)
- Promotional Flyer



ride to work day 2010

About the Ride to Work Program

Now in its 17th year, Ride to Work has become a major year-round program involving thousands of people of all ages across Australia. With its event day firmly positioned in October, the program is experiencing dramatic growth and attracting widespread attention. This year's Ride to Work Day is on October 13th 2010.

Ride to Work Day provides organisations with an outstanding opportunity to achieve human resource, communication and corporate objectives while delivering societal benefits.



An attractive audience

In 2009, Ride to Work Day experienced tremendous success with:

- 91,000 people riding to work
- 2,800 registered workplaces
- 31,000 registered participants
- 137 community breakfasts attended by 20,000 riders
- Over 2,000 workplace breakfasts Australia wide
- Extensive media coverage: 120 television, 200 radio, 347 print and 43 internet items
- High profile business and political ambassadors

With interest in bike riding at an all time high, in 2010 it is anticipated that numbers will grow to over 151,000 participants (of which 40,000 will be registered participants).

A persuasive message

Through involvement in the Ride to Work Program, you will be making a tangible contribution to addressing some of Australia's key corporate social issues:

- **health and fitness:** riding to work makes a significant contribution to Australia's serious health crisis as well as reducing workplace absenteeism
- **environment:** every person who rides 10km to work saves 1.3 tonnes of greenhouse gas emissions per year
- **social interaction and team building:** participating in this fun activity converts staff members into team mates with resultant motivation and productivity gains

Promote the practice

Register as a...

- **Participant** and feel the benefits to your pocket, health and environment.
- **Workplace Coordinator** and promote the event to your colleagues.
- **Ambassador** and endorse this concept throughout your organisation.
- **Bicycle User Group (BUGs)** of enthusiastic riders to promote commuting by bike

About the Program operator

The Ride to Work Program is an initiative of event organiser Bicycle Victoria conducted in conjunction with state and territory cycling organisations and in liaison with government and corporate stakeholders. Bicycle Victoria is an established not-for-profit community organisation with a membership base in excess of 40,000. Its mission is **more people cycling more often.**

Please contact

To discuss what a partnership with the Ride to Work Program can deliver for your organisation, please contact:

Elysis Delaine
Program Coordinator
Ride to Work
p. 03 8636 8930
e. elysied@bv.com.au
www.ridetowork.com.au



Appendix 5: Community Breakfast Information

Planning your Ride to Work Day Community Breakfast



Planning your Ride to Work Day Event- 13 October 2010 **A guide to hosting your community breakfast!**

Step 1: Register your breakfast

- ✳ [Register your breakfast](#) by completing the online registration form to ensure you get regular updates and promotional packs to help you organise your community breakfast. The details of your community breakfast will also be promoted for you on www.ridetowork.com.au.

Step 2: Cast your net far and wide

- ✳ Get in touch with local businesses, bike shops, masseurs, hairdressers, local schools and TAFEs and encourage them to get involved. They may like to donate goods/prizes for use at your Community Breakfast, have a stall or provide services such as massage, mechanical support or helmet hair repair. This is a great way for them to promote their business within the local community.
 - Keep in mind that many people participate in this event due to the healthy nature of the event. Make sure there are healthy continental breakfast items are available. This can include fruit, yoghurt or muesli bars.
 - When approaching local businesses to assist with your breakfast, please keep in mind the national and state sponsors involved with Ride to Work Day. Without these sponsors we would be unable to run our program. Please do not approach competitors of our sponsors. If you have any questions, please contact Ride to Work Program Coordinator Elysia Delaine on elysiad@bv.com.au

Wednesday 13 October www.ridetowork.com.au

Level 10, 446 Collins St
Melbourne VIC 3000
Melway 1A F7

PO Box 426
Collins St West
VIC 8007 Australia

Phone 03 8636 8888
Country Callers 1800 639 634
Fax 03 8636 8800

Website www.bv.com.au

Bicycle Victoria Incorporated
ABN 41 026 835 903 ARBN 054 009 871
Reg No A000860 TJ

Program Partners



16.2 Related reports

National Ride to Work Day, 15 October 2008, Media Report, December 2007
Greenhouse Gas Calculations for National Ride to Work Day 2007, December 2007
Report on Ride to Work Day 2009 Registration by State/Territory, November 2009
Ride to Work Day 2009 Post Event Report, December 2009
Report on follow-up survey of Ride to Work Day 2007 registered participants,
All of the above are published on www.ridetowork.com.au (About Ride to Work / Why Registering is Important).