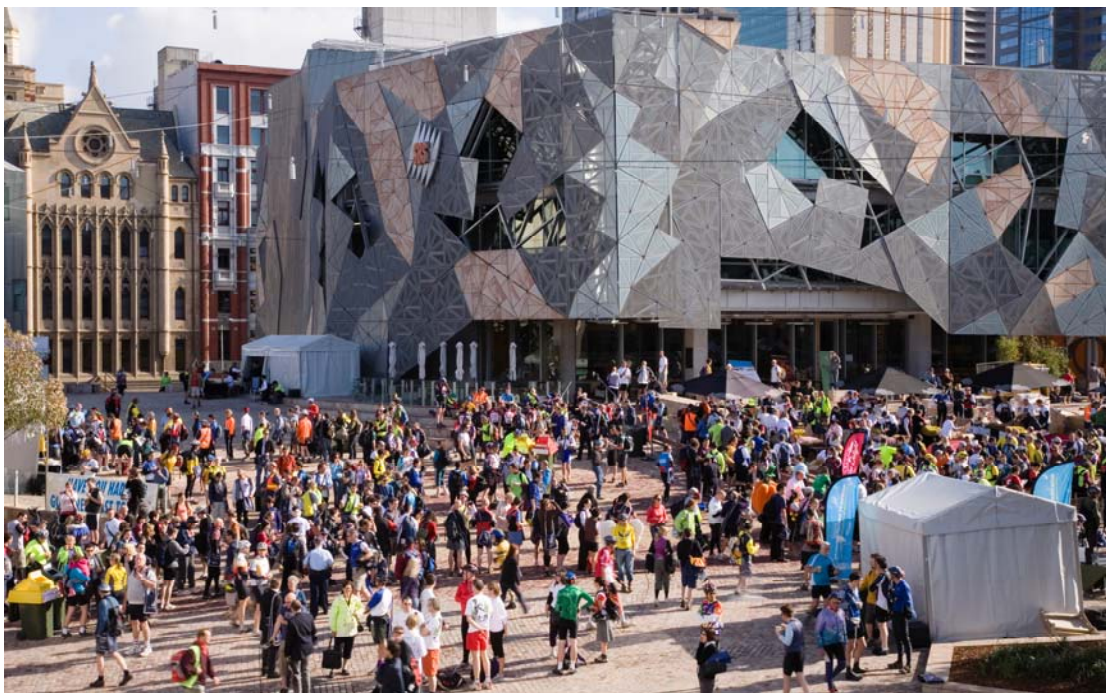


National Ride to Work Day 17 October 2007

Post-event Report

December 2007



National Ride to Work Day 2007, Post-Event Report December 2007

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Title: National Ride to Work Day 2007 Post-Event Report (December 2007)

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National Ride to Work Day 2007 – what people said

"It was my first Ride to Work Day and I really got a buzz out of my ride from Berwick to Dandenong, on bike path 98% of the way. Though I had intended to "train it" home I felt so full of energy that I rode home as well. I plan to ride to work once a week now, weather permitting."

Margaret, Southern Health, Dandenong, Vic.

"We have been holding an annual Ride to Work Day breakfast here for three years but it was especially good to be involved with the national event this year. It was our most successful yet, with 28 people riding in out of a workplace of around 80 people."

Stuart, CSIRO Sustainable Ecosystems, Gungahlin, ACT

"We had a great morning and attracted loads of interest. Bakers Delight was wonderful. There is already talk of next year... we are anticipating 2008 to be even bigger."

Barbara, Community Breakfast Coordinator, Busselton, WA

GLOSSARY

Registered riders: participants who completed the online registration survey prior to 26 October 2007

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 National Ride to Work Day 2007

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 National Ride to Work Day 2007.

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. Inaugural national event

For 14 years, Bicycle Victoria's Ride to Work Day has been a regular event on the workplace calendar throughout Victoria. In 2006, registration was opened to non-Victorian participants for the first time. The enthusiasm generated by other state/territory cycling organisations and Bicycle Victoria's own out-of-state members resulted in an interstate participation of 20%. Following this successful national pilot, Bicycle Victoria worked with state and territory cycling organisations around Australia to launch National Ride to Work Day in 2007. Registration was up by 186% on the previous year, with 52% of registrations from outside Victoria.

- Total registrants = 29,095 (estimated total participation 90,000)¹
- Total distance ridden by registered riders = 692,841 km (return)
- Estimated total distance ridden by all participants = 2,078,523 km (return)
- Total km diverted from car travel by registered riders = 299,151 kilometres² (return)
- Estimated greenhouse gas reduction by registered riders on the event day = 89.17 tonnes. Using actual behaviour change impact data from previous years, the ongoing reduction for registered participants would total 2,245 tonnes in the first twelve months.
- Estimated greenhouse gas reduction by all participants on the event day = 267.50 tonnes. Using actual behaviour change impact data from previous years, the ongoing reduction for all participants would total 6,735 tonnes in the first twelve months.³

Table 1: Percentage of registrations from each state

VIC	NSW	SA	QLD	ACT	WA	TAS	NT	OS	National
48%	17%	9%	8%	7%	7%	3%	2%	0%	100%

n=29,095

¹ An informed estimate is that total participation is more than three times greater than registered participation.

² Based on registered riders and details they provided about trip distance

³ 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 more than twelve months after the event. The calculation is based on the Australian Government Department of Environment, Water, Heritage and the Arts formula whereby total savings for those normally travelling by car alone (assuming average car) amounts to 80.10 tonnes and total savings for those normally travelling by car with others (assuming two passengers) amounts to 9.06 tonnes.

1.2. Profile of participants

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

- 7,413 registered participants (25%) were new riders; 64% of new riders reported that they normally travelled to work by car.
- Target audience: a broad representation of ages reflecting workplace demographics. The predominant age of participants in 2007 was 21-50 years, with this age group representing 84% of registered riders; of the total, 34% were between the ages of 31 and 40. Female workers represented 35% of participants and 65% of participants were male.
- Schools participation: a total of 138 primary and secondary schools registered for the event
- University and TAFE participation: a total of 80 university campuses and 20 TAFE colleges were registered

1.3. Behaviour change impact

National 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. Bicycle Victoria's research demonstrated that 34% of new riders from Ride to Work Day 2006 were still riding to work five months after the event.⁴

1.4. Highlights in 2007

- **Inaugural national event** – widespread participation in capital cities and regional areas in all states and territories; in taking the event national, registrations increased by almost 19,000 (186%).
- **Targets for registration exceeded** – target for registered participants (22,000) was exceeded by more than 7000 (32%).
- **Senior management support** – the new Ambassador Program was a huge success with 145 senior executives enthusiastically pledging their support for the event at national or state/territory level.
- **New national event partners** included ABC Local Radio, Trek Bicycles Australia, Bakers Delight and Intrepid Travel, with ongoing support from the Australian Government Department of Environment, Water, Heritage and the Arts and additional support from new and continuing state/territory sponsors
- **CBD breakfasts** in Melbourne, Adelaide, Sydney, Hobart, Canberra and Perth organised by state cycling organisations in conjunction with corporate and government sponsors.

⁴ *Report on follow-up survey of Ride to Work Day 2006 registered participants, 26 February – 2 March 2007*

- **Increase in number of community breakfasts** throughout Australia. Target this year was 75 and we exceeded this with 87 breakfasts around Australia, compared with 29 in 2006.
- **Widespread media coverage** – 314 print items, 670 radio items and 250 TV items and 59 known website features
- **New registration system developed and implemented** – individual receipts and team codes introduced, with capacity for Workplace Coordinators to track registration in their workplaces and communicate with registered participants

1.5. Recommendations

- Continue to run event as “main call to action in year-round program” using current model with Bicycle Victoria as event organiser
- Maintain the strong outcome focus with behaviour change evaluation five months after the event
- Meet with state/territory cycling organisations in early 2008 to consolidate gains from 2007 and work towards 15 October 2008 and beyond
- Enhance the Ambassador program by creating a “club” with networking and promotional opportunities throughout the year
- Continue to use online registration software developed in 2007; modify based on feedback from Workplace Coordinators and state/territory organisers without compromising data collection for travel behaviour change evaluation
- Continue to use existing branding and develop similar range of marketing collateral for 2008, with the addition of state/territory posters to better acknowledge different levels of sponsorship
- Build on the Workplace BUG (Bicycle User Group) promotion with incentives for BUG registration in February and suggestions for workshops and events throughout the year

2 Event organiser

The National Ride to Work Day event is managed by Bicycle Victoria, a dynamic, not-for-profit community organisation with the purpose of *More People Cycling More Often*.

Bicycle Victoria developed and implemented the communications and operations plan, including national partnerships, production of all marketing collateral, online content on www.ride2work.com.au, centralised online registration, PR, direct communications with participants and Workplace Coordinators, and national research and reporting.

Bicycle Victoria worked with state/territory cycling organisations around Australia including Bicycle New South Wales, Pedal Power (ACT), Bicycle SA, Bicycle Queensland, Bicycle Transportation Alliance (WA), Cycling Western Australia, Cycling South (Tas) and Bicycle NT. These groups promoted the event through their membership, organised community breakfasts events in capital cities, recruited Ambassadors, provided support to local workplaces and promoted the event to their media in their state/territory.

3 History of the event

3.1 Background

Wednesday 17 October 2007 was the 14th annual Ride to Work Day managed by Bicycle Victoria. The event has long been recognised as a core activity, highly regarded by Bicycle Victoria's membership and workplaces throughout Victoria. See **Table 2** for growth of Bicycle Victoria's October/November Ride to Work Day events.

The National Ride to Work Day event is based on research from the three-year Ride to Work and Beyond! project undertaken by Bicycle Victoria and TravelSmart Victoria in conjunction with the Institute of Transport Studies at Monash University. The project, which commenced in 2003 and concluded in December 2005, was funded by the Australian Government Department of the Environment, Water, Heritage and the Arts, and the Department of Infrastructure, Victoria (TravelSmart). Ride to Work and Beyond! aimed to maximize the behaviour change impacts of Ride to Work Day and facilitate the embedment of those behaviours into habits.

3.2 Effective behaviour change tool

Through Ride to Work and Beyond!, 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

In 2003, Ride to Work Day was redefined as "the main call to action in an ongoing, year-round, behaviour change campaign". The campaign includes:

- 1 Increasing participation in the annual Ride to Work Day event
- 2 Building a list of workplace contacts from National Ride to Work Day (Workplace Coordinators) and maintaining year-round contact
- 3 Encouraging the development of more Workplace Bicycle User Groups (BUGs)
- 4 Cycle-Friendly Workplace promotions directed at employers and managers

Ride to Work Day is an effective behaviour change event on a number of levels. It 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 (maintenance)
- 5 Behaviour reinforcement (maintenance) and an opportunity to support new and returning riders for regular riders

Bicycle Victoria's research demonstrates that:

- In 2007, 25% of registered participants were new riders. This is consistent with previous years.
- In 2007, 64% of new riders reported that they normally travelled to work by car, with most driving alone. This is consistent with previous years.
- 34% of new riders from 2006 were still riding to work five months after the event. This was an increase on previous years: 27% of new riders from 2005 and 2004 were still riding to work five months after the event.⁵

3.3 Pilot program in 2006

In 2006, Bicycle Victoria worked with state and territory cycling organisations around Australia to pilot the event interstate. The initiative received financial support from the Australian Government Departments of the Environment, Water, Heritage and the Arts, and the Department of Health and Ageing. The intention was to offer the event to around ten workplaces in each state and territory and to monitor and evaluate participation in preparation for the inaugural National Ride Day in 2007. The enthusiasm generated by other cycling organisations and Bicycle Victoria's own out-of-state members for a national event resulted in a much higher interstate participation of 20%, and CBD breakfast events in Sydney and Hobart. Registrations reached 10,181 and estimated total participation was more than 30,000. There were 1264 registered Workplace Coordinators and 29 community breakfasts in suburban and regional centres.

3.4 Towards a national event in 2007

Following Ride to Work Day 2006, all state/territory organisers were asked to complete a report on the event and invited to participate in a detailed phone interview to provide feedback on the support provided by Bicycle Victoria. Most state/territory organisations took up this opportunity and the findings formed the basis for National Ride to Work Day 2007.

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 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

⁵ *Report on follow-up survey of Ride to Work Day 2006 registered participants, 26 February – 2 March 2007*

- 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 modifications to questions in each state e.g. with the potentially expansive list of regional breakfasts, it would be good to have a separate list for each state/territory.

It was agreed that establishment of a national event provided excellent opportunities to:

- Engage 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
- Offer participants a chance to “be part of something big”
- Work together on a common project with positive outcomes for commuter cycling throughout Australia



Breakfast for 6000 at Federation Square in Melbourne, covered by Channel 9's Today Show



Table 2: Ride to Work Day historical comparison

Year	1994 ⁶	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006 ⁷	2007 ⁸
Date	Nov	Nov	Nov	Nov	Oct	Oct	Oct	Oct	Oct	8 Oct	6 Oct	5 Oct	4 Oct	17 Oct
Registered participants	1,363	2,026	NR	NR	1,943	NR	NR	1,763	1,409	3362	5,577	6,811	10, 181	29,095
Registered new riders	NR	NR	NR	NR	NR	NR	NR	NR	176	553	1,233	1,454	2,518	7,413
Workplace Coordinators	NR	NR	NR	NR	NR	NR	NR	NR	103	364	664	850	1,264	2,785
Community breakfasts	NR	NR	NR	NR	NR	NR	NR	NR	NR	5	11	12	29	87
Male/Female % participation	73/27	70/30	NR	NR	68/32	NR	NR	66/34	67/33	64/36	60/40	60/40	63/37	65/35

NR = no records

⁶ 1994–2005 Victorian event

⁷ National pilot

⁸ Inaugural National Ride to Work Day



4 Program partners

4.1 National Partners

In 2007, the **Australian Government Department of Environment, Water, Heritage and the Arts** provided funding for the National Ride to Work Day Program through the Low Emissions Technology and Abatement - Strategic Abatement Grant program.

TravelSmart Australia, TravelSmart Victoria and TravelSmart SA sponsored the TravelSmart Workplace Challenge. TravelSmart Victoria also published a special edition TravelSmart Melbourne Map and distributed this to Workplace Coordinators in Metropolitan Melbourne and at Federation Square on the event day. TravelSmart programs ask people to make voluntary changes in their travel choices, encouraging them to use other ways of getting about rather than driving alone in a car.

ABC Local Radio ensured that National Ride to Work Day had a strong presence on the airwaves across Australia in the lead-up to the event and on the event day. National promos helped to increase awareness of the event in the lead-up period and many of the programmers and presenters also got involved. There were broadcasts and live cross-overs at major event locations on the day.

Bakers Delight announced a new partnership with National Ride to Work Day in 2007. With over 630 bakeries across Australia, Bakers Delight provided healthy, freshly baked products to over 80 National Ride to Work Day community breakfast events on 17 October.

Trek Bicycles Australia, the exclusive Australian distributor for Trek, Gary Fisher, Lemond, Klein and MirraCo, provided 14 bikes for a national prize draw for registered participants and 58 prize hampers for outstanding participation by workplaces in the TravelSmart Workplace Challenge.

Intrepid Travel became a national prize partner for the event in 2007. This year, Intrepid offered two tickets (valued at a total of \$7000) on the 15-day Cycle Vietnam trip to the winner of our Earlybird registrations for National Ride to Work Day.

4.2 Major partners

National Ride to Work Day welcomed '**Go for your life**' as a new major partner for the event in 2007. 'Go for your life' is a Victorian Government initiative which aims to promote healthy eating and increase levels of physical activity. "Go for your life" sponsored National Ride to Work Day T-shirts for the first 3000 Victorian registrants.



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 2007 EPA sponsored the EPA Bike Parking at Federation Square in Melbourne on National 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. Bike Assist helps cyclists who experience difficulties and require roadside assistance. The RACV has supported Ride to Work Day since 1998 to encourage cycling to work, save fuel and help the environment. In 2007, RACV sponsored the Cycle Angels for the third year running and supported a reprint of the *Everything you wanted to know about riding to work...but were afraid to ask* flyer.

4.3 Breakfast partners

In 2006 the **Victorian Farmers Federation** hosted a huge free breakfast for cyclists at Federation Square in Melbourne. Venue sponsorship by **Federation Square** has allowed this central and high-profile location to be the city focus for Ride to Work Day since 2003. In 2007, participants had the opportunity to sample the best of Victoria's fresh, local produce. This year the Victorian Farmers Federation breakfast was supported by **Australian Grown**, a new labelling scheme that assists businesses to identify their fresh and packaged produce as Australian here and in export markets.

Following a successful pilot breakfast in 2006, **Lend Lease** hosted the Sydney CBD breakfast at The Bond. This year they were joined by the **City of Sydney** as promotional partners. Meanwhile, **Hobart City Council** hosted a big breakfast in Mawson Place following a successful pilot breakfast in 2007. **Adelaide City Council** hosted its inaugural Ride to Work Day breakfast at Victoria Square.

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

5 National participation

The inaugural national event attracted 29,095 registrations with 52% of registrations coming from outside Victoria. The following table provides a breakdown of state/territory registration, showing variations in new rider registration and gender ratios. For more details, see *Report on National Ride to Work Day 2007 Registration by State/Territory*, December 2007.



Table 3: National Ride to Work Day 2007 state/territory participation

State	Vic	NSW	SA	Qld	ACT	WA	Tas	NT	O/S⁹	Total
All participants¹⁰	43,000	16,000	7,600	6,750	6,300	6,200	2,400	1,600	150	90,000
Registered participants	13,927	4,943	2,533	2,188	2,076	2,069	792	519	48	29,095
Percentage of registrations	48%	17%	9%	8%	7%	7%	3%	2%	0%	100%
New riders registered	3530	1546	615	518	382	504	183	115	20	7413
Percentage of new riders	25%	31%	24%	24%	18%	24%	23%	22%	N/A ¹¹	—
Workplace Coordinators	1375	499	260	197	116	204	74	56	4	2785
Community breakfasts	38	15	9	7	2	6	4	6	0	87
Male/Female % registration	62/38	70/30	69/31	69/31	59/41	67/33	69/31	51/49	N/A	65/35

⁹ Overseas registrants were primarily from New Zealand and Laos

¹⁰ Based on estimate that total participation is more than three times greater than registered participation

¹¹ Sample size too small to provide meaningful data



6 National outcomes

- Based on registered riders and details they provided about trip distance, 692,841 were travelled by bicycle (return). It is estimated that the total trip distance for all participants on the event day was 2,078,523 kilometres (return).
- Registered riders diverted 299,151 kilometres that would have normally have been travelled by car: 30% of registrants reported that they normally drove alone, accounting for an estimated distance of 242,557 kilometres; 7% of registrants reported that they normally travelled by car with others, accounting for an estimated distance of 56,574 kilometres. Using this data, we can calculate that for registered riders the total greenhouse gas savings on the event day alone amounted to 89.17 tonnes.¹²
- Total participants (an estimated 90,000) diverted around 900,000 kilometres that would normally have been travelled by car. This consists of 730,000 kilometres that would normally have been traveled by car and 170,000 kilometres that would have been driven with others.
- Taking into account ongoing behaviour change¹³, preliminary modelling indicates that over a year the event saves 2,245 tonnes of greenhouse gases (for registered riders only) or 6,735 tonnes (for all participants)¹⁴.

¹² 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 more than twelve months after the event. The calculation is based on the Australian Government Department of Environment, Water, Heritage and the Arts formula whereby total savings for those normally travelling by car alone (assuming average car) amounts to 80.10 tonnes and total savings for those normally travelling by car with others (assuming two passengers) amounts to 9.06 tonnes.

¹³ Based on results of research into ongoing behaviour change impact of previous Victorian Ride to Work Day events. *Report on follow-up survey of Ride to Work Day 2006 registered participants, 26 February – 2 March 2007*

¹⁴For assumptions and calculations see *Greenhouse Gas Calculations for National Ride to Work Day 2007*, January 2008



Table 4: National Ride to Work Day 2007 national outcomes

State	Vic	NSW	SA	Qld	ACT	WA	Tas	NT	O/S¹⁵	Total
Total km travelled (return) by registered participants	339,176	123,054	56,204	48,762	46,852	51,675	16,174	10,324	620	692,841
Ave. km travelled by registered participants (return)¹⁶	24.3	24.9	22.2	22.3	22.6	25.0	20.4	19.9	N/A ¹⁷	23.8
Total km travelled (return) by all participants	1,017,528	369,162	168,612	146,286	140,556	155,025	48,522	30,972	1,860	2,078,523
Greenhouse gas saved (return) by registered participants (tonnes CO₂ equivalent) for event only¹⁸	45.10	15.66	5.87	4.85	7.45	6.17	2.55	1.40	0.11	89.17
Greenhouse gas saved (return) by all participants (tonnes CO₂ equivalent) for event only	135.31	46.98	17.61	14.54	22.36	18.51	7.65	4.21	0.34	267.50

¹⁵ Overseas registrants were primarily from New Zealand and Laos

¹⁶ This includes participants who cycled over 30km at an average of 39 km travelled (based on 2006 data)

¹⁷ N/A= sample size too small to provide meaningful data

¹⁸ 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. The best we can do is ensure that the event does not fall within the school holiday period in any part of Australia.



Adelaide's inaugural event attracted 2000 with a live broadcast by ABC Local Radio



7.2 Communications and operational timeline

Table 5: Timeline

Activity	Timeline	Milestones
Recruit national organisations at senior management level (Ambassador Program)	Dec 06– Aug 07	Launched list of nationally participating workplaces, Aug 07
Design tools for evaluation	Dec 06–Jun 07	Launched online registration, Jun 07 Launched registration for community breakfasts, Jun 07
Design and develop content for website, web logo and tools for staff to use on their workplace intranets & internets	Dec 06–ongoing	Soft launch Jun 07 Promotional launch Aug 07
Branding and printed promotional material	Dec 06–Aug 07	Signed-off early July. Printed mid-July. Mailout commenced early Aug 07
Plan and implement national PR campaign	Dec 06– Aug 07	Commenced Jun 07 Media launch Aug 07
Recruit Workplace Coordinators, previous and new coordinators. Targets have been set for each state	Dec 06–Oct 07	<ul style="list-style-type: none"> Mailed Cycle-Friendly Workplace publication to 1300 coordinators from 2006; invited to register for 2007, July 07 All state/territory cycling organisations to invited members to become Workplace Coordinators, Jun/July 07 Final numbers day after event, Oct 07
Recruit and support councils and local businesses to organise community breakfasts	Dec 06–Sept 07	<ul style="list-style-type: none"> Contacted hosts from 2006 and invite to register for 2007, Jun–Jul 07 Final numbers week before event, Oct 07
Implement network marketing campaign through Workplace Coordinators	Aug 07–ongoing	<ul style="list-style-type: none"> Mailout of Workplace Promotional Kits from Aug–Oct 07 Emails to workplace coordinators (including scripted emails to distribute to colleagues) Aug and Oct 07 Follow-up emails with scripted attachment to remind individuals to register, one day after event, Oct.
Incentives for registration	Aug –Oct 07	<ul style="list-style-type: none"> Earlybird prize draw (Intrepid Travel) for registrations before 30 September



		<ul style="list-style-type: none"> • Trek Bike prize draw for all completed registrations • TravelSmart Workplace Challenge results based on individual registrations at each worksite (encouragement by workplace coordinator) • Free “Go for your life” T-shirt for first 3,000 Victorian registrants
CBD breakfast event planning	Feb 06–Oct 07	<ul style="list-style-type: none"> • State/territory cycling organisations organised CBD breakfasts around Australia
Direct engagement with individual registrants prior to event	16 Oct 07	<ul style="list-style-type: none"> • Encouragement email sent to individual registrants day before event (with links to state/territory resources on website)
Event	17 Oct 07	<ul style="list-style-type: none"> • CBD breakfasts in capital cities • Workplace breakfasts • Community breakfasts
Behaviour change maintenance		<ul style="list-style-type: none"> • Congratulatory email sent to all individual participants one month after the event reinforcing the benefits of riding to work (included calculator for individual and community benefits) • Certificates and letter mailed to workplace coordinators. Suggested audit of end-of-trip facilities. Invited workplace coordinators to form workplace Bicycle User Groups – provide incentives and guidance (Bicycle User Groups provide year-round social context to support ongoing change), Dec 07 • Maintained contact with Bicycle User Groups and provided seasonal prompts for activities such as Ride to Work Another Day (Feb), lighting workshops (winter), bike maintenance and road safety workshops (year-round)
Process evaluation		<ul style="list-style-type: none"> • Closed all registrations eight working days after the event, Oct 07 • Data analysis conducted Oct–Nov 07 • State/territory cycling organisers interviewed for feedback Nov–Dec 07 • Sample of workplace coordinators interviewed for feedback, Nov 07 • Community breakfast hosts surveyed, Nov 07



8 Event components

The National Ride to Work Day event had five main components this year: the Ambassador Program, online registration, the TravelSmart Workplace Challenge, community breakfasts in CBD, suburban and regional centres, and workplace breakfasts held throughout Australia.

8.1 Ambassador Program

Over 145 senior executives endorsed National Ride to Work Day through the Ambassador Program.

National Ambassadors

The aim of this new program was to enlist the support of national managers in making the event truly national. This top-down endorsement complemented the efforts of Workplace Coordinators who voluntarily promoted the event at their worksites. Workplace Coordinators involved in the 2006 event were encouraged to invite senior executives within their organisations to nominate as National Ambassadors for 2007. Other National Ambassadors signed up following the event launch by Chip Goodyear, former CEO of BHP Billiton.

National Ride to Work Day Ambassadors made the commitment to:

- Make National 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 National 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

National Ambassadors included:

Chip Goodyear (former CEO, BHP Billiton), Brian Hartzler (ANZ Group Managing Director Personal Division), Shane Freeman (ANZ Group General Manager People Capital & Breakout), Robert Tickner (CEO, Australian Red Cross), Greg Ward (CFO, Macquarie Bank), David Borthwick (Department Secretary, Australian Government Department of Environment, Water, Heritage and the Arts), Mark Paterson (Department Secretary, the Australian Government Department of Industry, Tourism and Resources), Michael D'Ascenzo, (Commissioner of Taxation, Australian Taxation Office), Geoff Leeper and Glenys Beauchamp (Deputy Secretaries of the Australian Government Department of



Families, Community Services & Indigenous Affairs), Darrell Wade (CEO, Intrepid Travel), Perry Abbott (Director, Global Commercial and Operations, CSC), Corey Simpson (National HR Manager, Golder Associates), David Bell (Managing Director, Kwik Kopy Australia), Peter Jordan (Internal Environmental Sustainability Lead Partner at Deloitte), Kevin Panozza, (CEO, Salesforce), Mark Sullivan (Secretary of the Australian Government Department of Veterans Affairs), Andrew Wisdom (Principal, ARUP), Lesley Gillespie (Co-founder and CEO Bakers Delight) and Peter Anderson (Australian Chamber of Commerce and Industry, Director of Workplace Policy).

State/territory Ambassadors

State/territory event organisers promoted involvement in the Ambassador Program as a way of formalising involvement by local and state government, local media and local business. High profile state/territory Ambassadors included: Melvin Mansell (Chief Editor of the Adelaide Advertiser), Warren McCann (Chief Executive, SA Department of Premier and Cabinet), Michael Harbison (Lord Mayor of Adelaide), Dr Peter Clifton (head of CSIRO's research in human nutrition and co-author of The Total Wellbeing Diet Book), Ken Thompson (NSW Fire Brigades Assistant Commissioner), Simon Smith, (Deputy Director General of the NSW Department of Environment and Climate Change), Adam Spencer (presenter, ABC Local Radio in Sydney), Clover Moore MP (Lord Mayor of Sydney), Jude Munro (CEO of City of Brisbane), Terry Effenev (CEO, ENERGEX Ltd), Reece Waldock (CEO, Public Transport Authority WA), Todd Harper (VicHealth CEO), Dick Gross (President of the Municipal Association of Victoria) and Peter Daly (RACV Chief Engineer - Traffic and Roads).

Interest in the Ambassador Program grew as public awareness of the event increased. 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

A new online registration system was developed by Internet Vision Technologies. Survey questions were consistent with those used in previous years with the aim of providing comparable travel behaviour and demographic data for participant profiles, greenhouse gas calculations and a baseline for medium-term outcomes. The new registration system was developed in response to previous feedback requesting individual receipts and team codes. The most significant improvement was the capacity for Workplace Coordinators to track registration in their workplaces and communicate with registered participants.

This year, 2785 Workplace Coordinators and 29,095 individual participants registered for the event. Workplace Coordinators were encouraged to register a double pass on a 5-day Great Escapade cycling holiday courtesy of www.greatescapade.com.au.

Incentives for individual participant registration included:

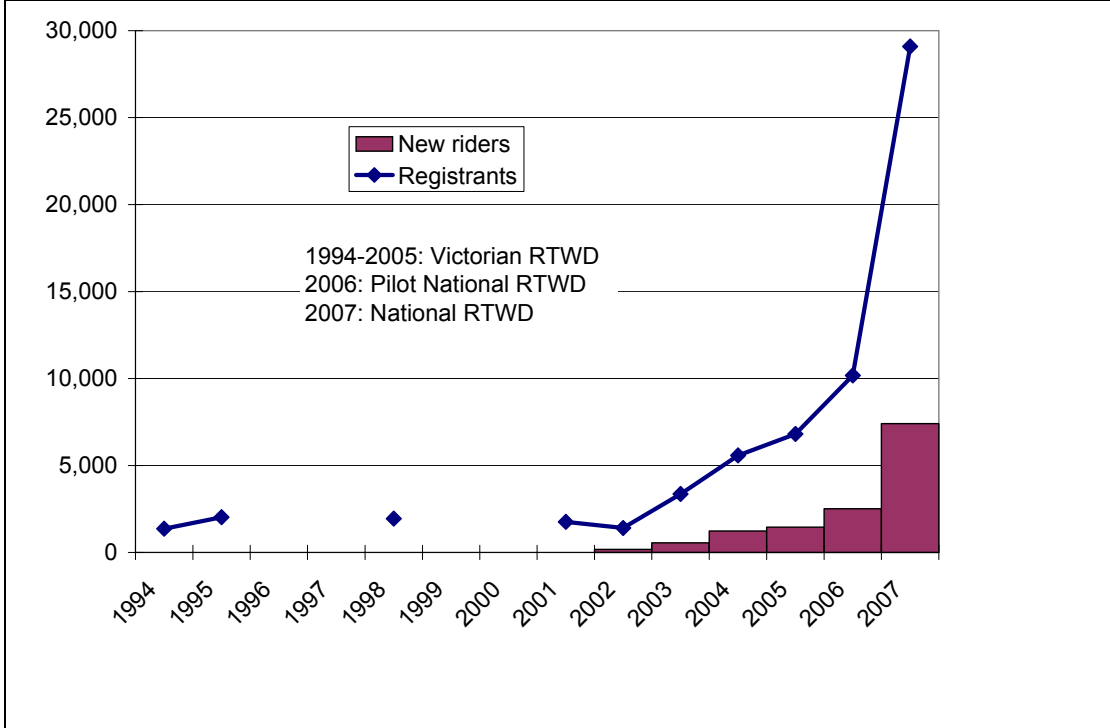
- Entry in the “Earlybird” prize draw for those who registered by 30 September; prize was a 15-Day Cycle Vietnam Trip courtesy of Intrepid Travel
- Entry in the national prize draw for all registrants; 14 bikes courtesy of Trek Australia
- Opportunity to be counted as part of the Workplace Team in the TravelSmart Workplace Challenge
- Free “Go for your life” T-shirt mailed to the first 3000 Victorian registrants

Workplace Coordinators were provided with scripted emails to encourage colleagues to register. Entry was free and online. Registration was open until 24 October 2007.

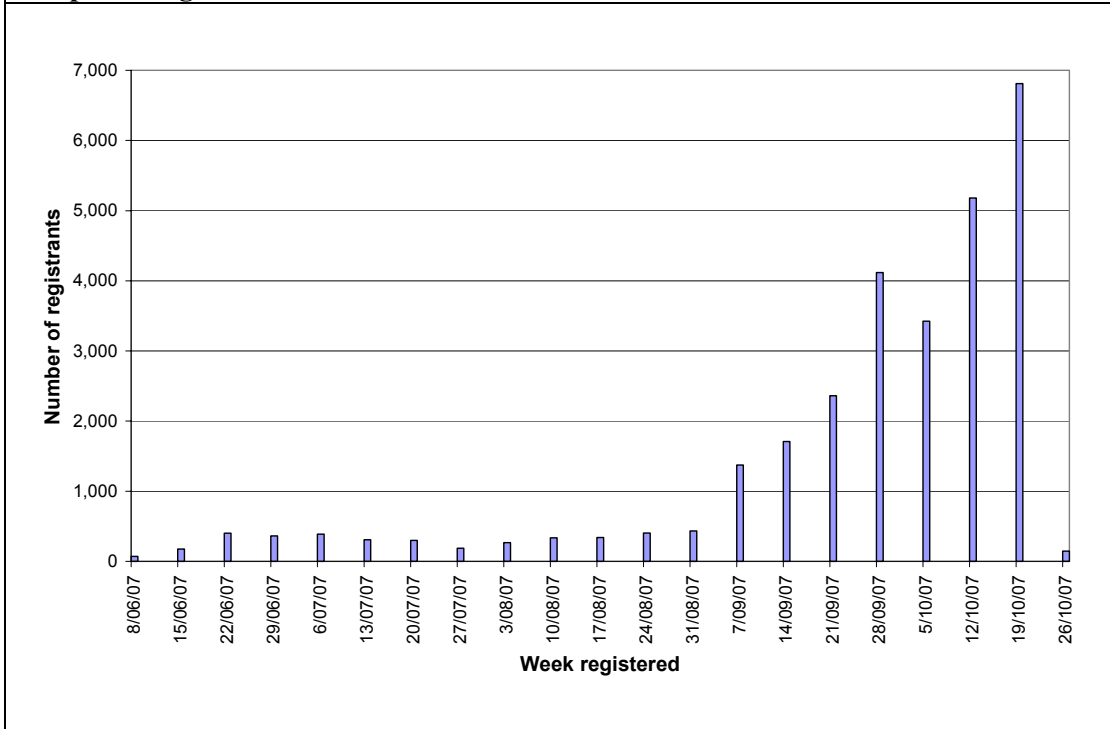
Despite all of the above, it is still widely accepted that participation in the event far exceeds registration and one of the challenges of the event will be to continue to find new ways of encouraging registration. At the same time, it is important not to compromise data collection essential for short- and medium-term evaluation as a tool for ongoing behaviour change. An informed estimate is that total participation is more than three times greater than registered participation.

The following graphs provide an historical perspective and illustrate registration over time for the 2007 event. Almost half of the registrations took place prior to October, possibly reflecting the success of the EarlyBird registration incentive in securing early commitment. The busiest days for registration were the two days prior to the event.

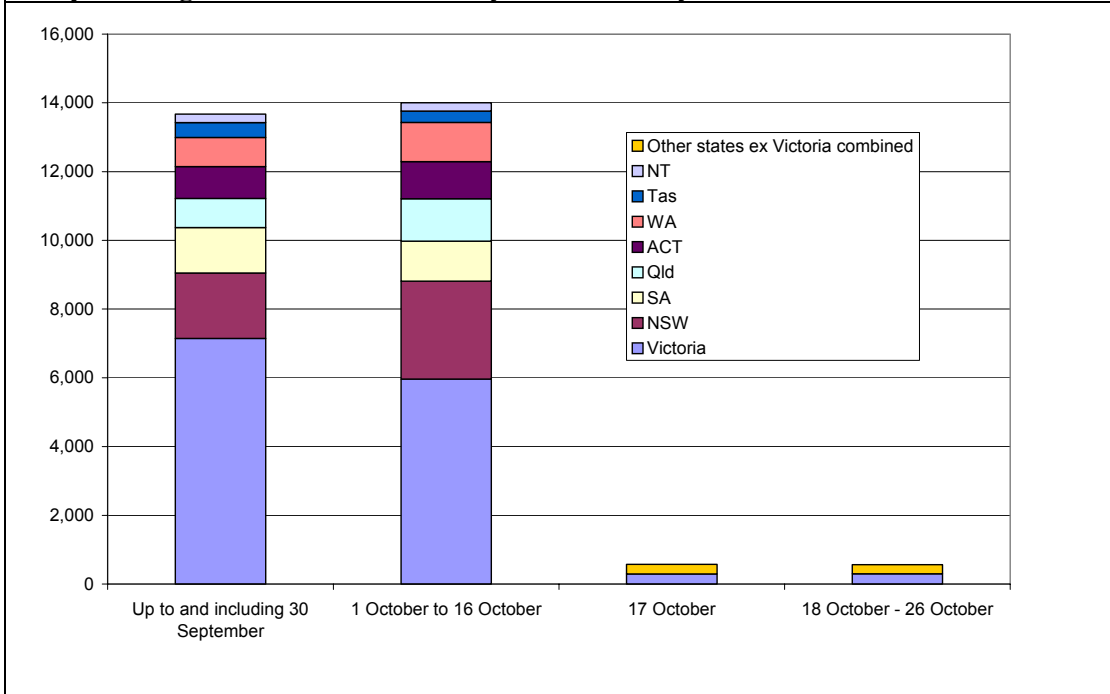
Graph 1: Ride to Work Day registrations – historical comparison



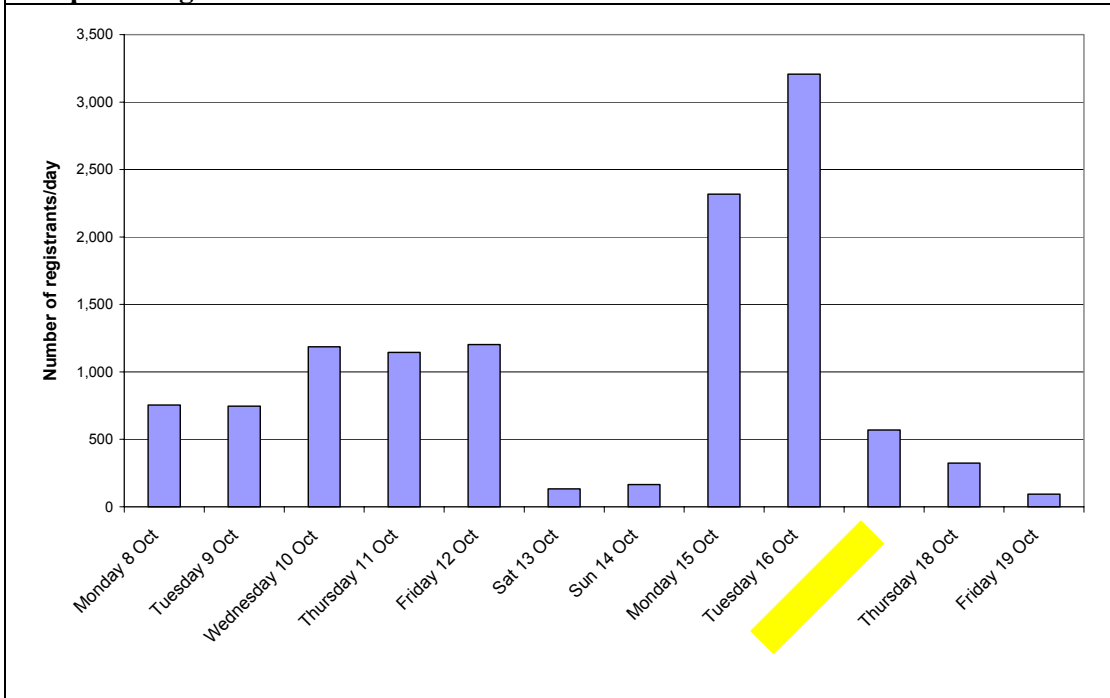
Graph 2: Registrations over time – overview



Graph 3: Registrations over time – by state/territory



Graph 4: Registrations over time – detail of 8–19 Oct



8.2 TravelSmart Workplace Challenge

This year, the TravelSmart Workplace Challenge rewarded workplaces for outstanding participation in the event, in particular those with the largest percentage of riders in their size category. The competition was sponsored by TravelSmart Australia, TravelSmart Victoria and TravelSmart SA. All winning workplaces received hampers valued at \$350 courtesy of Trek Bicycles Australia.

The TravelSmart Workplace Challenge was both an opportunity to recognise this contribution and a way to further strengthen the team spirit in the workplace. The aim of the Workplace Challenge was to reinforce the social, group focus of the event and increase the incentives for even greater participation, especially by first-time riders.

Table 6: Workplaces by size category

	250+ employees	100–250 employees	25–100 employees	less than 25 employees	Total
Vic	450	478	221	226	1375
NSW	115	65	175	143	498
SA	28	29	113	90	260
Qld	39	32	67	59	197
ACT	43	10	33	30	116
WA	30	37	66	70	203
Tas	10	9	28	27	74
NT	2	3	23	28	56
Total	717	663	726	673	2779



EDAW, Ultimo, category winners in the TravelSmart Workplace Challenge

Table 7: TravelSmart Workplace Challenge winners

Largest number of participants nationally	
First	Telstra
Second	CSIRO
Third	Australian Government Department of Defence
Largest percentage of riders for 250 + employees category	
Vic	Lonely Planet Publications, Footscray
NSW	CISRA, North Ryde
SA	CSIRO Land and Water, Urrbrae
Qld	Origin Energy, Milton
ACT	Department of the Environment, Water, Heritage and the Arts, Parkes
WA	CSIRO, Bentley
Tas	CSIRO Marine and Atmospheric Research, Hobart
Largest percentage of riders for 100–250 employees category	
Vic	Sustainability Victoria, Melbourne
NSW	CSC, Mayfield West
SA	Office for Recreation and Sport, Kidman Park
Qld	Golder Associates, Toowong
ACT	CSIRO Sustainable Ecosystems, Crace
WA	Landcorp, Perth
Tas	Australian Antarctic Division/ National Oceans Office, Kingston
NT	Darwin High School, Darwin
Largest percentage of riders for 25–100 employees category	
Vic	NAB, Shepparton
NSW	Suters Architects, Newcastle
SA	Streaky Bay Area School, Streaky Bay
Qld	Environmental Protection Agency, Cairns
ACT	Department of Parliamentary Services, Canberra
WA	acQuire Technology Solutions, Applecross
Tas	Department of Human and Health Services, Hobart
NT	CSIRO Sustainable Ecosystems, Berrimah



**TravelSmart Workplace Challenge winners
contd**

Largest percentage of riders for less than 25 employees category	
Vic	Alluvium, South Melbourne
NSW	Northern Rivers Catchment Management Authority, Grafton
SA	Elders, Adelaide
Qld	Wisdom2wealth, Toowong
ACT	Australian Prescriber, Deakin
WA	ANZ, Wongan Hills
Tas	Department of Transport and Regional Services, Hobart
NT	Chris Natt MLA Electoral Office, Palmerston
Best Workplace Photo	
Vic	Cooldrive Distribution, Kerrimuir
NSW	EDAW, Ultimo
SA	Origin Energy Solar, Regency Park
ACT	Department of Parliamentary Services, Canberra
WA	CSIRO CELS, Wembley
Best Workplace Story	
Vic	Westall Secondary College, Clayton South
NSW	Atlassian, Sydney
Qld	Mareeba Shire Council, Mareeba
ACT	CSIRO Sustainable Ecosystems, Crace
Largest % of students riding in the National Schools Challenge	
Vic	Lockington Consolidated School
NSW	Kurnell Public School
SA	Streaky Bay Primary School
WA	North Albany Senior High School
Tas	South Arm Primary School

8.2 Community breakfasts

There were 87 community breakfasts held in CBDs and suburban and regional centres throughout Australia on the morning of National Ride to Work Day. Breakfast events were hosted by councils, state government departments, local businesses, universities and schools with cooperation from local sponsors. National Bakery Sponsor, Bakers Delight, offered bakery products to all community breakfast hosts who had registered their breakfast one month prior to the event.¹⁹

¹⁹ In a few instances there was not a franchise in the immediate area, so assistance was not possible.

Table 8: Community Breakfast Events

Victoria – 38 events			
City	Location	Host	Number of participants
Alfred Medical Research & Education Precinct	AMREP Courtyard, 75 Commercial Rd, Prahran	AMREP & Baker Heart Research Institute	130
Apollo Bay	Apollo Bay Surf Club (on foreshore)	Apollo Bay P-12 College	150
Ararat	Municipal Offices, cnr Vincent & High Sts	Ararat City Council	Not available
Bairnsdale	Bairnsdale Advertiser carpark, cnr Macleod & Baley sts	East Gippsland Newspaper (Bairnsdale)	60
Bairnsdale	VicRoads Office, 535 Princes Hwy	VicRoads	17
Ballarat	Drummond St North	Ballarat Health Services Rehabilitation centre	Not available
Baw Baw Shire	Civic Park	Baw Baw Shire Council	25
Bendigo	Town Hall	City of Greater Bendigo	400
Bendigo	La Trobe University	La Trobe University	62
Box Hill	Box Hill Gardens	City of Whitehorse	80
Burwood East, Tally-Ho Business Park	By the Lake (in front of Motorola)	World Vision Australia	100

Victoria contd			
City	Location	Host	Number of participants
Castlemaine	Victory Park BBQ area & Ray Bradford Rms	Mt Alexander BUG, Mt Alexander Sustainability Group & Castlemaine District Community Health Service	300
Cheltenham	City of Kingston Municipal Offices. 1230 Nepean Hwy	Kingston City Council	15
Coburg	Victoria Mall	Moreland City Council	100
Cobram	Cobram District Community Health Centre, Broadway St	Cobram District Community Health Centre	70
Darebin	Northcote Aquatic & Recreation Centre	Northcote Aquatic & Recreation Centre	150
Frankston	Bayside Entertainment Complex Forecourt, Wells St	Frankston City Council	60
Geelong	Johnstone Park. Next to City Hall in Gheringhap St.	Geelong City Council	300+
Hobsons Bay	Logan Reserve, Altona	Hobsons Bay Council	60
Maribyrnong	Reserve next to Shepperd Bridge (Napier-Footscray Bridge)	City Of Maribyrnong	100+
Maryborough	Maryborough Resource Centre	Central Goldfields Shire Council	68

Victoria contd			
City	Location	Host	Number of participants
Melbourne CBD	Federation Square	Bicycle Victoria, Victoria Farmers Federation & Australian Grown	6000
Mentone	City of Kingston Offices. Brindisi St	Kingston City Council	10
Mildura	Langtree Mall	Mildura City Rural Council	50
Moonee Ponds	Queens Park, Cnr of Kellaway & Pascoe Vale Rd	City of Moonee Valley	80
Morwell	International Tower Traffic School, Brisbane St	Latrobe City Council	90
Moonee Ponds	Queens Park, Cnr of Kellaway & Pascoe Vale Rd	City of Moonee Valley	80
Morwell	International Tower Traffic School, Brisbane St	Latrobe City Council	90
Orbost	Forest Park	Orbost Regional Health & Dept of Sustainability & Environment	45
Pakenham	Pakenham Shopping Centre. Main St, next to Supermarket carpark entrance	Cardinia Shire Council & Casey-Cardinia Human Powered Vehicle Club	25
Parkville	Royal Children's Hospital - Garden behind back cafeteria	Royal Children's Hospital	230

Victoria contd			
City	Location	Host	Number of participants
Port Phillip	Beaconsfield Parade Opposite Armstrong St.	City of Port Phillip	175
Puckapunyal	Puckapunyal Primary School	Puckapunyal Primary School	40
Trafalgar	Highway rotunda	Trafalgar Bendigo Bank & Trafalgar Chamber of Commerce	25
Wodonga	Woodland Grove	City of Wodonga	50
Wangaratta	The Centre, Chisholm St	The Centre	20
Warrnambool	Archie Graham Centre (Warrnambool Council building) Timor St	City of Warrnambool & South West TAFE	87
Yarra	Victoria Gardens Shopping Centre - Richmond	City of Yarra	171
New South Wales – 15 events			
Gosford	The Hive, Erina Fair	Gosford City Council & Lend Lease	14
Greystanes	Greystanes High School	Greystanes High School	40
Lane Cove	Lane Cove Council Civic Centre	Lane Cove Council	Not available

NSW contd			
City	Location	Host	Number of participants
Lismore *Bike train from Ballina to Lismore	Rochdale Accounting & Financial Services. 612 Ballina Rd, Goonellabah	Rochdale Accounting & Financial Services	30
Liverpool Local Government Area	Bigge Park	Sydney South West Area Health Service	50
Macquarie Park Community	Sports Court. Entry via Paul St, Ryde	Ryde City Council & Optus	120
Macquarie University, North Ryde	Lawn adjacent to building C5C	Macquarie University	70
Marrickville	bikerepairs.com.au, 16 Murray St	bikerepairs.com.au & King Street Cyclery	40
Moruya	Cnr Vulcan & Campbell Sts	Moruya Council	Not available
Narellan	14 Queen Street	Narellan Community Centre	Not available
North Sydney	Bradfield Park, Milsons Point	North Sydney Council	500
Sutherland	Warzone Bike Shop 43 East Parade	Warzone Bikes	Not available
Sydney CBD	30 The Bond. 30 Hickson Road, Millers Point	Bicycle NSW & Lend Lease	700
UNSW	Front of UNSW Library	UNSW Bike Club & UNSW Environment Collective	30
Waverley	Oxford Street Mall, Bondi Junction	Waverley City Council	150

South Australia – 9 events			
City	Location	Host	Number of participants
Adelaide CBD	Victoria Square	Bicycle SA	2000
Adelaide	Hurtle Square	Cycle Tourism Australia	Not available
Barossa Valley	Tolley Reserve, Nuriootpa	Barossa Classic Cycle Tours	50
Bedford Park	Flinders University, Registry Rd	Flinders Sport & Recreation, Flinders University	40
Mawson Lakes	Mawson Centre, cnr Main Street & University Pde	Mawson Lakes Community	100+
Marion	Marion Fitness & Leisure Centre	City of Marion	40
Milang	Milang Old School House Community Centre	Milang Old School House Community Centre	35
Mt Gambier	Krummel St	Department of Primary Industries & Resources	Not available
Urrbrae	SARDI Plant Research Centre. Off Hartley Grove	CSIRO Land & Water	60
Queensland – 7 events			
City	Location	Host	Number of participants
Atherton	Rotary Park	Atherton Shire Council	Not available
Cairns	Cairns City Council. Cnr Spence & Draper St	Cairns City Council	250
Innisfail	Innisfail Swimming Pool	Innisfail Bicycle User Group	24

Queensland contd			
City	Location	Host	Number of participants
Mackay	Park cnr of River & Wood Sts	Mackay City Council	Not available
Noosa	Noosa Council Chambers	Noosa Council & Noosa Hospital	35
Roma	Big Rig Park, Riggers Rd	Roma Town Council & Active Roma	15
University of Queensland	St Lucia Campus	UQ Bicycle User Group	110
Australian Capital Territory – 2 events			
Bruce	Traegar Court	Australian Ethical Investment	40
Canberra CBD	Narellan Street, Civic	Bovis Lend Lease	170
Western Australia – 6 events			
Busselton	Busselton Town Park	Above Water	40
Perth CBD	180 Charles St. West Perth	Cycling WA	70
Perth	Park opp. Gallery 4o2 Multi Activity Centre. 12–14 The Esplanade	Gallery 4o2 Multi Activity Centre	60
Perth	Bell Tower Ride	Department for Planning & Infrastructure	Not available
South Perth	McCallum Park, Foreshore	City of South Perth	100
West Perth	Delhi St	Bicycle Transport Alliance	Not available

Tasmania – 4 events			
Glenorchy	Intercity Cycleway, near Northgate Shopping Centre	Glenorchy City Council	65
Hobart CBD	Mawson Place	Cycling South & City of Hobart	300
Launceston	University of Tasmania. Sport & Recreation Centre	University of Tasmania, Launceston Campus	Not available
Sandy Bay	University of Tasmania. Sport & Recreation Centre, Grace St	University of Tasmania, Hobart Campus	35
Northern Territory – 6 events			
Alice Springs	Civic Centre Lawns	Alice Springs Town Council	200
Casuarina	Charles Darwin University, Student Square BBQ Area	Charles Darwin University	30
Casuarina Complex	Casuarina Swimming Pool	Dept. Health & Ageing & Royal Life Saving Society of Aust. NT Branch	24
Darwin CBD	Bar Roma	Bicycle NT	80
Darwin CBD	Royal Darwin Hospital, Menzies Tea Room	Menzies, Royal Darwin Hospital	30
Palmerston	Palmerston Library, Goyder Square, The Boulevard	City of Palmerston	Not available



8.5 Workplace breakfasts

It is estimated that more than 2000 of the 2785 registered Workplace Coordinators initiated their own National Ride to Work Day breakfasts. These events were generally hosted by the workplace organisation, often attracting support from local businesses such as coffee shops and bicycle retailers.

9 Promotions

9.1 Workplace promotions

There were 2785 Workplace Coordinators promoting the event from August to October 2007. This was an increase of 120% from 2006.

This Workplace Coordinator role was promoted by state/territory cycling organisations in their newsletters and e-news publications. Previous Workplace Coordinators received invitations by mail and email. Registration was promoted through the media and online at www.ride2work.com.au.

A free promotional pack was mailed to 2785 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 National Ride to Work Day, 17 October 2007* and *TravelSmart Workplace Challenge*. Melbourne metropolitan and South Australian Workplace Coordinators also received a package of TravelSmart maps courtesy of TravelSmart Victoria and TravelSmart SA respectively.

All promotional material and information sheets were featured as pdfs on www.ride2work.com.au. The event logos and blurb were also available online and both were widely used on websites, intranet and newsletters. Workplace Coordinators were encouraged to organise pre-event lunchtime sessions to encourage new riders to take part – a promotional Powerpoint was made available online as a pdf with PowerPoint file supplied on application.

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 new, national publication was launched in July with a mailout to Workplace Coordinators from the 2006 event. 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. It was not branded National 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 Malcolm Turnbull MP, former Minister for the Environment and Water Resources, the publication highlights the benefits of cycling including:

- reduced greenhouse gas emissions
- increased workplace wellbeing
- increased staff productivity
- reduced pressure on parking

National Ride to Work Day poster

The A3 full-colour poster featured a photograph of three happy, healthy cyclists in comfortable but stylish work clothes, sociable and smiling in front of a medium-rise, unidentifiable office building. Care was taken to select models who appeared to be fit but not athletic; their clothing and gear was deliberately non-sporty, to dispel the myth that you need to wear lycra and own an expensive road bike to ride to work. The image, trialled and endorsed by Workplace Coordinators in 2006, emphasises the social theme, identified as the main motivator for participating in Ride to Work Day. The poster advertised the event date, encourages registration and directs viewers to the website www.ride2work.com.au. At the foot of the poster there was a blank space for Workplace Coordinator details and event details specific to each workplace.

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 National Ride to Work Day or whenever their first ride to work might take place. It included a '5-Step Prep' which breaks preparation down into five easy stages. The printed flyer was based on a photocopied information sheet pilot tested as part of the former Ride to Work and Beyond! project. It was not branded National Ride to Work Day as it was not designed to be event-specific, allowing for year-round use. This year's print run was sponsored by the RACV.

Stickers

This year stickers were printed for the first time. These two-colour vinyl stickers were designed to be adhered to the *Cycle-Friendly Workplace* booklet, the *Everything you wanted to know about riding to work...but were afraid to ask* flyer and distributed to state/territory event organisers, community breakfast hosts and Workplace Coordinators. This allowed us to brand related marketing collateral and advertise the event date and web address www.ride2work.com.au.



9.3 Media

Coverage of the 2007 event was widespread, mainstream and extremely positive in tone and content, with media absorption from local daily newspapers alone totalling more than 20 million.

The National Ride to Work Day media strategy was developed by Bicycle Victoria in consultation with Pacific Strategies (Communication and Marketing Counsellors) and MediaWise, Bicycle Victoria's media consultant. MediaWise implemented media releases and coordinated media liaison nationally, with SparkImpact contracted as publicists in New South Wales and ACT. Lina Caneva Media provided media training for state/territory organisers.

The national media launch was at Transport Hotel, Federation Square, Melbourne. BHP Billiton's CEO Chip Goodyear, regular commuter cyclist and strong supporter of cycle-friendly workplace policies, officiated at the national launch on 8 August and received a certificate recognising his role as a National Ambassador.

Highlights of this year's media coverage included:

- Coverage of launch on 8 August, by The Australian, The Age, the Herald-Sun and the Adelaide Advertiser.
- Partnership with ABC Local Radio including national promos
- Outstanding coverage in major metropolitan dailies in lead up to the event, particularly in The Age, the Sydney Morning Herald, Hobart Mercury and Adelaide Advertiser
- Strong coverage in regional/suburban weeklies, including syndicated Health Plus feature in Leader Newspapers
- Strong coverage in all media on the day, including five weatherman segments on Today (Channel 9), Channel 10 News, Sydney Morning Herald and Age online, ABC Local Radio outside broadcasts or live crosses at the larger community breakfasts.
- Widespread internet coverage – featured on more than 59 sites

The following table provides a summary of media items by type of media. For a full listing of items, see *National Ride to Work Day, 17 October 2007, Media Report*.



Table 9: Summary of media coverage

	Print items	Radio items*	TV items*
National	9	26	195
NSW	68	92	15
Victoria	147	286	30
Tasmania	8	36	1
ACT	5	15	1
NT	7	14	0
WA	25	30	0
Queensland	24	74	7
SA	21	97	1
TOTAL	314	670	250

*includes syndicated items

9.4 Cycle Angels (Melbourne)

Now in its third year, the Melbourne Cycle Angel™ promotion was implemented by 40 Bicycle Victoria volunteers and sponsored by RACV Bike Assist. The Cycle Angels™ were located on twenty major cycling routes leading to the Federation Square breakfast. Cycle Angels performed a dual role:

1. To provide support and reassurance for riders, particularly those riding to work for the first time.
2. To be the face of National Ride to Work Day. Locations were selected with a view to making the Cycle Angels™ visible to motorists as well as cyclists.

Cycle Angels™ were stationed at their locations from 6.15–8.30am with TravelSmart maps, location of nearest train station, bike repair tools and additional water.



10 Profile of participants and travel behaviour

Online registration for the event included survey questions relating to demographics, distance travelled and regular travel behaviour, providing 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 2006 and 2005, providing a reliable basis for future projections:

- 25% of registered participants were new riders; 44% of these new riders were female. The number of first-time riders identified grew strongly in proportion to total registration, with 7,413 participants reporting that they were riding to work for the first time.²⁰
- Registrants represented a broad range of ages reflecting workplace demographics. The predominant age of participants was 21-50 years, with this age group representing 84% of registered riders; of that group, 34% were between the ages of 31 and 40.
- More than 64% of new riders in 2007 reported that they normally travelled to work by car and most of those (88%) normally drive alone.

Table 10: Rider type and gender split (total sample)

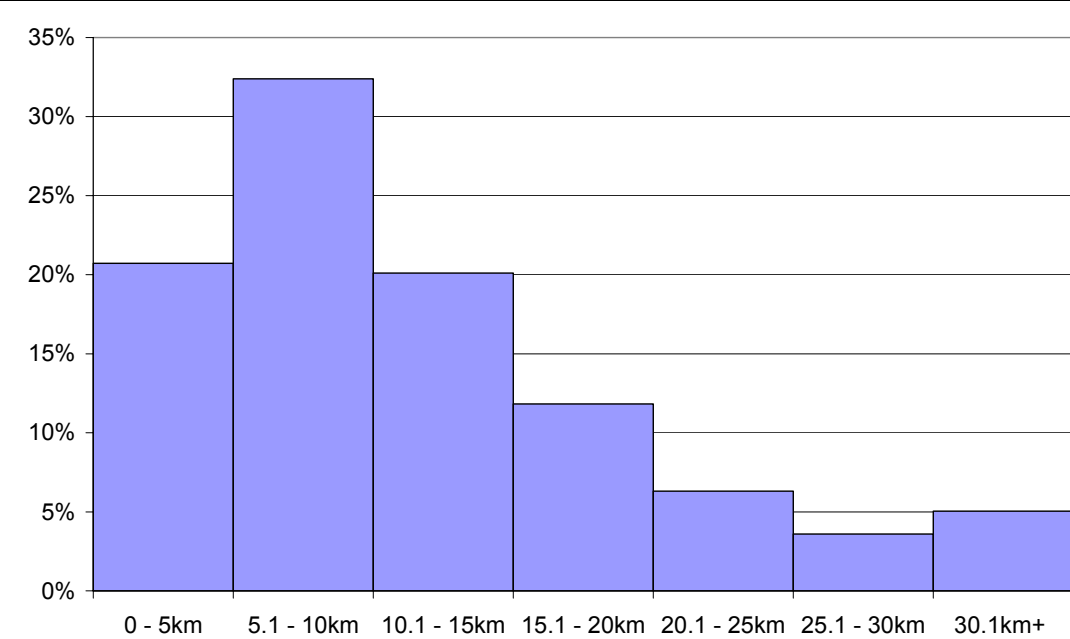
Total registrants	29,095	
Rider type	New riders (7,413)	25%
	Not riding for first time	75%
All riders gender split	Male	65%
	Female	35%
First-time rider gender split	Male	56%
	Female	44%

The following graphs provide a national overview of participants based on registration data. For state/territory breakdowns see the *Report on National Ride to Work Day 2007 Registration by State/Territory*, December 2007.

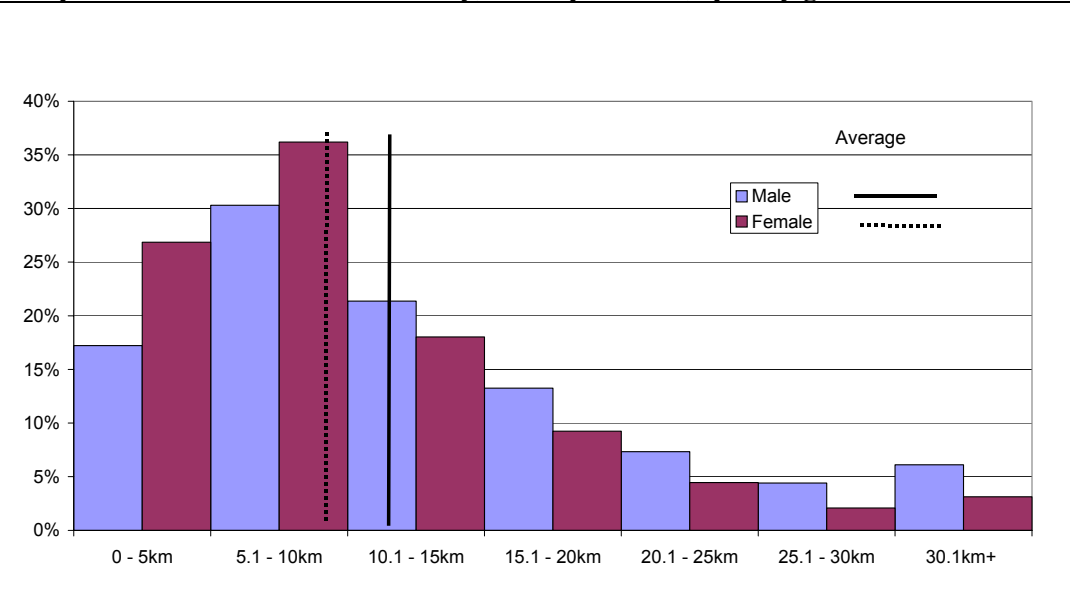
²⁰ Question: 'Are you riding to work for the first time on Ride to Work Day?' First-time riders replied 'Yes' or 'No, I'm planning to ride to work for the first time in the lead up to Ride to Work Day'. Note that there was only a 'Yes' or 'No' option in 2005 and earlier. The third option was added in 2006 in response to feedback from workplace coordinators.

10.2 National participation graphs

Graph 5: Distance travelled one way, all respondents

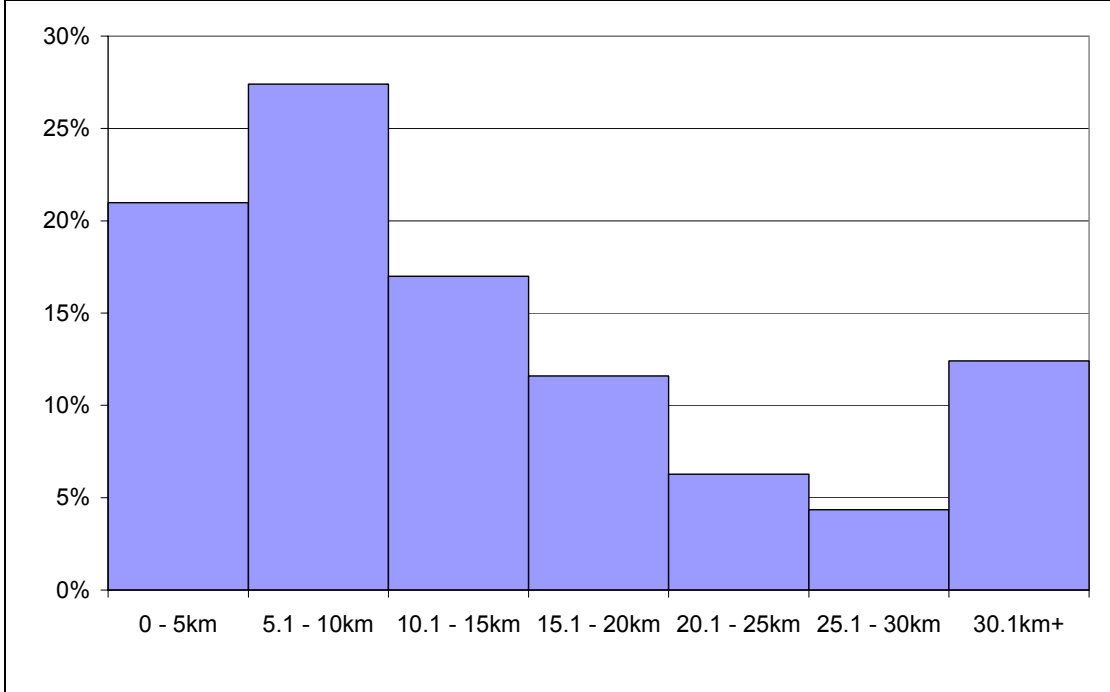


Graph 6: Distance travelled one way, all respondents, split by gender²¹

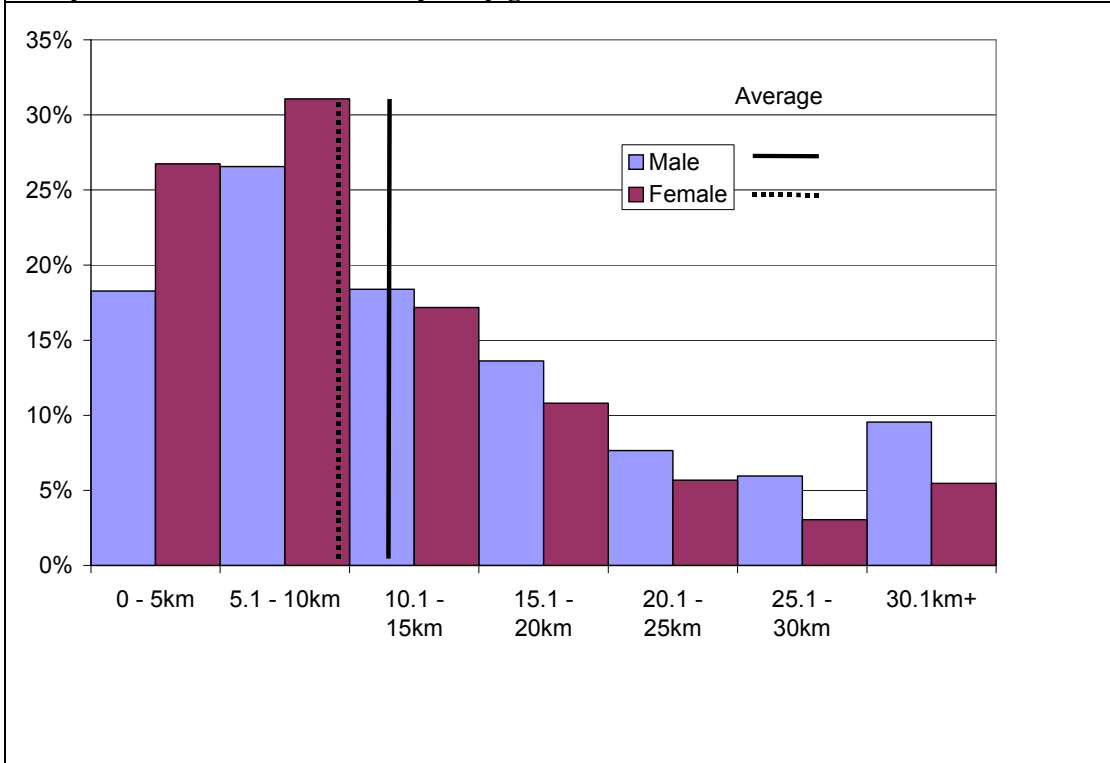


²¹ Note that the averages (for Graph 5 and Graph 6) are calculated based on distances less than 31km, as per previous years. This year respondents were not asked to specify distances greater than 31km. 31 km is 5% of the national data set.

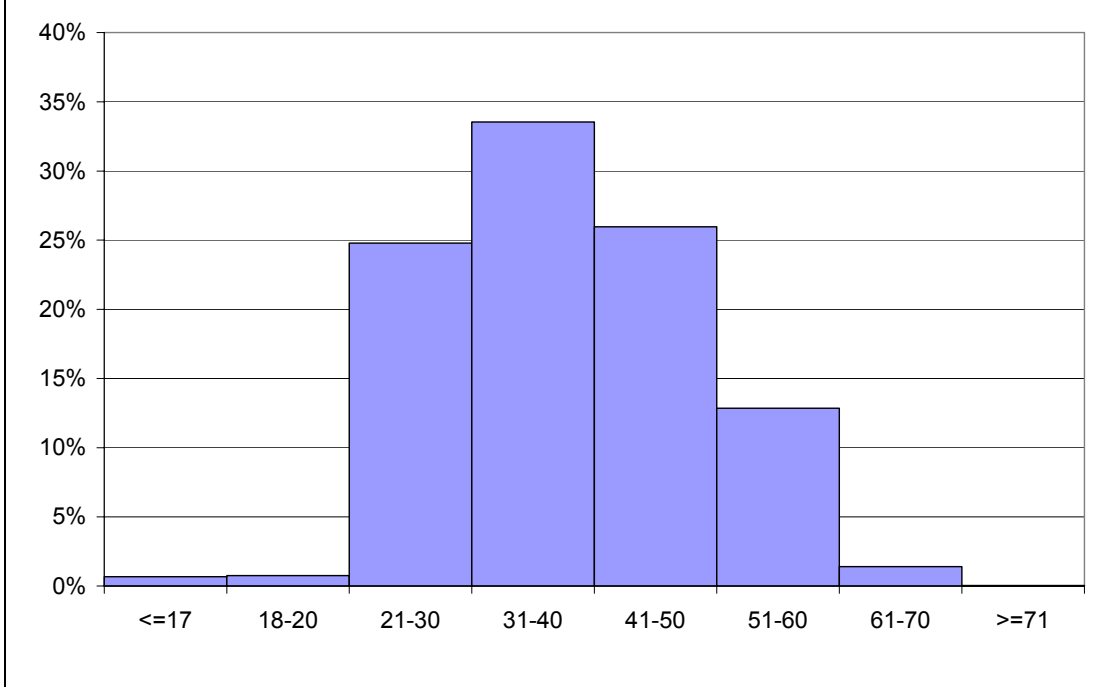
Graph 7: New riders distance one way



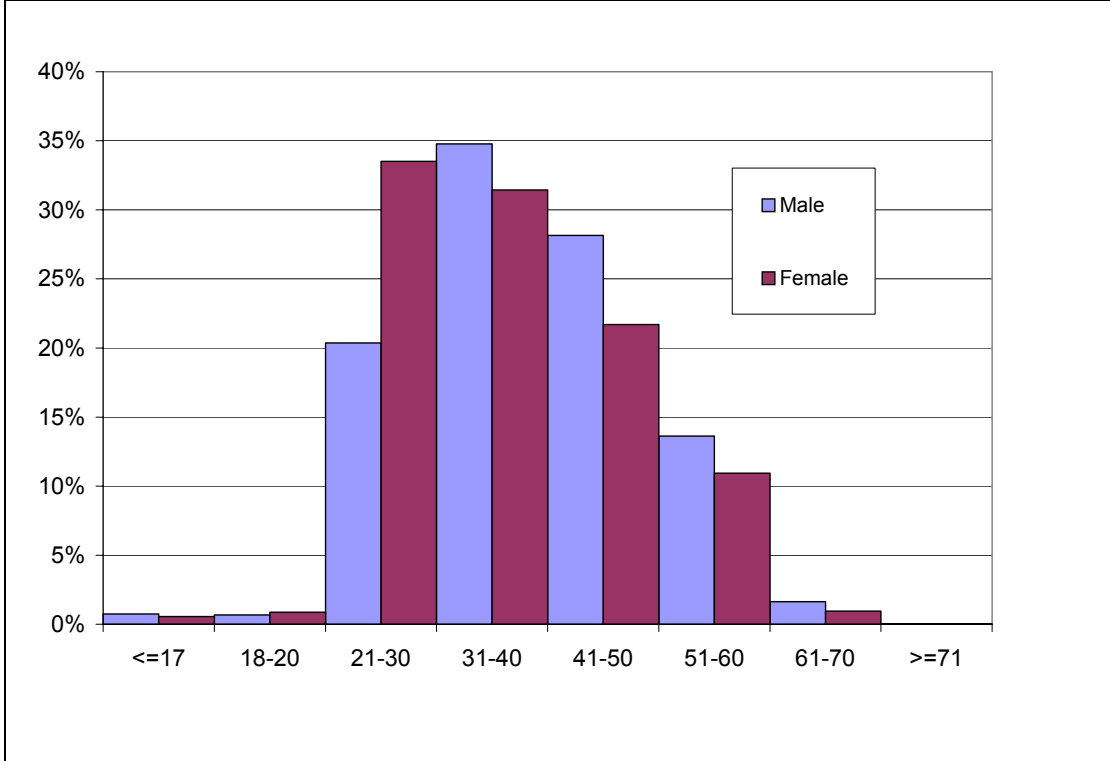
Graph 8: New riders distance split by gender



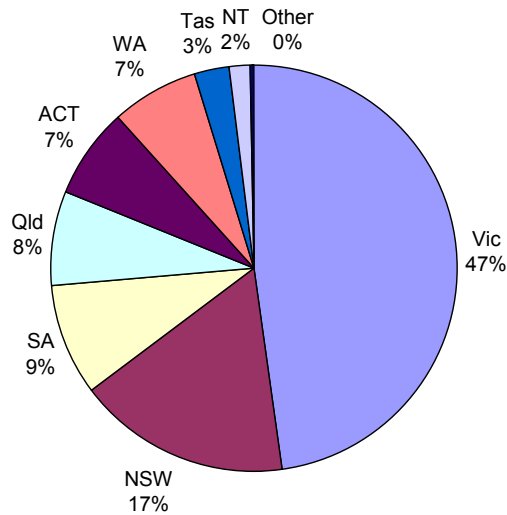
Graph 9: Age groups, all respondents



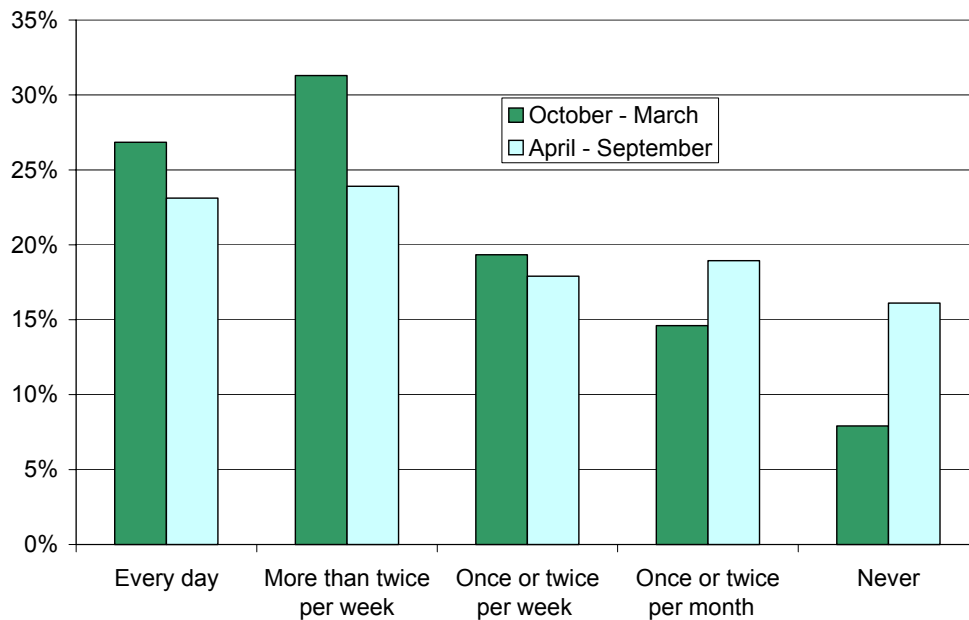
Graph 10: Age group, all respondents, split by gender



Graph 11: Registrations by state/territory

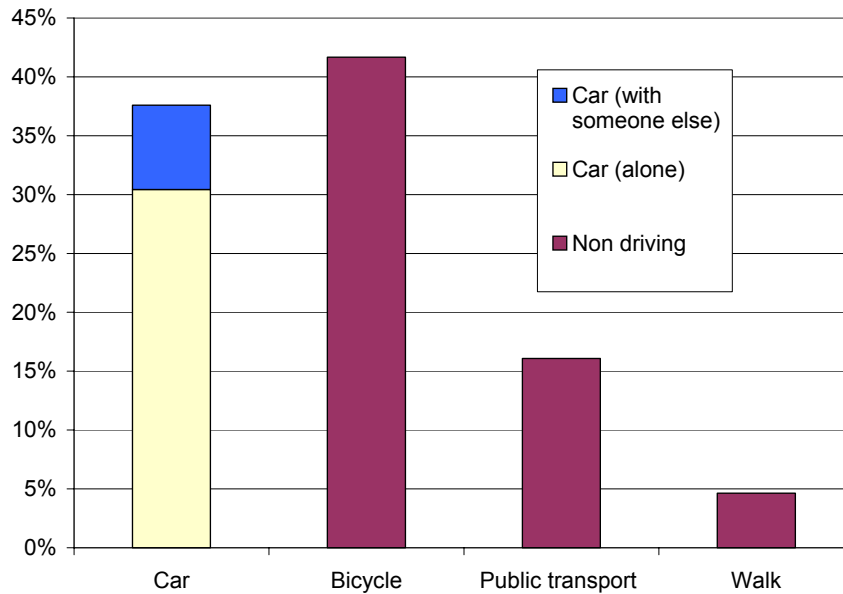


Graph 12: Other riders, frequency of riding²²

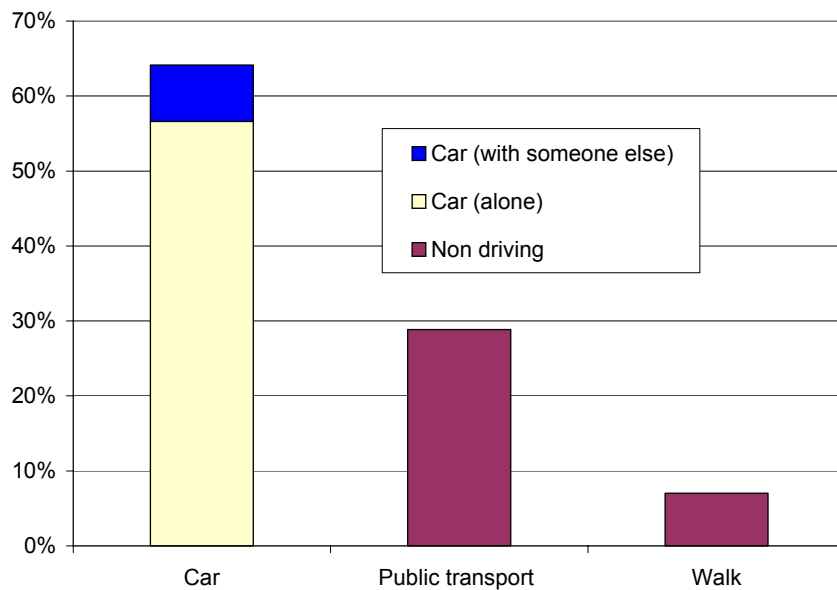


²² "Other" as defined in glossary.

Graph 13: Normal transport mode, all respondents



Graph 14: Normal transport mode (ranked), new riders



11 Ongoing support for travel behaviour change

There is a two-pronged approach to embedding the ride-to-work behaviour: 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

One month after National 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.ride2work.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, providing year-round inspiration and support for new and regular riders. The aim of this promotion is to build on the interest and internal networks generated by the event. Instead of initiating contact once a year in the lead-up to Ride to Work Day, Bicycle Victoria maintains contact with the Workplace BUGs throughout the year, providing seasonal prompts, incentives and support material to foster the development of a mainstream cycling culture.



National Golder Associates BUG has members in eight offices around Australia



12 Process evaluation

12.1 State/territory organisers

All state/territory organisers were invited to participate in a detailed phone interview to provide feedback on the support provided by Bicycle Victoria in 2007.

Key findings in 2007 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 maintain a common Australia-wide date for the event that did not fall within any Australian school holiday periods.²³
- General acceptance of the current event model in terms of roles undertaken by the event organiser and other state/territory cycling organisations
- Centralised registration of individuals and workplaces was endorsed, although suggestions were made for improvements to the online registration process
- Marketing collateral was appropriate and widely used
- Suggestions were made for a number of improvements to www.ride2work.com.au; some improvements had already been made based on feedback prior to the event

12.2 Community breakfast hosts

All hosts were invited to provide feedback on the experience of organising their local events. Eighty replies were received. Overall, the experience was a very positive one with plans already being made by hosts for a “bigger and better” event in 2008. In addition to the support from Bakers Delight, many local businesses came on board with promises of continued support in 2008. Most reported that they attracted involvement by mayors, councillors and other community leaders; some were attended by state and federal ministers and other MPs. Media coverage was strong on local, state and national levels. A number of events hosted live radio broadcasts and attracted TV news coverage.

12.3 Workplace Coordinators

A sample of 23 (total) Workplace Coordinators from each state/territory took part in a detailed, structured phone interview designed to evaluate the Workplace Coordinator experience, in particular the resources and support provided by the event organiser. The interviews were conducted by an external research company, Sassafras Solutions.

All interviewees were asked: “How likely is it that you would recommend the role (that of Workplace Coordinator) to a friend, colleague or family member? 0 = ‘not at all likely’ and 10 = ‘extremely likely’”. 48% were “promoters” i.e. they answered “9” or “10”. The remainder were “passively satisfied” i.e. they answered “7” or “8”.

²³ The event date for 2008 is 15 October



There were no “detractors” i.e. no-one gave the experience a score below 7. Many commented that the role was not a difficult one due to the support and resources provided. Level of management support, one’s role within the organisation and personal commitment to cycling were cited as factors that made the job easier/harder.

Interviewees gave detailed feedback on marketing collateral, the website www.ride2work.com.au, the registration system and scripted emails provided for workplace distribution. They also gave an account of the event celebrations in their own organisation and assessed the support provided by the event organiser, the state/territory cycling organisations, local bike shops and management within their organisation.

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 Feb/March 2008 as part of the ongoing evaluation of National Ride to Work Day 2007. The aim of the survey is to evaluate the medium-term behaviour change impact of the event.

Results from 2006 demonstrated that 34% of first-time riders were still riding in the survey week. 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 Recommendations

- Continue to run event as “main call to action in year-round program” using current model with Bicycle Victoria as event organiser
- Maintain the strong outcome focus with behaviour change evaluation in February /March 2008
- Build on the Workplace BUG (Bicycle User Group) promotion with incentives for BUG registration in February and suggestions for workshops and events throughout the year
- Enhance the Ambassador program by creating a “club” with networking and promotional opportunities throughout the year
- Meet with state/territory cycling organisations in early 2008 to consolidate gains from 2007 and work towards 15 October and beyond
- Continue to use online registration software developed in 2007; modify based on feedback from Workplace Coordinators and state/territory organisers
- Continue to use existing branding and develop similar range of marketing collateral for 2008, with the addition of state/territory posters to better acknowledge different levels of sponsorship

15 Conclusion

Building on the success of last year's pilot program, the inaugural National Ride to Work Day was greeted with enthusiasm around Australia. Uptake in the first year exceeded all expectations and media coverage was both positive and prolific. The high level of interest and participation confirmed that the time has come for an event of this type. The tradition of grassroots involvement and management endorsement was further strengthened by taking the event national. Over 140 senior executives showed their commitment by becoming Ambassadors and Workplace Coordinators worked with interstate counterparts in a spirit of friendly competition.

National Ride to Work Day was recognised by both business and government as providing answers to some of the most pressing social and economic concerns we face today, namely: the need to reduce greenhouse gas emissions, the relationship between preventable health problems and inactivity, congestion in our major cities, social disconnectedness and the increasing cost of living.

The mainstream appeal of the event was demonstrated by an impressive number of first-time riders and a broad representation of the workplace demographic. Registrations rose by 183% in 2007, reaching 29,095, with an estimated total participation of 90,000. As in previous years, first-time riders accounted for 25% of registered participants.

A follow-up survey of participants from Ride to Work Day 2006 highlighted the ongoing behaviour change impact of this event, with a 34% conversion rate, remarkable for an initiative of this magnitude. A similar survey in February/March 2008 will gauge the behaviour change impact of the 2007 event. Taking into account the huge increase in participation and following the template developed in previous years, a successful outcome is anticipated for this well-established program.



**Chip Goodyear, former
CEO BHP Billiton,
National Ambassador**



16 Appendices

This lists the Appendices only. Please contact Bicycle Victoria for details on any required Appendices.

16.1 Related reports

National Ride to Work Day, 17 October 2007, Media Report, December 2007

Greenhouse Gas Calculations for National Ride to Work Day 2007, December 2007

Report on National Ride to Work Day 2007 Registration by State/Territory, December 2007

Ride to Work Day™ 2006 Post Event Report, December 2006

Report on follow-up survey of Ride to Work Day 2006 registered participants, 26 February – 2 March 2007

All of the above are published on www.ride2work.com.au (Research and Reports).

16.2 Ride to Work promotions

The Cycle-Friendly Workplace

National poster

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

T-shirt (for Victorian participants only)

National Ride to Work Day 2007 TravelSmart Melbourne Map

16.3 Workplace Organiser information

Planning your National Ride to Work Day Workplace Event, 17 October 2007

16.4 Community Breakfast information

Planning your National Ride to Work Day Community Breakfast