

# National Ride to Work Day 15 October 2008

## Event Evaluation Report

December 2008



## National Ride to Work Day 2008, Event Evaluation Report

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**Title:** National Ride to Work Day 2008 Post-Event Report (December 2008)

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This report is designed to outline all elements of the National Ride to Work Program and will be made available through the website [www.ride2work.com](http://www.ride2work.com)

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## National Ride to Work Day 2008 – what people said

### Participants

- “Being inspired by Ride to Work Day, I wrote an article on the merits of bike commuting and it’s been published.” - *Carlo Alcos*
- “Thanks so much for organising it. The breakfast was great and the sense of community was really cool.” - *Briony Pemberton*
- “I was inspired by everyone's efforts to ride to work on 15 October and have continued to ride to work 2-3 days since.” - *Jacqui Ross*
- “Thanks for your support, the information sent through and the opportunity to join in this great initiative. The National Ride to Work Day event has certainly made a positive impact in my life. I am now riding to and from work each day, where as previously it was a rare occurrence.” - *Darren Hauser*

### Workplace Coordinators

- Thanks to all the team for your participation and thanks to the Active@Work team in Melbourne for including us. The weather was perfect (as you’d expect), the breakfast was yummy and a great way of bringing the team together and tired legs aside, we all feel a bit healthier!” - *Australian Unity Limited*
- “It was certainly a great event and a win for cyclists.” - *University of Adelaide*

### GLOSSARY

**Registered riders:** participants who completed the online registration survey prior to 22 October 2008

**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 National Ride to Work Day 2008

**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 2008.

**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 15 years, Ride to Work Day has been a regular event on the workplace calendar throughout Victoria. This year, for the second time, this was a national event 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.

The enthusiasm and efforts of each of the state/territory cycling organisations resulted in growth in registrations compared to 2007 of 26.7% across Australia.

National program partnerships developed for 2008 emphasised the alignment of the program with health, environment and community.

- Total registrants = 36,866 (Estimated total participation over 110,000).
- Comprehensive behavioural change data (data analysis includes complete registrations which was 95.5% of total registrations)<sup>1</sup>.
- Total distance ridden by registered riders = 797,567 km (return).
- Estimated total distance ridden by all participants = 2,400,000 km (return).
- Total km diverted from car travel by registered riders = 273,593 km<sup>2</sup> (return).
- Estimated greenhouse gas reduction by registered riders on the event day = 73.03 tonnes.
- Estimated greenhouse gas reduction by all participants on the event day = 220 tonnes.
- Total number of registered workplaces = 3,709
- Community breakfasts nationwide = 115.

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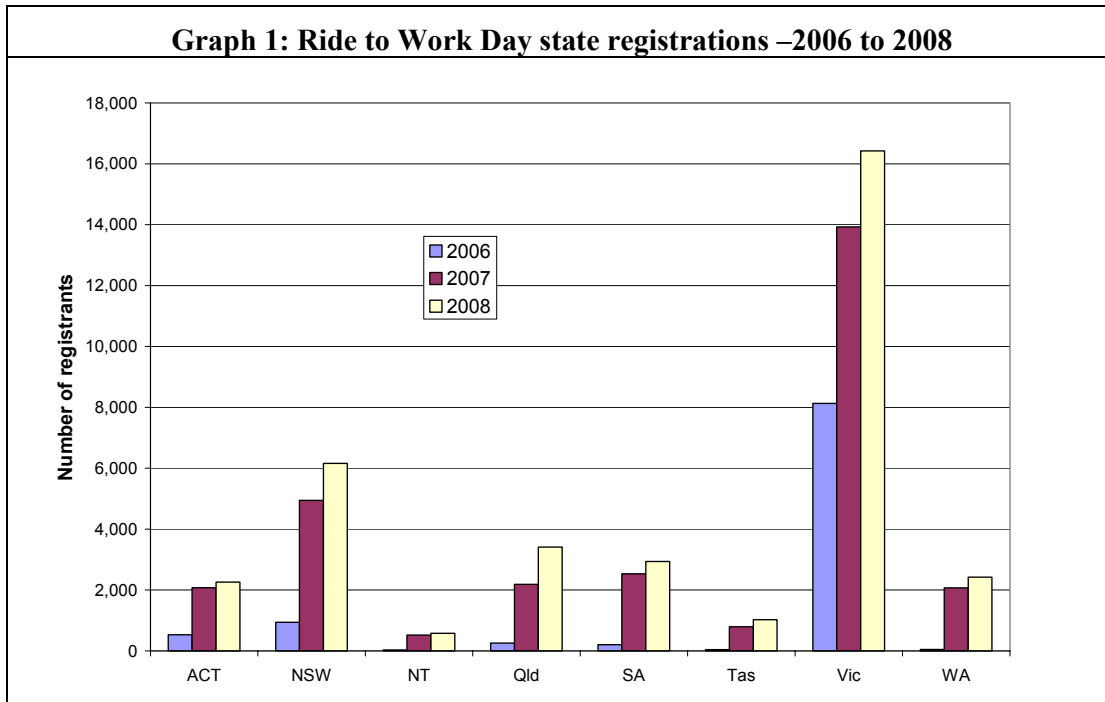
<sup>1</sup> 4.5% of registrations were not completed and therefore not included in data analysis.

<sup>2</sup> Based on registered riders and details they provided about trip distance and previous commuting habits

**Table 1: Percentage of registrations from each state**

State	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	National
% of completed registrations	6%	17%	2%	10%	8%	3%	47%	7%	100%

n=35,230 (complete registrations)



## 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.

- 7,717 registered participants (22%) were new riders of whom 45% were female. 62% 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 was 21-50 years, with this age group representing 83% of registered riders; in total 33% were between the ages of 31 and 40. Female workers represented 35% of all participants.
- Schools participation: a total of 120 primary and secondary schools registered for the event.
- University and TAFE participation: a total of 102 university campuses and 22 TAFE institutes were registered for the event.

### 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. A follow-up survey is carried out to determine on-going behaviour change. Bicycle Victoria's survey from National Ride to Work Day 2007 demonstrated that 29% of new riders were still riding to work five months after the event.<sup>3</sup>

### 1.4 Highlights in 2008

- **Growth in registrations across each state/territory** – registration numbers increased overall by 26.7% with increased registrations in every state/territory across the country. Of particular note was growth of registrations in Queensland of 56% from 2007 (3,411 registrants in total).
- **Workplace development** – registered workplaces increased by 33.2% to 3,709 workplaces with the majority holding breakfasts on the day.
- **Ambassador program** – endorsement from senior executives within both government and private sector organisations increased 19% from 2007 including 41 new national and state registered ambassadors.
- **New national event partners** – included Bupa and Baker IDI Heart and Diabetes Institute (national charity partner), and with ongoing support from the Australian Government Department of Environment, Water, Heritage and the Arts, Bakers Delight (official breakfast partner) and Trek Bicycles. New CBD breakfast partners included Carman's Fine Foods and the Fruit Box, and Pacific Magazines (national magazine partner).
- **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.
- **Increase in number of community breakfasts** throughout Australia. Community events grew by 35% totalling 115 community based breakfasts.
- **Widespread media coverage** – 386 print items, 457 radio items and 91 TV items and 60 known website features.

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<sup>3</sup> *Report on follow-up survey of Ride to Work Day 2007 registered participants, 25 February – 29 February 2008*

### **1.5 Recommendations for 2009**

- 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.
- Place emphasis on recruiting and providing support for first-time riders.
- Maintain the strong outcome focus with behaviour change evaluation five months after the event.
- Meet with state/territory cycling organisations in early 2009 to evaluate gains, resourcing and opportunities for 2009 and beyond.
- Enhance the workplace involvement of senior managers through the ambassador program and support for corporate HR, environment and communications teams.
- Continue to use online registration software employed in 2008. Minor modifications will take place in 2009 without compromising data collection for travel behaviour change evaluation.
- Re-design website and develop software to allow some editorial control at a state/territory level.
- Re-design branding and expand the existing range of marketing collateral for 2009. Where possible personalise material for state/territory organisations.
- Build on the Workplace BUG (Bicycle User Group) promotion with incentives for BUG registration in early 2009 and suggestions for workplace incentives, workshops and events throughout the year.
- Pilot international expansion of the program.
- Research further participant to registrant ratio.

## **2. Event organiser**

The National Ride to Work Day event is managed by Bicycle Victoria together 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 (Tasmania) and Bicycle NT. These groups promoted the event through their membership, organised 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.ride2work.com.au](http://www.ride2work.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 15 October 2008 was the 15th annual Ride to Work Day and the second time the event has been held nationally. The event has long been established in Victoria and this year again achieved strong growth 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 National 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 National 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 15 years.

#### **3.2 Effective behaviour change**

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.

National 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 in 2008

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 event and the model was repeated in 2008 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 2008 National Ride to Work Day event exceeded expectations. The 2008 result was 36,866 registered participants (including incomplete registrations) and 3,709 workplace coordinators.

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

**Table 2: Ride to Work Day historical comparison**

	<b>2006<sup>4</sup></b>	<b>2007<sup>5</sup></b>	<b>2008</b>
<b>Date</b>	4 October	17 October	15 October
<b>Registered participants</b>	10, 181	29,095	36,866
<b>Registered new riders</b>	2,518	7,413	7,717
<b>Workplace coordinators</b>	1,264	2,785	3,709
<b>Community breakfasts</b>	29	87	115
<b>Male/Female % participation</b>	63/37	65/35	65/35

<sup>4</sup> National pilot

<sup>5</sup> Inaugural National Ride to Work Day

## 4. Program partners

### 4.1 National Partners

In 2008, the **Australian Government Department of Environment, Water, Heritage and the Arts** provided funding for the National Ride to Work Day Program and advice on the environmental aspects of the program.

**Baker IDI** partnered the program for the first time as the national charity partner, providing relevant association with the preventative health aspects of bike commuting.

**Bupa**, with brands HBA, Mutual Community and MBF, joined the program as national partners with links to health and community involvement.

**Bakers Delight** continued their partnership with National Ride to Work Day in 2008 with over 630 Bakers Delight bakeries across Australia promoting the event in store and providing healthy, freshly baked breakfasts to over 90 National Ride to Work Day community breakfast events.

**Trek Bicycles Australia**, the exclusive Australian distributor for Trek, provided 24 bikes for a national prizes draw for registered participants and 58 prize hampers for outstanding participation by workplaces in the TravelSmart Workplace Challenge.

**TravelSmart Australia, TravelSmart Victoria, Queensland Transport 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 Victoria and at community breakfasts. TravelSmart South Australia distributed TravelSmart Adelaide maps and Queensland Transport provided advisory literature.



### 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 2008 EPA Victoria 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. The RACV has supported Ride to Work Day since 1998 to encourage cycling to work, save fuel and help the environment. In 2008, RACV sponsored the Cycle Angels for the fourth year running and supported the roll out of the Cycle Angels across the country.

**VicRoads** partnered the National Ride to Work Day program in Victoria for the first time this year and attended the Federation Square community breakfast event.

**Physio Xtra and Work Xtra** supported the South Australia event. PhysioXtra, who also treat the Adelaide Crows and Thunderbirds, are committed to seeing more people living healthier lifestyles and are strong supporters of cycling in South Australia

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.

The **Department of Territory and Municipal Services** and **Lend Lease** supported the ACT event.

The **City of Sydney**, **Lend Lease** and **Clarence Street Cyclery** supported the Sydney CBD breakfast.

### **4.3 Specialist partners**

National Ride to Work Day welcomed **Carman's Fine Foods** and **The Fruit Box** as new CBD breakfast partners supporting the CBD breakfasts across the country.

**Pacific Magazines** supported the program as national magazine partner promoting the event through Men's Health magazines and at CBD breakfasts in Melbourne and Sydney.

Prize partners included **Island Cycle Tours** for the early-bird participant registration prize and **The Great Escapade** for the early-bird workplace coordinator registration prize.

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

## 5. National participation

The second national event attracted 36,866 registrations, of which 1,636 were incomplete registrations. Of the 35,230 completed registrations 53% of registrations came from outside Victoria. The following table provides a breakdown of state/territory registration, showing variations in new rider registration and gender ratios.

**Table 3: National Ride to Work Day 2008 state/territory participation**

State	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	OS <sup>6</sup>	Total
All participants <sup>7</sup>	6,800	18,500	1,700	10,200	8,800	3,000	49,300	7,300	100	105,700
Registered participants	2,260	6,158	578	3,411	2,936	1,023	16,423	2,421	20	35,230
Percentage of registrations	6%	17%	2%	10%	8%	3%	47%	7%	0%	100%
New riders registered	346	1,744	129	722	586	220	3,450	514	6	7,717
Percentage of new riders	15%	28%	22%	21%	20%	22%	21%	21%	N/A	22%
Workplace coordinators	134	658	69	376	291	85	1,503	238	6	3,360
Community breakfasts	4	25	7	12	12	3	41	11	0	115
Male/Female % registration	60/40	68/32	47/53	68/32	67/33	71/29	63/37	68/32	N/A	65/35

N/A: Sample size too small to provide data

For more details, see *Report on National Ride to Work Day 2008 Registration by State/Territory*, November 2008.

<sup>6</sup> Overseas registrants primarily from New Zealand

<sup>7</sup> Based on estimate that total participation is more than three times greater than registered participation, figures rounded



CBD breakfast at Victoria Square, Adelaide

## 6. National outcomes

- Based on registered riders and details they provided about trip distance, registration data showed 797,567 kilometres travelled by bicycle (return). It is estimated that the total trip distance for all participants on the event day was 2,392,701 km (return).
- Registered riders diverted 273,593 km that would have normally have been travelled by car: 23% of registrants reported that they normally drove alone, accounting for an estimated distance of 213,255 km; 6% of registrants reported that they normally travelled by car with others, accounting for an estimated distance of 60,338 km. Using this data, we can calculate that for registered riders the total greenhouse gas savings on the event day alone amounted to 73.03 tonnes.<sup>8</sup>
- Total participants (an estimate from registered participants is 105,700) diverted around 820,800 km that would normally have been travelled by car. This consists of 640,000 km that would normally have been traveled by car alone and 180,800 km that would have been driven with others. These figures are based on actual distance per method, from the registration data and not multiplying total kilometers by the average commuter method.

<sup>8</sup> 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 63.98 tonnes and total savings for those normally travelling by car with others (assuming two passengers) amounts to 9.05 tonnes.

**Table 4: National Ride to Work Day 2008 national outcomes**

State	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	OS <sup>9</sup>	Total
<b>Total km travelled (return) by registered participants</b>	49,943	139,603	10,482	74,688	62,150	20,484	380,354	59,422	N/A	797,567 <sup>10</sup>
<b>Ave. km travelled by registered participants (return)<sup>11</sup></b>	22.1	22.7	18.1	21.9	21.2	20.0	23.2	24.5	N/A	22.6
<b>Total km travelled (return) by all participants<sup>12</sup></b>	150,000	420,000	30,000	230,000	190,000	60,000	1,140,000	180,000	N/A	2,400,000
<b>Greenhouse gas saved (return) by registered participants (tonnes CO<sub>2</sub> equivalent) for event only<sup>13</sup></b>	<b>4.37</b>	<b>12.87</b>	<b>1.17</b>	<b>6.34</b>	<b>5.92</b>	<b>2.39</b>	<b>35.28</b>	<b>4.66</b>	N/A	<b>73.03</b>
<b>Greenhouse gas saved (return) by all participants (tonnes CO<sub>2</sub> equivalent) for event only</b>	13	39	4	19	18	7	106	14	N/A	220

N/A: Sample size too small to provide data

<sup>9</sup> Overseas registrants primarily from New Zealand

<sup>10</sup> Excluding km travelled by overseas registrants

<sup>11</sup> This includes participants who cycled over 30 km at an average of 30.1 km travelled

<sup>12</sup> All figures are rounded

<sup>13</sup> Does not include ongoing impact of event on CO<sub>2</sub>

## 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.



Melbourne CBD breakfast attendees, Federations Square, Victoria

## 7.2 Communications and operational timeline

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

**Table 5: Activity schedule**

<b>Activity</b>	<b>Timeline</b>	<b>Milestones</b>
Recruit national organisations and invite senior managers to sign up as ambassadors	Dec 07 – Aug 08	Develop list of nationally participating workplaces – Aug 08
Design tools for evaluation	Dec 07 – Jun 08	Launched online registration – May 08 Launched registration for community breakfast – Jun 08
Design and develop content for website, web logo and tools for staff to use on their workplace intranets and internets	Dec 07 – Oct 08	Open registrations – Jun 08
Branding and printed promotional material	Dec 07 – Aug 08	Signed-off – early Jul 08 Printed – mid-July 08 Mail out commenced – early Aug 08
Plan and implement national PR campaign	Dec 07 – Aug 08	Commenced – Jun 08 Media launch – Jul 08
Recruit workplace coordinators (previous and new) – targets set for each state	Dec 07 – Oct 08	Invite 2,785 workplace coordinators from 2007 to register for 2008 – Jul 08 Remind non-registered 07 coordinators – Sept 08 All state/territory cycling organisations invite members to become workplace coordinators – Jun/Jul 08 Final numbers week after event – Oct 08

Recruit and support councils and local businesses to organise community breakfasts	Dec 07 – Sept 08	<p>Contacted hosts from 07 to register for 08 – Jun/July 08</p> <p>Contact local councils and prospective hosts nationwide – Jun to Sept 08</p> <p>Final numbers week before the event – Oct 08</p>
Implement network marketing campaign through workplace coordinators	Aug 08 – Oct 08	<p>Mail out of workplace promotional kits – Aug to Oct 08</p> <p>Emails to workplace coordinators (including scripted emails to distribute to colleagues) – Aug, Sept, Oct 08</p> <p>Reminder email s to encourage registration – Oct 08</p>
Incentives for registration	Aug – Nov 08	<p>Early bird prize draw for workplace coordinators (The Great Escapade) registered before 30 Jul 08</p> <p>Early bird prize draw (Island Cycle Tours) for registrations before 30 Sept 08</p> <p>Trek bike prize draw for all completed registrations – Oct 08</p> <p>TravelSmart Workplace Challenge results based on individual registrations at each worksite (encouraged by workplace coordinators) – Nov 08</p>
CBD breakfast event planning	Feb – Oct 08	State/territory cycling organisations planned and implemented CBD breakfasts around Australia with support from event organiser
Direct engagement with individual registrants prior to event	14 Oct 08	Encouragement email sent to individual registrants day before event
Event	15 Oct 08	<p>CBD breakfasts in capital cities</p> <p>Workplace breakfasts</p> <p>Community breakfasts</p>

<p>Behaviour change maintenance</p>		<p>Congratulatory email sent to individuals to encourage feedback, highlight prize winners and offering support for new riders – Oct 08</p> <p>Congratulatory email sent to all individual participants one month after the event reinforcing the benefits of riding to work – Nov 08</p> <p>Certificates and letter mailed to workplace coordinators inviting them to form workplace Bicycle User Groups and improve workplace facilities and bike parking – Nov 08</p> <p>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</p>
<p>Process evaluation</p>		<p>Closed all registrations one week after the event – Oct 08</p> <p>Data analysis conducted – Oct/Nov 08</p> <p>State/territory cycling organisers interviewed for feedback – Nov 08</p> <p>Sample of workplace coordinators interviewed for feedback – Nov 08</p> <p>Community breakfast hosts surveyed – Nov 08</p>

## **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**

157 senior executives endorsed National Ride to Work Day through the Ambassador Program of which 41 were new companies registered for the first time in 2008.

#### **National Ambassadors**

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 2007 event were encouraged to invite senior executives within their organisations to nominate as company Ambassadors for 2008. National corporation senior executives, within a HR, sustainability or finance function were contacted direct. Group Managing Director of Telstra Consumer Marketing and Channels, David Moffatt, endorsed the program and The Honourable Peter Garrett, Minister for the Environment, launched the program at the media launch in July 2008. The Danish Ambassador signed up as an ambassador and joined the Dutch Ambassador at the CBD breakfast in Canberra.

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

This year a bike commuting report was made available to workplace Ambassadors detailing data on employee participation and behaviour change within their organisation. This was aimed to provide information to help understand existing practice and set targets for 2009 and beyond.

Following the event all Ambassadors received a thank-you letter, a sample of the bike commuting report 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 some additional improvements were made for 2008. Registration was free and available online. Registrations opened at the end of May 2008 and closed on 22 October 2008, one week after the event.

To achieve the best analysis possible from the data collected, questions remained consistent with previous years. The aim of this was to provide comparable travel behaviour and demographic data for participant profiles, greenhouse gas calculations and a baseline for medium-term outcomes.

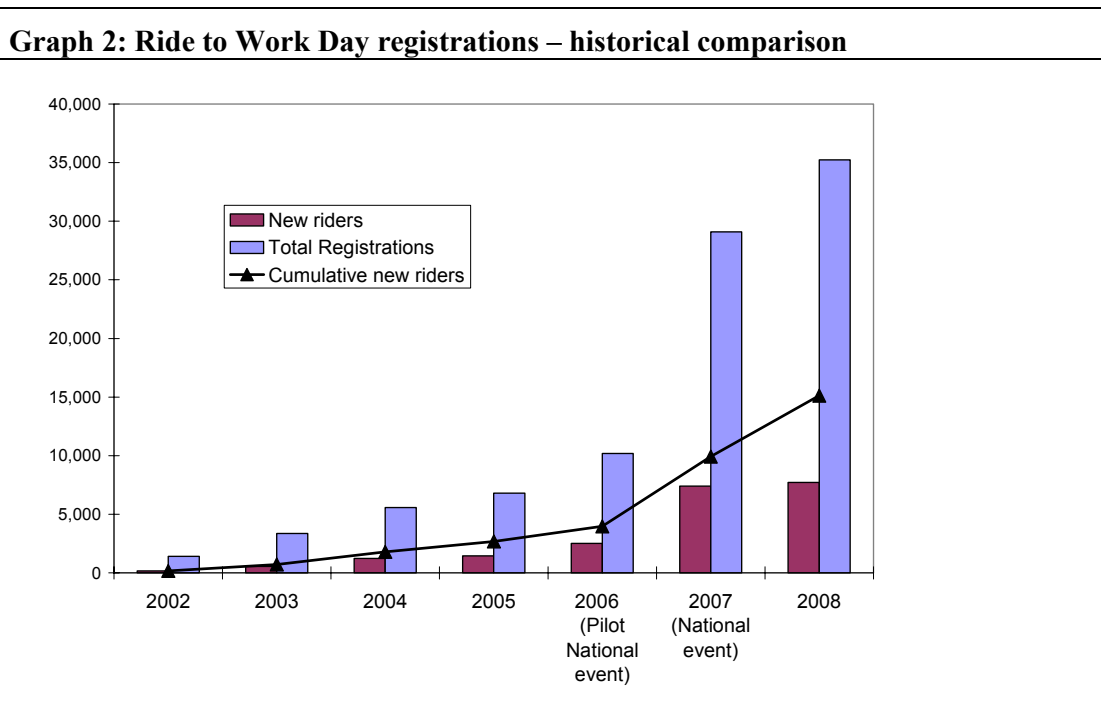
Participants were able to register their organisation by registering as a workplace coordinator. They were supplied with a team code so that other participants could register under the same workplace. Participants could also choose not to register as part of a team and register themselves individually. The capacity for workplace coordinators to communicate directly with registered participants from within their organisation using their team code is a key feature of the registration system.

There were three incentives offered for individuals to register, and one for workplaces:

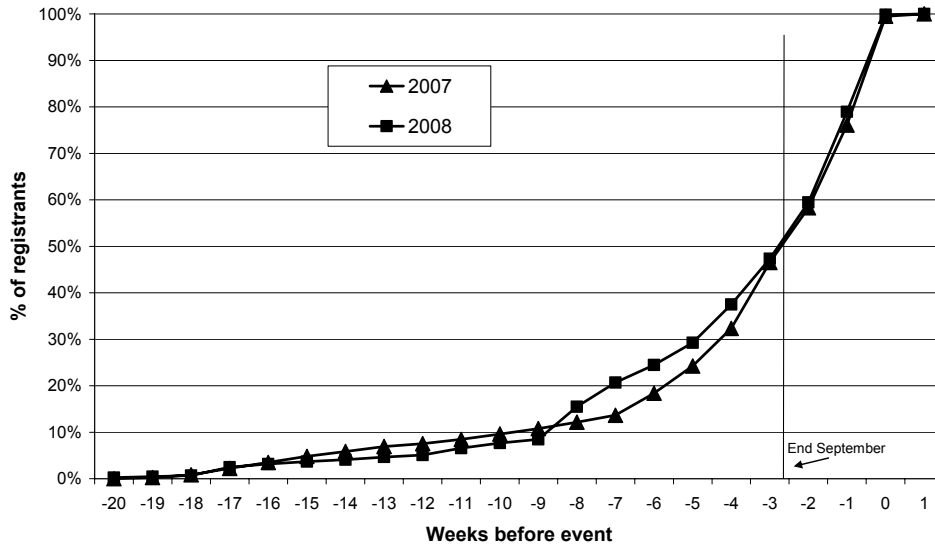
1. Workplace coordinators were encouraged to register before 31 July 2008 to go in the draw to win two rider entries on the 2009 Great Escapade Western Australia.
2. Participants were encouraged to register before 30 September 2008 to go in draw to win one of four \$1000 holiday vouchers courtesy of Island Cycle Tours plus a \$250 travel voucher from Bicycle Victoria. In addition to this, all completed registrations before 22 October 2008 automatically went into a draw to win one of two Trek Soho 3.0 bikes (valued at \$1299) per state, courtesy of Trek Bicycles Australia.
3. Workplace coordinators and registrants were encouraged to build participation within their workplace through the TravelSmart Workplace Challenge. Organisations with the most registered participants and highest percentage of workforce registered, within different size categories of workplace won prizes of Nike cycling jerseys, courtesy of Trek Bicycles Australia.

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 2008 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.

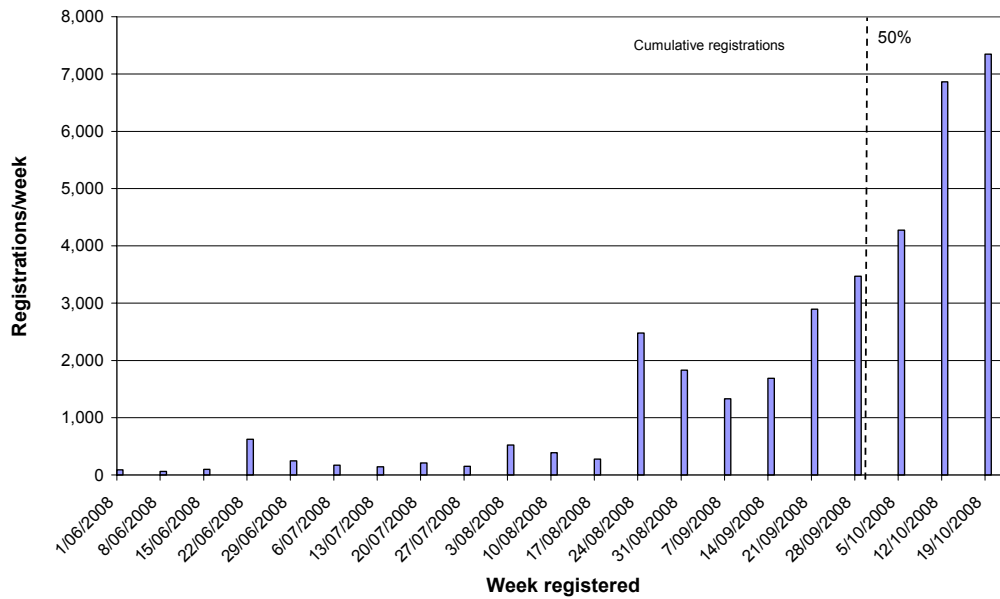
Registration patterns are illustrated in the graphs below, giving a historical perspective, registration over time and by state/territory for the 2008 event. More registrations were received the week before the event in 2008 compared to 2007 and a consistent pattern remains with almost half of the registrations taking place prior to 30 September. 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 and few are received after the event. The registration patterns across the different states/territories are relatively consistent to the national picture.



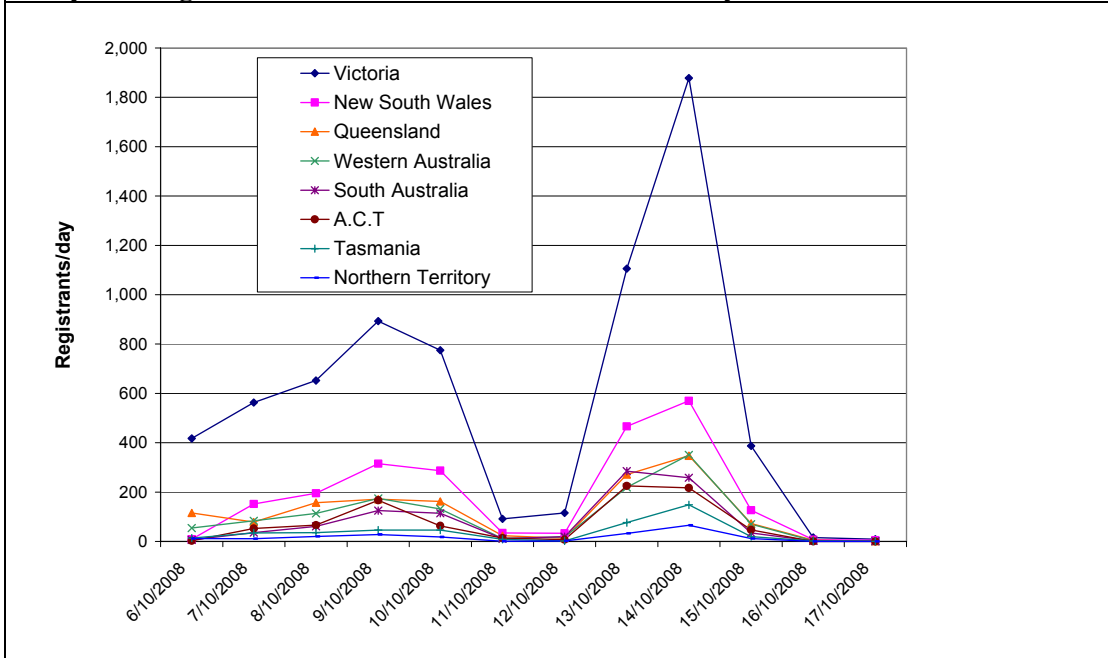
**Graph 3: Cumulative registrations over time – overview**



**Graph 4: Registrations over time – national**



**Graph 5: Registrations over time – detail of 6–17 Oct by state**



### 8.3 TravelSmart Workplace Challenge

The TravelSmart Workplace Challenge 2008 rewarded workplaces for outstanding participation in National Ride to Work Day nationally as well as those with the largest percentage of riders in their organisation size category. The competition was sponsored by TravelSmart Australia, TravelSmart Victoria, Queensland Transport and TravelSmart SA. All winning workplaces received prizes containing three Nike cycling jerseys courtesy of Trek Bicycles Australia.

Feedback from workplaces highlighted the TravelSmart 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.

A TravelSmart Workplace Challenge category was introduced this year for the largest percentage participation and the greatest number of participants within universities and TAFEs. This initiative bought a good initial response.

**Table 6: Workplaces by size category**

	250+ employees	100–249 employees	25–99 employees	less than 25 employees	Total
ACT	42	23	39	30	134
NSW	171	108	203	176	658
NT	0	9	29	31	69
QLD	85	59	130	102	376
SA	48	52	100	91	291
TAS	11	18	28	28	85
VIC	313	299	484	407	1,503
WA	49	41	80	68	238
OS	0	1	1	4	6
<b>Total</b>	<b>719</b>	<b>610</b>	<b>1,094</b>	<b>937</b>	<b>3,360</b>



**Streaky Bay Area School, South Australia – TravelSmart Workplace Challenge category winners**

#### **8.4 Community breakfasts**

There were 115 community breakfasts held in CBDs and suburban and regional centres throughout Australia on the morning of National Ride to Work Day. This was a 33% increase in community breakfasts from 2007. Breakfast events were hosted by councils, universities, state government departments, local businesses, schools, hospitals and BUGS (Bicycle User Groups) with cooperation from local sponsors.

Official breakfast partner and national partner, Bakers Delight, supplied freshly baked breakfasts to community breakfasts around Australia. Breakfast hosts had to register their breakfast three weeks prior to the event<sup>14</sup> and many community breakfasts were actively promoted through their local Bakers Delight

There was an increase in universities hosting community breakfasts in 2008. These included universities in Victoria, South Australia, Australian Capital Territory, New South Wales and Northern Territory.

<sup>14</sup> In a few instances there was not a franchise in the immediate area, so assistance was not possible.

Community breakfasts in Macquarie Park (NSW), Collins Street – Melbourne (VIC), Docklands (VIC) and Subiaco (WA) were the result of a concerted effort by businesses in the area to join together to celebrate National Ride to Work Day instead of holding individual workplace breakfasts. Many community breakfasts were hosted by organisations aligned with the general themes of National Ride to Work Day such as hospitals and health care centres (health), councils (community), bike shops (riding) and Melbourne Zoo (environment).

**Table 7: Number of community breakfasts by state/territory**

State	ACT	NSW	NT	QLD	SA	TAS	VIC	WA
No Breakfasts	4	25	7	12	12	3	41	11
%	3	22	6	10	10	3	36	9



**Toowoomba Community Breakfast**

### 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 2008 with new partners Carman’s Fine Foods and The Fruit Box joining the official breakfast partner Bakers Delight to support the CBD breakfasts. National partner, Bupa, reinforced this health theme with bottles of orange juice given to bike riders at CBD breakfasts and select community breakfasts.



**Volunteer with breakfast at Federation Square, Victoria**

## 8.6 Workplace breakfasts

Analysis of the qualitative research gathered from the workplace coordinators feedback survey suggest that over 60% of workplaces held breakfasts on the morning of National Ride to Work Day and the remainder went to community breakfasts or other workplace events. On this assumption 2,160 of the 3,360 workplaces registered workplace coordinators initiated their own National Ride to Work Day breakfasts. These events were generally hosted by the organisation, often attracting support from local businesses such as coffee shops and bicycle retailers. Evidence of organisations, office buildings and departments coordinating joint workplace events is strong with more and more requests to communicate with other local workplace organisers to coordinate activities. These coordinated events can only enhance the community spirit of the event.



Volunteers at Federation Square, Melbourne

## 9. Promotions

### 9.1 Workplace promotions

There were 3,709 workplace coordinators promoting the event from May to October 2008. This was an increase of 33.2% from 2007.

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.ride2work.com.au](http://www.ride2work.com.au).

A free promotional pack was mailed to 3,362 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, 15 October 2008*” and the “*TravelSmart Workplace Challenge*”. Victorian and South Australian workplace coordinators also received a package of TravelSmart maps courtesy of TravelSmart Victoria and TravelSmart SA respectively and Queensland workplace coordinators received a Queensland specific bike riding information leaflet.

All promotional material and information sheets were available for download at [www.ride2work.com.au](http://www.ride2work.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 launch in July 2008. 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 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 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.

### **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. The poster advertised the event date, encouraged registration and directed viewers to the website [www.ride2work.com.au](http://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 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 National 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.

### **Stickers**

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, hand out at breakfasts and advertise the event date and web address [www.ride2work.com.au](http://www.ride2work.com.au).

### **Banners**

Containing National 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.

### **Postcards**

These contained information on how to register, as well as outlining why individuals should register. The postcards were distributed through the Fruit Box's (CBD breakfast partner) workplace deliveries.

### **A4 Posters and registration reminders**

A4 Posters and tear off pads highlighting key details of National Ride to Work Day 2008 and how to register were supplied and distributed through 630 Bakers Delight stores.

### **Honka Hooters**

Honka Hooters are bike bells that honk and were designed to act as a prompt to encourage behaviour change by reminding individuals to start or continue commuting by bike. The Honka Hooters were branded with the National Ride to Work Day logo. These were distributed through breakfasts, selected workplace coordinators, Big W retail stores and made available to workplaces for purchase. They were distributed with the message "make a noise about ride to work day" and were well received.

### **State specific material**

Advertisements for the backs of buses were designed for ACT.

A1 posters were produced for use in RACV stores in Melbourne, Victoria.

Maps were produced in conjunction with Federation Square (Victoria) displaying timed journeys from Federation Square using the major bike routes.

Print material advertisements were designed for NSW.

### 9.3 Media

Coverage of the 2008 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 Mediawise and Parker Publications. Media managers for each state/territory were appointed, with MediaWise representing Victoria, West Australia and Tasmania, SparkImpact contracted for New South Wales and Australian Capital Territory, Bicycle SA representing South Australia and internal Bicycle Victoria media consultant Sarah Dalley representing Northern Territory and Queensland.

Lina Caneva Media provided media training for state/territory organisers at the state/territory annual development meeting.

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 Mediawise. Parker Publications actively progressed in-depth business media coverage nationwide, presenting case studies of key ambassadors and national organisations.

The national media launch was held at the Riverland Bar and Cafe, Federation Square, Melbourne on 26 July, 2008. Harry Barber, CEO of Bicycle Victoria, organiser of the National Ride to Work Day event, introduced The Honourable Peter Garrett, Minister for the Environment, who officially launched the program. Additional speeches were given by participant David Grainger, workplace coordinator for Telstra, Kristina Cockbill and ambassador for Arup, Andrew Wisdom. The media attendance at the launch included Channel Nine, Channel 10, Channel Seven and the ABC. There was additional radio and press coverage of the launch on the day.

National Partners Bakers Delight and Bupa were media partners for the event and branded t-shirts and media backdrops were supplied to all states/territories for use at CBD breakfasts on National Ride to Work Day 2008.

Highlights of this year's media coverage included:

- Coverage of the launch (26 July 2008, 9am) by the Federal Environment Minister Peter Garrett on Channel Seven weekend news, MIX and Cruise FM (Adelaide).
- Extensive long lead media coverage in major metro papers commencing in July 2008.
- Coverage of the ACT commuter challenge on 25 September, 2008, by AM & FM Canberra radio stations and Prime TV Canberra.
- In depth short lead media coverage (photo/article) by local and regional papers nationally.

- Discussion segment on National Ride to Work Day with Sue Stanley (fitness expert) on the national program, *9am with David and Kim* (Channel 10), two days before the event.
- Consistent short lead media coverage in the Herald Sun (photo/article).
- Concentrated coverage of National Ride to Work Day on the 15 October across all mediums across Australia:
  - Television coverage in every state on the day;
  - Featured coverage of National Ride to Work Day in The Age on the day (three articles in total including one full page broadsheet);
  - Live radio crosses at four major breakfasts: Melbourne (ABC 774) Bendigo (ABC Central Victoria), Brisbane (Nova), Adelaide (ABC 891);
  - Extensive online articles, news headlines, video coverage.
- Significant post event editorial coverage up to a month after the event in regional and major metro papers.
- Internet coverage and newsletters.

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, 15 October 2008, Media Report*.

**Table 8: Summary of media coverage**

State/territory	RADIO	TV	PRINT
<b>National</b>	56	29	32
<b>ACT</b>	11	2	3
<b>NSW</b>	62	11	71
<b>NT</b>	5	0	4
<b>QLD</b>	60	3	51
<b>SA</b>	82	2	15
<b>TAS</b>	14	2	14
<b>VIC</b>	162	41	175
<b>WA</b>	2	1	16
<b>Total</b>	<b>*454</b>	<b>*91</b>	<b>381</b>

\*includes syndicated items

#### 9.4 Cycle Angels

For the first time the Cycle Angel concept was rolled out across the country.

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 National 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.

The five CBD breakfasts to take up the Cycle Angel program this year were Canberra, Brisbane, Hobart, Adelaide and Melbourne. All the participating breakfasts were provided with T-shirts and wings, and sent an example instruction sheet developed by Bicycle Victoria.

The participating breakfasts (besides Melbourne) had between 2 and 4 Cycle Angels. Feedback suggests that the success in this concept was mixed and further information is needed for participants to understand the Cycle Angels role. Drawing media attention to the Cycle Angels before the event in 2009 will lead to more awareness of the Cycle Angel role.

In Melbourne there were approximately 25 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.



**RACV Bike Assist Cycle Angels at Federation Square, Victoria**

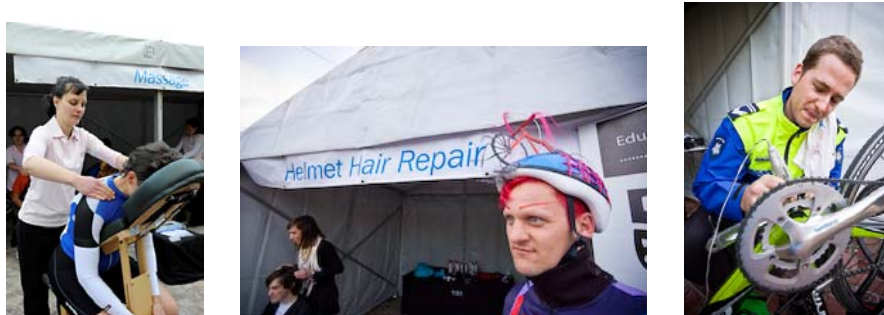
### 9.5 Promotional concepts for community breakfasts

The listed concepts have been devised and trialled 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.

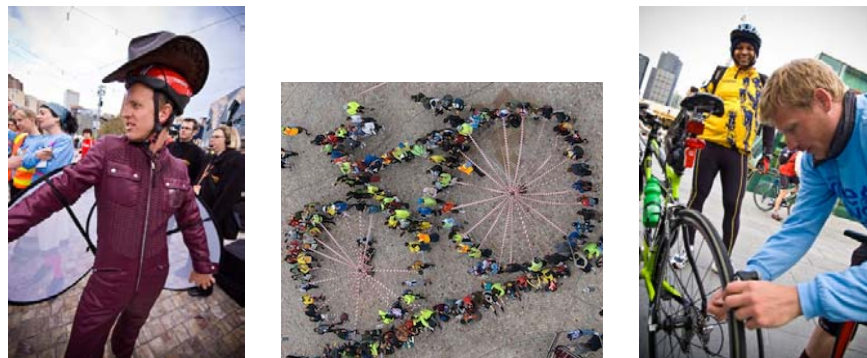
**Table 9: Adoption of community breakfast promotional concepts by state/territory.**

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

Some new concepts introduced at the Melbourne CBD breakfast this year included the Human Bike, the Wheel Changing Challenge and commuter fashion.



Massage, Helmet Hair Repair and bike engraving at Federation Square, Victoria



Commuter fashion, the Human Bike and the Wheel Changing Challenge and at Federation Square, Victoria

## 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 National Ride to Work Day 2007, providing a reliable basis for future projections:

- 22% of registered participants were new riders; 45% of these new riders were female. The number of new riders was high with 7,717 participants reporting that they were riding to work for the first time.<sup>15</sup>
- Registrants represented a broad range of ages reflecting workplace demographics. The predominant age of participants was 21-50 years, with this age group representing 83% of registered riders; of all riders, 33% were between the ages of 31 and 40.
- 62% of new riders in 2008 reported that they normally travelled to work by car and most of those (81%) normally drive alone.

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

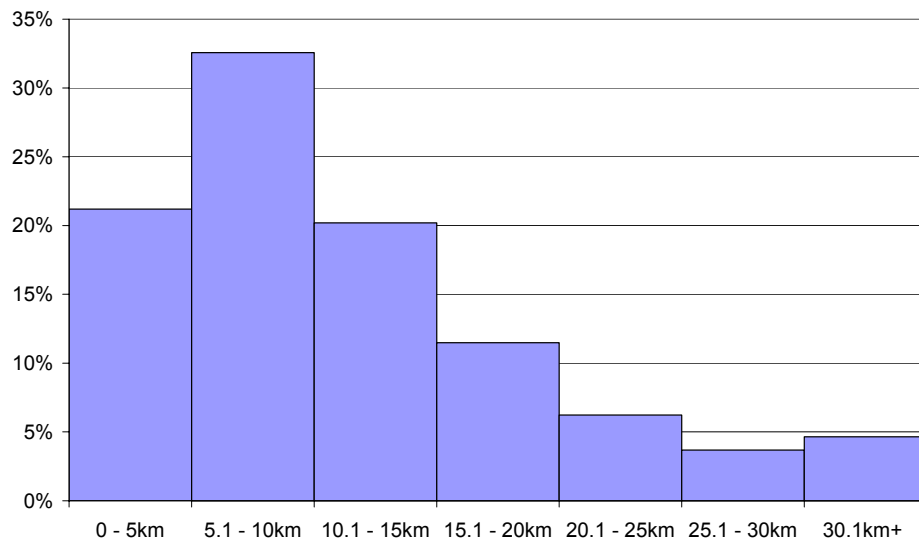
<b>Total registrants</b>	<b>35,230</b>	
<b>Rider type</b>	New riders (7,717)	22%
	Not riding for first time	78%
<b>All riders gender split</b>	Male	65%
	Female	35%
<b>First-time rider gender split</b>	Male	55%
	Female	45%

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 2008 Registration by State/Territory*, December 2008.

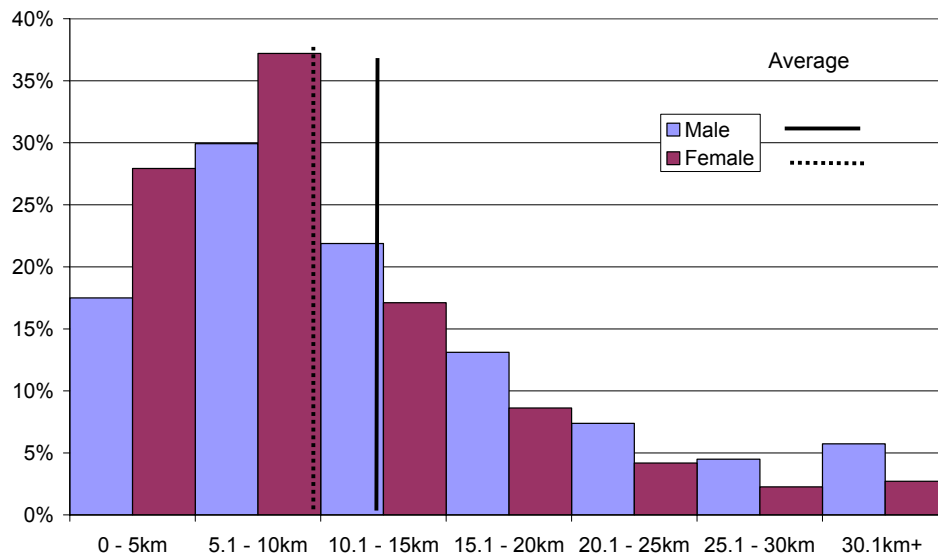
<sup>15</sup> Question: 'Are you riding to work for the first time on Ride to Work Day?' First-time riders replied 'Yes' or 'No, I'm planning to ride to work for the first time in the lead up to Ride to Work Day'.

## 10.2 National participation graphs

**Graph 6: Distance travelled one way, all respondents**

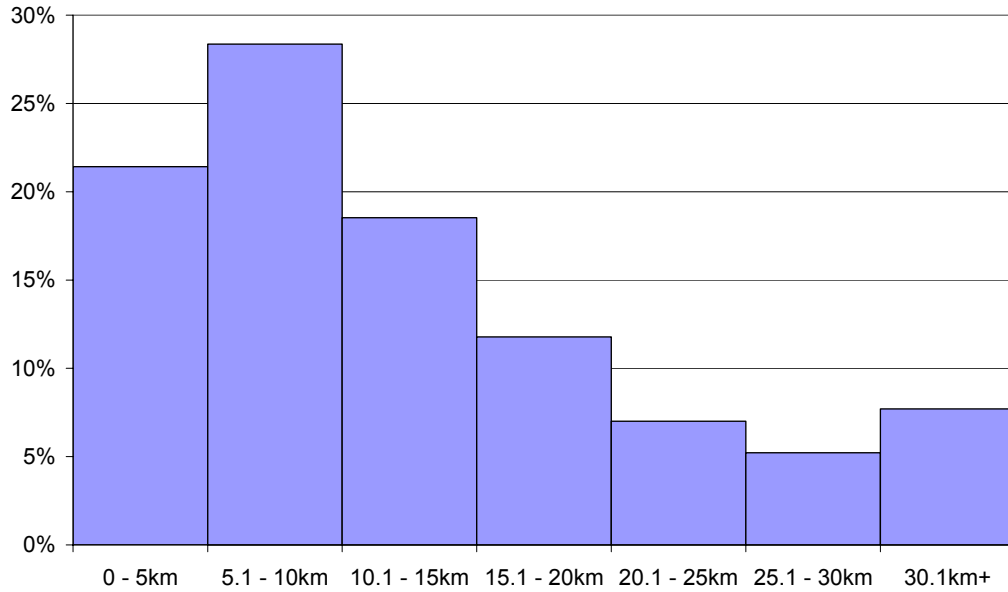


**Graph 7: Distance travelled one way, all respondents, split by gender<sup>16</sup>**

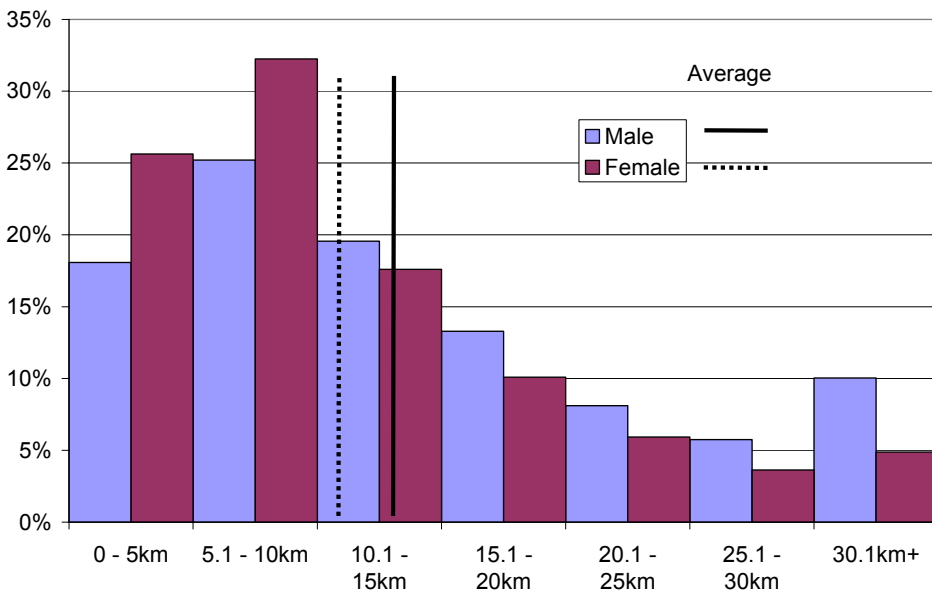


<sup>16</sup> Note that the averages (for Graph 7 and Graph 9) are calculated based on average distances with 30.1 km used for those that indicated >30.1 km.

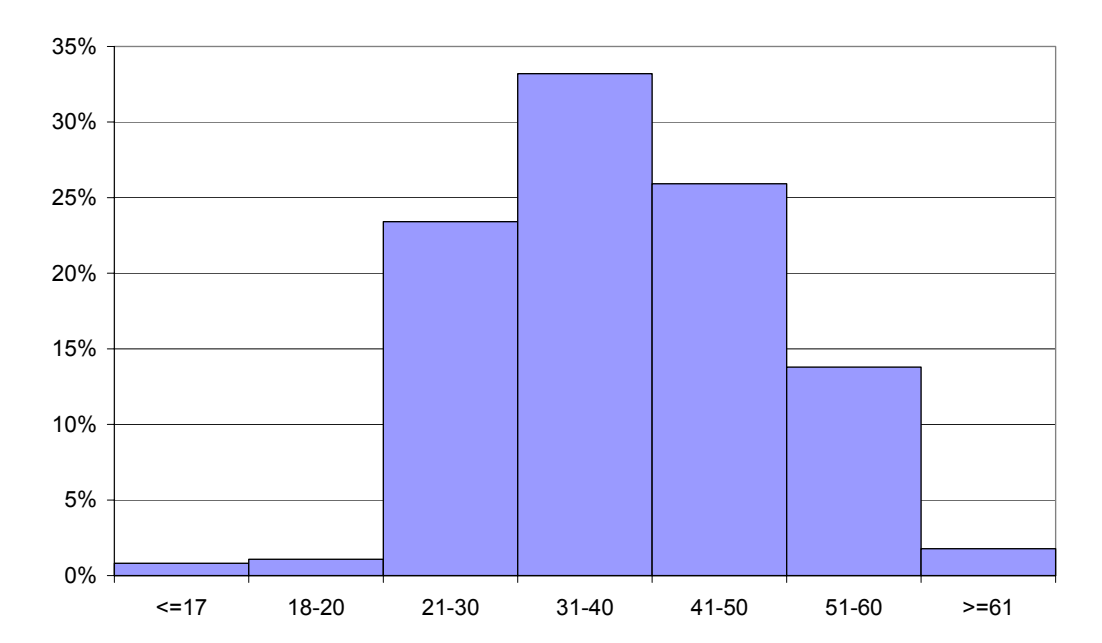
**Graph 8: New riders distance one way**



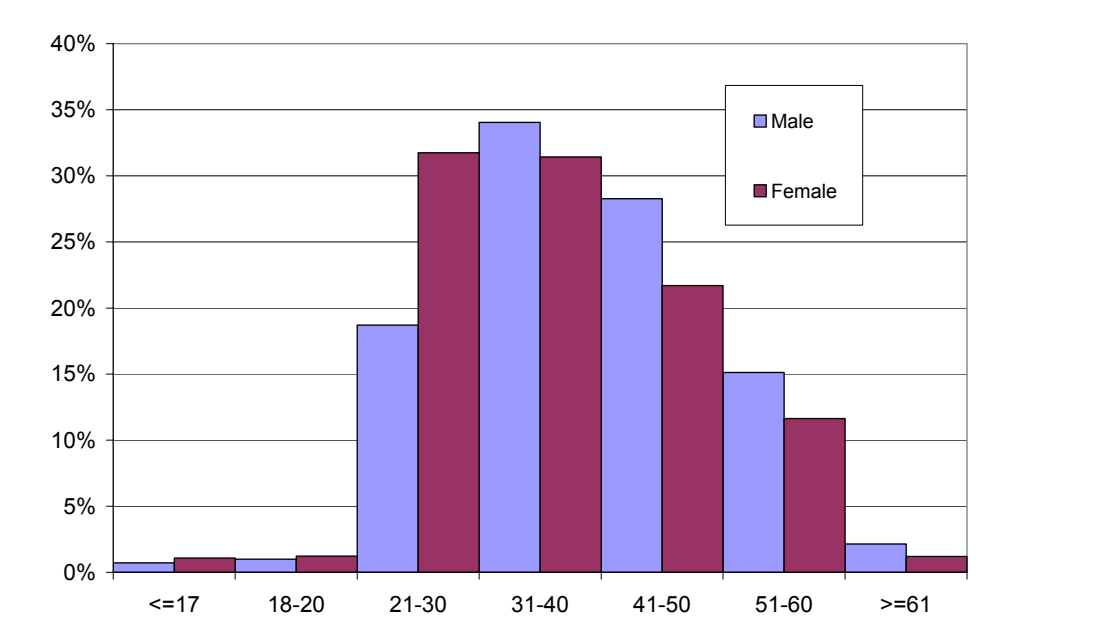
**Graph 9: New riders distance split by gender**



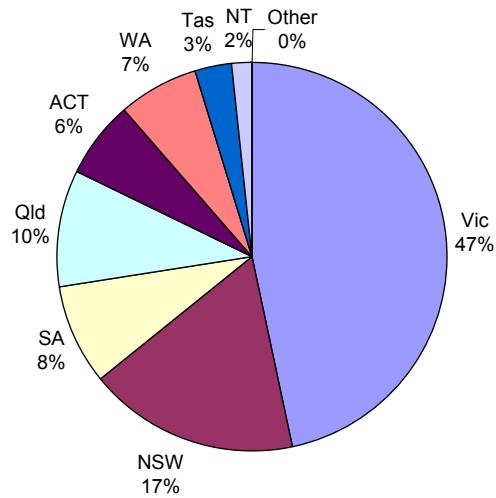
**Graph 10: Age groups, all respondents**



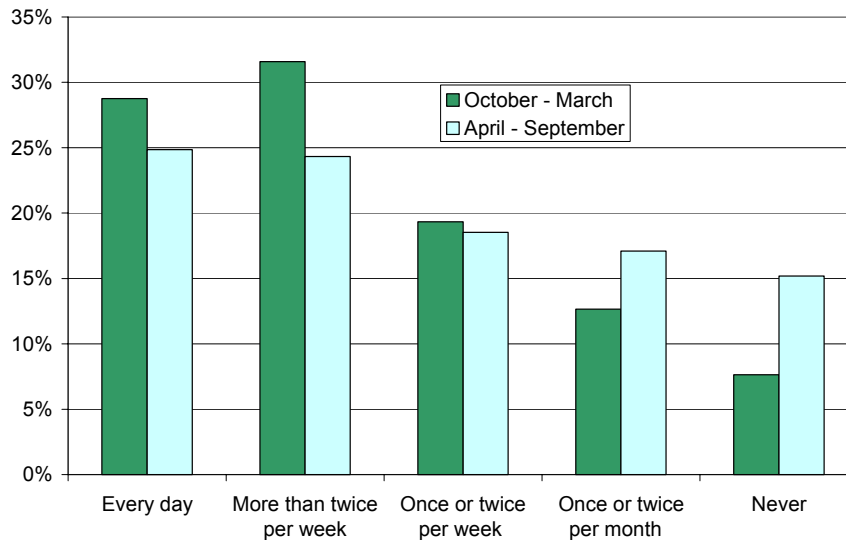
**Graph 11: Age group, all respondents, split by gender**



**Graph 12: Registrations by state/territory**

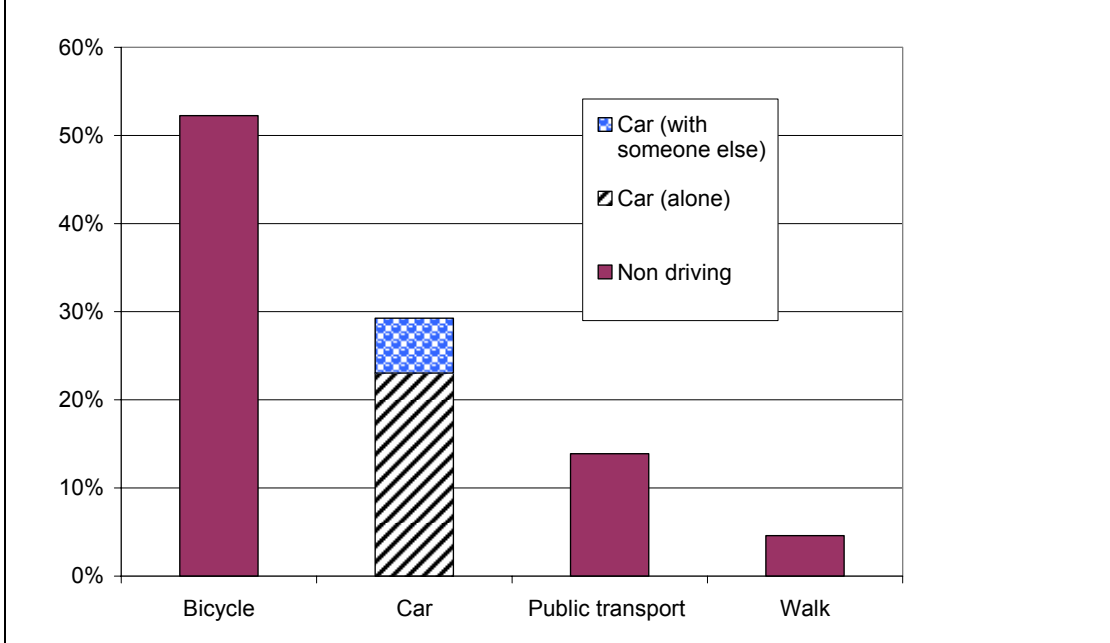


**Graph 13: Other riders, frequency of riding<sup>17</sup>**

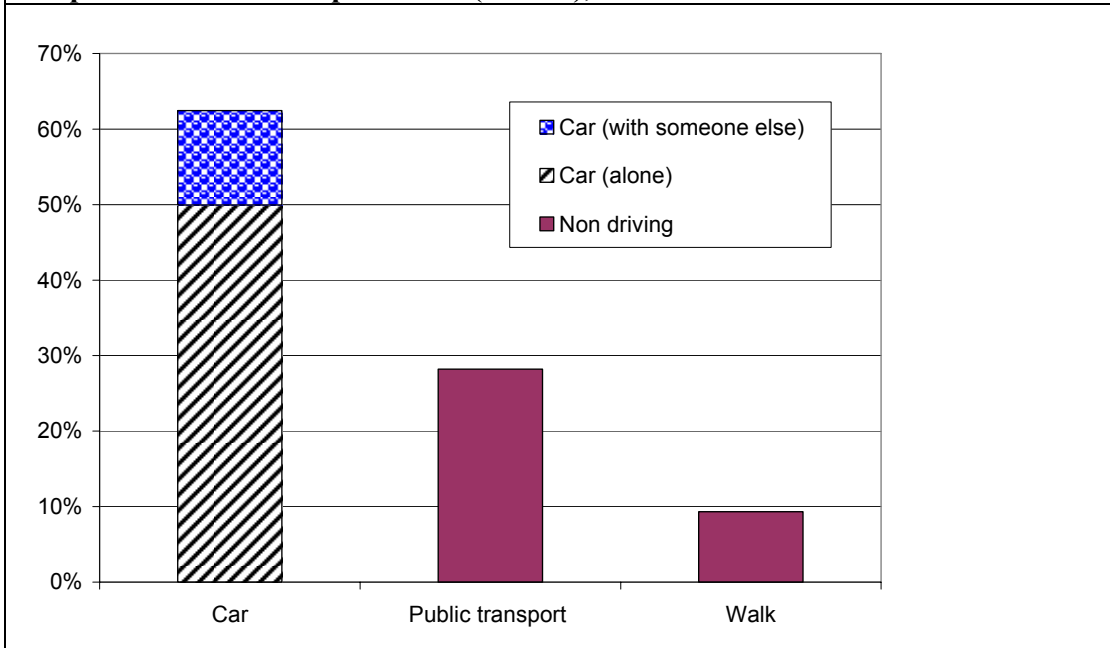


<sup>17</sup> "Other" as defined in glossary.

**Graph 14: Normal transport mode,(ranked) all respondents**



**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 Arts.

**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

Note that there were changes in the methodology for measuring the GHG for the event only from 2007 to 2008:

- In 2007, the GHG factors used were 0.00032 and 0.00016. These were reduced to the 2008 factors on advice from the Department of the Environment, Water, Heritage and the Arts.
- In 2007, those registrants that indicated that they traveled >30.1 km were factored at 39 km which was based on 2006 data. In 2008, registrants that indicated that they travelled >30.1 km were factored as 30.1 km. This was based on advice from the Department of the Environment, Water, Heritage and the Arts.

Changes to the factors used in the calculations have an impact of lowering the GHG measured in 2008.

### 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 2009.

### 10.3 Combining bike transport with other methods

In 2008 and 2007 a new question asked if riders combined bike transport with other methods. The 2008 results from other riders are listed in the table below.

**Table 12: Question asking riders if they combined bike transport with other methods of transport**

	No	Yes	Total	% Yes
Australian Capital Territory	1,338	576	1,914	30%
New South Wales	2,782	1,631	4,413	37%
Northern Territory	309	140	449	31%
Queensland	1,723	966	2,689	36%
South Australia	1,489	861	2,350	37%
Tasmania	518	285	803	35%
Victoria	8,837	4,136	12,973	32%
Western Australia	1,218	689	1,907	36%
<b>Total</b>	<b>18,214</b>	<b>9,284</b>	<b>27,498</b>	<b>34%</b>

(n-27,498)

## 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

Four weeks 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](http://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 National 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 National Ride to Work Day team 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.



**Baker IDI staff members on National Ride to Work Day 2008**

## **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 event coordinators Bicycle Victoria in October 2008.

The key findings for National Ride to Work Day 2008 were:

- Program structure:
  - Strong support for a national event managed by Bicycle Victoria with participation from cycling organisations in all states and territories.
  - Recognition of the need for a common date Australia-wide for the event that ideally does not fall within an Australian school holiday period.<sup>18</sup>
  - General acceptance of the current model in terms of the roles undertaken by the event organiser and other state/territory cycling organisations. Resource support was requested by some state/territories to ensure delivery of this growing program.
- 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.

<sup>18</sup> The event date for 2009 is 14 October. This date falls within the NSW school holidays as term times have been moved due to the World Masters Games, hosted in Sydney in 2009.

- Marketing collateral and website
  - Marketing collateral was appropriate and widely used but requires redesign for 2009.
  - 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
  - Numerous new sites were found and the associated entertainment was expanded.
  - The continental breakfast, food support and partner involvement was welcomed and most state/territories have plans to expand the proposition further in 2009.

## **12.2 Community breakfasts**

All community breakfast hosts were invited to provide feedback via email on the experience of organising their local events. There was a 93% response rate. Overall the experience was very positive with strong enthusiasm and innovation driving improved arrangements and entertainment. Most welcomed the support from the local Bakers Delight and found the ordering process straight forward. 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 communicate with other organisations within their locality so as to host a larger, more inclusive, community events.

### **12.3 Workplace coordinators**

A sample of 17 workplace coordinators took part in a detailed, structured phone interview. The interview requested feedback on resources and support and improvement opportunities for the program.

The sample interviewed were from each state/territory and consisted of seven large organisations and 10 smaller organisations – with a split between regional and metropolitan areas.

The interviews were conducted by an experienced marketing executive within Bicycle Victoria, Rachel Pears.

General feedback on the support material was overwhelmingly positive with all respondents reporting their expectations of support from the National Ride to Work Day team exceeded expectations. The response to the information pack (particularly posters and flyers and the scripted e-mails) was very positive. There was some uncertainty as to the use of the stickers.

Of the interviewees 35% were experienced and 65% were new to the role. Suggestions of adjusting the information packs for new and established workplace coordinators were proposed.

The registration process was thought to be generally easy but more direct access would be an improvement. Only half used the function within the system to identify and communicate with their workplace participants.

60% of workplaces interviewed held their own breakfast. The remainder attended community breakfast events.

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 with 0 = ‘not at all likely’ and 10 = ‘extremely likely’”*. The average rating was 7.5.

### **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 2009 as part of the ongoing evaluation of National Ride to Work Day 2008. The aim of the survey is to evaluate the medium-term behaviour change impact of the event.

Results from 2007 demonstrated that 29% of new 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. Conclusion**

The consolidation of this year's program was enthusiastically received all around Australia. High expectations were achieved in all areas and the increased participation numbers emphasize that there is a need for this event in Australia. External market forces and the desire for health, sustainability and community involvement expanded the participation in National Ride to Work Day at all levels. The event achieved an impressive number of participants but most importantly engaged new first time riders.

The workplace involvement from a grass root level empowered sustainability groups, HR teams and senior management of national and state based organisations to make a commitment to National Ride to Work Day. The benefits to workplaces in terms of employee health and productivity, financial savings and sustainability justify the inclusion of the National Ride to Work Day program within their business plans.

Recognition of the benefits of the program by both business and government sectors in providing solutions to national social and economic issues was evident. 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. 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.
- Place emphasis on recruiting and providing support for first-time riders. Maintain the strong outcome focus with behaviour change evaluation in February /March 2009.
- 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.
- Enhance the Ambassador program by providing relevant services for environment and HR teams within organisations.
- Meet with state/territory cycling organisations in early 2009 to consolidate gains from 2008 and work towards 14 October 2009.
- Continue to use registration software developed in 2007 and modified in 2008, based on feedback from workplace coordinators and state/territory organisers
- Re-design branding and expand the existing range of marketing collateral for 2009. Where possible personalise material for state/territory organisations. .
- Re-design website and develop software to allow some editorial control at a state/territory level

- Pilot international expansion of the program.
- Research further participant to registrant ratio.

## **16. Appendices and related reports**

### **16.1 Appendices**

Appendix 1: National Ride to Work Day Registered Ambassadors 2008

Appendix 2: TravelSmart Workplace Challenge winners 2008

Appendix 3: National Ride to Work Day Community Breakfast events 2008

### **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 National Ride to Work Day 2008 Registration by State/Territory, November 2008*

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

*Report on follow-up survey of Ride to Work Day 2007 registered participants,*

All of the above are published on [www.ride2work.com.au](http://www.ride2work.com.au) (under Reasons to register).

### **16.3 Program promotions**

*The Cycle-Friendly Workplace*

National poster

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

National Ride to Work Day 2008 TravelSmart Melbourne Map

### **16.4 Workplace coordinator information**

*Planning your National Ride to Work Day Workplace Event, 15 October 2008*

### **16.5 Community Breakfast information**

*Planning your National Ride to Work Day Community Breakfast*

## Appendix 1: National Ride to Work Day program 2008 registered Ambassadors

National Ambassadors included:

The Honourable Peter Garrett ( Federal Minister for the Environment), Susanne Shine (Ambassador, Royal Danish Embassy), David Moffatt (Group Managing Director, Telstra Consumer Marketing and Channels), Mark Stubbings (partner, Allens Arthur Robinson), Brian Hartzler (Group Managing Director Personal Division, ANZ), David Cartwright (Group Managing Director Operations, Technology and Shared Services - ANZ), Andrew Wisdom (Principal, Arup), Peter Anderson (CEO, Australian Chamber of Commerce and Industry), Tim Grimes (National Marketing Manager, Cooldrive Distribution), Damian Breed (Despatch Supervisor, Cooldrive Distribution), Wayne Banks (CFO and Vice-President Finance and Administration – Australia, CSC), Kirsten Brown (Corporate Responsibility and Sustainability Project Manager, Deloitte), John Trotter (Managing Partner – Victoria, Deloitte), Mark Sullivan (Secretary, Department of Veterans’ Affairs), Dave Binny (Director – Improvement and Efficiency, Department of Veterans’ Affairs), Ian Frazer (Director, Diamantina Institute), Geoff Elwood (CEO, Etech Group), Anthony Stoner (Release Manager, Etech Group), Corey Simpson (National HR Manager, Golder Associates), Paul Baker (CAD Manager, Golder Associates), Geoff Manchester (Director and Co-founder (Intrepid Travel), Mick O’Brien (CEO, INVESCO Australia), Peter Carr (Senior Developer, Business Applications Australia, INVESCO Australia), David Bell (Managing Director, Kwik Kopy Australia), Wayne Stranton (CFO, Kwik Kopy Australia), Greg Ward (CFO, Macquarie Group), David Thompson (GM assisting The Group CEO, NAB), Peter Garringa (Manager Technical Services, Phillip Morris International IT Service Centre), David Punter (Automation Manager, Phillip Morris International IT Service Centre), Perry Abbott (CFO, Superpartners), Liam Carroll (Product Engineer, ASSA ABLOY Australia), Tom Devine (GM, ASSA ABLOY Australia), Robert Tickner (CEO, Australian Red Cross), Adam Kendrick (Assistant Commissioner – Capital Gains and Losses, Australian Taxation Office), Lesley Gillespie (Co-founder and Joint CEO, Bakers Delight Holdings), Kendra Teasdale (Corporate Communications Manager, Bakers Delight Holdings), Gary Jennings (Director, Baker IDI Heart and Diabetes Institute), David Lloyd (Deputy Director – Administration, Baker IDI Heath and Diabetes Institute), Peter Clifton (Theme Leader, CSIRO Food Science Australia), Rebecca Dunn (Finance Manager, CSIRO Food Science Australia), Martin Parkinson (Secretary, Department of Climate Change), David Borthwick (Department Secretary, Department of Environment, Water, Heritage and the Arts), Andrew Lind (Partner, Gagens Lawyers), Simon Walter (Head of Sales and Marketing, GKN Aerospace), Katie Patrick (Owner, Greenpages Australia), Tony Carolan (GM – Supplier Management and Procurement, Hawker de Havilland), Robert Bretherton (Manager – Program Office, Health Super), Jo Mithen (CEO, Monash College Group), Stuart Ritchie (Brewer, Moorilla), Stephen Tadjman (Senior Legal Counsel and Head of MLC Legal, NAB), Peter McDonald (Head of Quality, NAB), David Larson (Business Partner – Commercial Services Australia, NAB), Steve Davies (Commodore – Commander, Navy Submarine Group), David Hislop (Principal Transport Infrastructure, Opus International Consultants), Kelvin Moody (NSW Regional Manager, Opus International Consultants), Catharina Moltke (Cultural and Consular Officer, Royal Danish Embassy), Nick Fleming (Chief Sustainability Officer, Sinclair Knight Merz), Steve Moller (Senior ESD Engineer, Sustainable Built Environments), Karen Hovenga (HR Manager, Sustainable Built Environments), Kirsten Brown (Corporate Responsibility and Sustainability Project Manager, Deloitte), Turlough Guerin (Group Manager Environment, Telstra), Stephanie Balbo (HR Administrator, The Guild Group), Paul Harding (Senior HR Officer, The Guild Group), Jacqueline Scott (HR Manager, The ORS Group), Melanie Chapman (Administration Manager, The ORS Group), Matt Elliot (Vice President Asia Pacific, Thunderhead), Jeremy Hunter (National Environmental Advisor, UGL Services),

Charles Rendigs (Business Development Manger, Village Green), Michael Tarnoveanu (Community Manager, Westpac).

State Ambassadors included:

Melvin Mansell (Editor, Advertiser Newspapers), Chris Arnott (Managing Director, Alluvium Consulting), Adrian Robb (CEO, Bayside City Council), Graeme Howie (GM Corporate Services, Bendigo Community Health Service Inc.), Maxine Plant (Senior Worker – Finance, Bendigo Community Health Service Inc.), Mark Pountley (Director, BikeRides.com.au), Jeremy Brand (Director, Brandpartners), Jane Good (Director, Brandpartners), Jude Munro, (CEO, Brisbane City Council), Alton Twine (Principal Active Transport, Brisbane City Council), Felicity-Ann Lewis (Mayor, City of Marion), David Martin (GM People and Corporate Services, Horizon Power), Fleur Crowe (Contract Manager, Horizon Power), Dennis Walsh (Executive Director – Planning Design and Operations, Main Roads Queensland), Robyn Davies (Program Manager – Cycling and Pedestrian Facilities, Main Roads Queensland), David Smyth (Vice Principal, Melbourne High School), Sandro Bisetto (PE Coordinator, Melbourne High School), Simon Smith (Deputy Director, NSW Climate and Environment Department), Louis Milne-Roch (CEO, Nurse Board Victoria), Peter Daly (Chief Engineer – Traffic and Transport, RACV), Janet Giles (Secretary, SA Unions), Chris Roberts (Principal, Streaky Bay School Area), Monique Bayer (Project Manager, Swinburne University of Technology), Gary McDonald (Manager – National Centre for Sustainability), Chris Rissel (Director – Health Promotion Services, Sydney South West Area Health Service), Todd Harper (CEO, VicHealth), Garry Liddle (Chief Executive, VicRoads), Cathy Seccombe (GM, Victorian Institute of Forensic Mental Health), Steve Hallam (Case Manager – Victorian Institute of Forensic Mental Health), Bill Applebe (CEO, Victorian Partnership for Advanced Computing), Professor Bill Lovegrove (Vice-Chancellor and President, University of Southern Queensland), Mary Pendergast (Principal, Warrnambool College), Clive Coomber (Teacher, Warrnambool College), Cameron James (Sport and recreations course coordinator, Bendigo Regional Institute of TAFE), Bruce Baehnisch (GM – Organisational Development and Support, Bendigo Regional Institute of TAFE), Damian Hiser (CEO, Calvary Health Care Tasmania), Caroline Pidcock (Director, Caroline Pidcock Architects), Christopher Cowell (Head of Institute of Diabetes and Endocrinology and Director of Research, Children’s Hospital at Westmead), Janet Bolitho (Mayor, City of Port Phillip), Jacinta Ermacora (Councillor, City of Warrnambool), Laurie Whelan (Regional Drought Response Coordinator, Department of Human Services, Loddon Mallee Region), Brennan O’Brien (Program and Services Advisor, Department of Human Services, Loddon Mallee Region), Marj Morrissey (Executive Director Transport, Department of Planning and Infrastructure), Russell Greig (Assistant Manager, Bikewest, Department for Planning and Infrastructure), Jana Zivadinovic (Behaviour Change, Department for Planning and Infrastructure), Warren McCann (Chief Executive, Department of the Premier and Cabinet), Charles Moore (Manager – Planning and Sustainability, Department of the Premier and Cabinet), Pam Evans (Product Manager, Editure), Kaiya Cucinotta (Senior HR Officer, Editure), Terry Effeny (CEO, ENERGEX Limited), Catherine O’Brien (Ballast Water Officer, EPA), Stacey Moorfoot (Marketing Coordinator, Geelong Advertiser), Maryla Johns (Marketing Manager, Geelong Advertiser), Karin Harding (Sustainability Coordinator, Gouldburn Valley Water), Danny Hogan (GM Corporate Services), Tony Stubbs (CEO, Heart Foundation ACT), Andrew Hockley (GM – Sales and Marketing, Herald and Weekly Times), Michael Brown (Editorial Technology Manager, Herald and Weekly Times), Terry O’Brien (CEO, ISIS Primary Care Inc.), Murray Baker (Physiotherapist, ISIS Primary Care Inc.), Bob Craig (Principal, Lockington Consolidated School), Ken Dunstan (ICT Teacher, Lockington Consolidated School), Colin Avery (Assistant Principal, Lynbrook Primary School), Leonie McLaughlin (Nurse Educator, Mansfield District Hospital), Mararetanne Hood (Aged Care

Manager, Mansfield District Hospital), Kerry Thompson (CEO, Maribyrnong City Council), John Lynch (Registrar, Migration Review Tribunal and Refugee Review Tribunal), Dick Gross (President, Municipal Association of Victoria), Ken Thompson (Deputy Commissioner, NSW Fire Brigade), Gary Green (Community Health Nurse, Orbost Regional Health), Jim Krynem (Manager Cycling Integration, Public Transport Authority WA), Dianne Palanca (Executive Assistant, Rural Ambulance Victoria), Hayden Peucker (Business Services Manager, Rural Ambulance Victoria), Graham Manou (Captain of the SA Cricket Team, South Australian Cricket Association), Mark Parnell (Greens Member of the Legislative Council and Coordinator of the Parliament House BUG, SA Parliament Bicycle Users' Group), Craig Stanbridge (CEO, Sunraysia Community Health Services Inc.), Tabatha Timbery-Cann (Catchment Officer Indigenous, Sydney Metro Catchment Management Authority), Elizabeth McGregor (Institute Director, TAFE NSW North Coast Institute), Debra Minto (Community Relations Advisor, Transurban Limited NSW), Grant Green (Managing Director, Wannon Region Water Corporation), Sam McGuinness (Sustainable Transport Officer, Waverley Council).

## Appendix 2: TravelSmart Workplace Challenge winners 2008

<b>Largest number of participants nationally</b>	
First	Telstra
Second	CSIRO
Third	National Australia Bank
<b>Largest percentage of riders for 250 + employees category</b>	
ACT	Department of Finance and Deregulation, Parkes
NSW	CISRA, North Ryde
QLD	CQ University, Rockhampton
SA	Department of Environment and Heritage, Keswick
TAS	CSIRO, Battery Point
VIC	Lonely Planet Publications, Footscray
WA	Department of Health, East Perth
<b>Largest percentage of riders for 100–250 employees category</b>	
ACT	Department of Climate Change , Perth
NSW	Port Macquarie-Hastings Council, Port Macquarie
NT	Menzies School of Health and Research, Casuarina
QLD	Telstra, Brisbane
SA	Environmental Protection Agency, Adelaide
TAS	Forestry Tasmania, Hobart
VIC	City of Greater Geelong, Geelong
WA	Landcorp, Perth

<b>Largest percentage of riders for 25–100 employees category</b>	
ACT	Bovis Lendlease, Canberra City
NSW	Cowra Council, Cowra
NT	CSIRO , Winnellie
QLD	Landscape Architecture Consultancy, Palm Beach
SA	Streaky Bay Area School, Streaky Bay
TAS	Gandy and Roberts , Hobart
VIC	Connolly Environmental , West Melbourne
WA	Coffey Projects, Subiaco
<b>Largest percentage of riders for less than 25 employees category</b>	
ACT	Legal Office ANU, ANU and CANFACS Inc, Mitchell
NSW	Grafton City Cycles, Grafton
NT	NT Working Women’s Centre, Darwin
QLD	Wisdom2wealth, Toowong
SA	SA Unions, Wayville
TAS	Department of Transport and Regional Services, Hobart
VIC	Australian Red Cross Blood Service, Warnambool
WA	Job Futures Ltd , Melville



**Telstra - 90 Collins Street, Melbourne – TravelSmart Workplace Challenge category winners**

<b>Best Workplace Photo</b>	
ACT	Department of Environment, Water, Heritage and the Arts, Canberra
NSW	Children's Hospital at Westmead, Westmead
QLD	QDPI, Toowoomba
SA	Streaky Bay Area School, Streaky Bay
VIC	Telstra - 90 Collins Street, Melbourne
WA	Forest Products Commission, Rivervale

<b>Best Workplace Story</b>	
NSW	Children's Hospital at Westmead, Westmead
NT	Northern Territory Department of Health and Families, Tiwi
QLD	QDPI, Toowoomba
SA	Workcover SA , Adelaide
WA	Landcorp , Perth
<b>Largest % of students riding in the National Schools Challenge</b>	
NSW	Kurnell Public School
QLD	Virginia State School
SA	Streaky Bay Primary School
TAS	South Arm Primary School
VIC	Clifton Hill Primary School
<b>Largest % of staff and students riding in the TravelSmart National University/TAFE Challenge</b>	
First	Monash University, Victoria
Second	University of Adelaide, South Australia
Third	Australian National University, Victoria
<b>Largest participation of staff and students riding in the TravelSmart National University/TAFE Challenge</b>	
First	Monash University, Victoria
Second	University of Adelaide, South Australia
Third	Australian National University, Victoria

### Appendix 3: National Ride to Work Day Community Breakfast Events

<b>ACT – 4 events</b>			
<b>City</b>	<b>Location</b>	<b>Host</b>	<b>Number of participants</b>
Bruce	Australian Ethical Investment	Australian Ethical Investment	50
Canberra	Union Court, Australian National University	ANU	154
Canberra	Glebe Park	Pedal Power Lend Lease	300-350

<b>ACT – continued</b>			
Symonston		Geoscience Australia	Not available
<b>NSW – 25 events</b>			
<b>City</b>	<b>Location</b>	<b>Host</b>	<b>Number of participants</b>
Albury	QEII Square	Albury City Council	60
Bondi Junction		Waverley Junction	Not available
Broadway	University of Technology Sydney	University of Technology Sydney	80
Camperdown	Royal Prince Alfred Hospital	Royal Prince Alfred Hospital	32
Coffs Harbour	Coffs Harbour Swimming Pool		Not available
Cowra	Civic Square	Cowra Shire Council	50-60
Fairfield	Fairfield Hospital	Sydney South West Area Health Service	22
Grafton	Memorial Park	Clarence Valley Council	Not available
Lake Macquarie	Lake Macquarie City Council offices	City of Lake Macquarie	15
Liverpool	Bigge Park	Sydney South West Area Health Services Health Promotion Cycling Connecting Communities	40
Macquarie Park	Optus Sports Field	Optus Bike North City of Ryde	200
Mittagong	Bakers Delight Mittagong	Mittagong Public School	10
Milsons Point	Bradfield Park	North Sydney Council	Not available
Mudgee	Robertson Park	MUDBUG – Mudgee Bicycle User Group	35-40
Murwillumbah	Heritage Wharf	Tweed Shire Council	30
Narellan	Narellan Community Health Centre	Sydney South West Area Health Service	15
Newtown	King Street Cyclery	King Street Cyclery	Not available

<b>NSW – continued</b>			
Parramatta	David Frater Reserve	Parramatta City Council	85
Rouse Hill	Market Square Rouse Hill Town Centre	Rouse Hill Town Centre	100
Taree	Bean Bar Café	Greater Taree City Council	Not available
Tweed Heads	The Tweed Hospital	North Coast Area Health Promotion Service The Tweed Hospital	Not available
Sydney CBD	Hyde Park	Bicycle NSW City of Sydney	1800-2000
Wagga Wagga	Victory Memorial Garden	Bicycle Wagga Wagga	50
Willoughby	Fleming Park	Willoughby Council	100
Wollongong	McKinnon Lawn University of Wollongong	University of Wollongong	140
<b>NT – 7 events</b>			
<b>City</b>	<b>Location</b>	<b>Host</b>	<b>Number of participants</b>
Alice Springs*		Alice Springs Town Council	150
Casuarina	Casuarina Pool		Not available
Darwin	“Bali Huts” Charles Darwin University	Charles Darwin University	200
Darwin	Darwin Airport	Department of Environment and Heritage	30
Darwin	Menzies School of Health Research Royal Darwin Hospital Campus	Royal Darwin Hospital	Not available
Darwin CBD	Roma Bar	Bicycle NT	Not available
Palmerston	Goyder Square	Spokes Folks	Not available

<b>Queensland - 12 events</b>			
<b>City</b>	<b>Location</b>	<b>Host</b>	<b>Number of participants</b>
Brisbane	Gardens Point Campus Queensland University of Technology	Queensland University of Technology	750-1000
Brisbane CBD	Emma Miller Plaza	Bicycle Queensland Queensland Transport	Not available
Caboolture	Town Square	Moreton Bay Regional Council	40
Cairns	Cairns Regional Council Chambers	Cairns Regional Council	250
Caloundra	Felicity Place	Sunshine Coast Regional Council	45
Gold Coast	School of Sustainable Development Bond University	Bond University	70
Hervey Bay	PCYC	Fraser Coast BUG	30
Mackay	Old Town Hall Park	Bicycle Mackay	85
Maryborough	Maryborough Central State School	Fraser Coast BUG	15
Nambour	Eddie de Vere Building	Sunshine Coast Regional Council	40
Tewantin	Sunshine Coast Regional Council offices	Sunshine Coast Regional Council	30
Toowoomba	Art Gallery Garden	Toowoomba BUG	Over 80
<b>SA – 12 events</b>			
<b>City</b>	<b>Location</b>	<b>Host</b>	<b>Number of participants</b>
Adelaide	Goodman Lawn University of Adelaide	University of Adelaide	150
Adelaide	Flinders Sport and Fitness Flinders University	Flinders University	15
Adelaide CBD	Victoria Square	Bicycle SA	2,000

<b>SA – continued</b>			
Hindmarsh	Port Road Rotunda	City of Charles Sturt	60-80
Kimba	Council offices	District Council of Kimba	15
Mawson Lakes	The Mawson Lakes Centre	Department of Transport, Energy and Infrastructure Land Management Corporation University of SA Mawson Lakes Development	75
Nuriootpa	Tolley Reserve	Barossa Classic Cycle Tours	30
Parke Holme	Ascot Park Primary School	City of Marion	129
Salisbury	Spaceland Coffee Bar	City of Salisbury	15
Strathalbyn	Angus River Park	Strathalbyn and District BUG	27
Streaky Bay	Foreshore	District Council of Streaky Bay	75
Urrbrae	Waite Campus	CSIRO	40
<b>Tasmania – 3 events</b>			
City	Location	Host	Number of participants
Glenorchy	Northgate	Glenorchy City Council	80
Hobart CBD	Mawson Place	Cycling South	400
Launceston	Quadrant Mall	Active Launceston Project	Not available
<b>Victoria – 41 events</b>			
City	Location	Host	Number of participants
Altona	Logan Reserve	Hobsons Bay City Council	80
Ararat	Alexandra Gardens	Ararat City Council	Not available
Bairnsdale	Bairnsdale Advertiser car park	East Gippsland Newspaper	Not available

<b>Victoria – continued</b>			
Ballarat	Phoenix Foudry Mall	City of Ballarat	Not available
Bannockburn	Council offices	Golden Plains Shire Council	10
Bendigo	Civic Gardens	City of Greater Bendigo	Not available
Bendigo North	Powercor Offices	Powercor	45-50
Brunswick	Commuter Cycles	Commuter Cycles	30
Burwood East	Tally Ho Business Park	World Vision MYOB CFA VicRoads	85
Camberwell	Lawns outside Civic Centre	City of Boroondara	100
Castlemaine	Victory Park	Mount Alexander Sustainability Group Mount Alexander Shire Council	Not available
Cheltenham	Nepean Highway	Kingston City Council	Not available
Cobram	Community Centre	Cobram District Community Health Centre Cobram Hospital	60
Coburg	Victoria Street Mall	Moreland City Council	82
Collingwood	Original Foods	Original Foods	55
Docklands	Docklands Park	Lend Lease NAB City of Melbourne	350 - 400
Footscray	Corner Napier and Moreland Street	City of Maribyrnong	200
Frankston	Forecourt in front of AMC Cinemas	Frankston City Council	25
Geelong	Forecourt outside City Hall	Greater Geelong City Council	350
Horsham	Civic Centre courtyard	Wimmera Volunteers	60+

<b>Victoria – continued</b>			
Melbourne	Optus Centre Lobby	Optus John Lang LaSalle	50-70
Melbourne CBD	Federation Square	Bicycle Victoria	5,000
Mentone	Brindisi Street	Kingston City Council	23
Mildura	Langtree Mall	Mildura Rural City Council	Not available
Moonee Ponds	Queens Park	City of Moonee Valley	Not available
Morwell	Morwell Centenary Rose Garden	Latrobe City Council	Not available
Mount Waverley	Rollin Cycles	Rollin Cycles	Not available
Northcote	Northcote Aquatic and Recreation Centre	Northcote Aquatic and Recreation Centre	100
Orbost	Forest Park	Orbost Regional Health Rotary Club of Orbost Parks Victoria	Not available
Parkville	Melbourne Zoo	Melbourne Zoo	Not available
Parkville	Royal Children's Hospital	Royal Children's Hospital	120
Prahran	AMREP Courtyard	Monash Universtiy AMREP	Not available
Richmond	Café Krifi Victoria Gardens Shopping Centre	Victoria Gardens Shopping Centre	100
Rosanna	Council offices	Banyule City Council	40
St Kilda	Forecourt of St Kilda Town Hall	City of Port Phillip	Not available
Sunbury	Village Green	Hume City Council Sunbury Community Health Centre Hume Moreland Primary Care Partnership	30
Swan Hill	Town Hall	Swan Hill District Hospital - Health Promotions Department	50
Torquay	Torquay Cycling Factory	Torquay Cycling Factory	Not available

<b>Victoria – continued</b>			
Warrigal		Baw Baw Shire Council West Gippsland Health Group Warrigal Gazette	Not available
Warrnambool	The Tea Room at Flagstaff Hill	Warrnambool City Council	72
Wodonga	Woodland Grove	City of Wodonga	60-70
<b>WA – 11 events</b>			
<b>City</b>	<b>Location</b>	<b>Host</b>	<b>Number of participants</b>
Busselton	Mitchell Park	Above Water	60
East Perth	ABC Studios	Bicycle Transportation Alliance	Not available#
Fremantle	King's Square	City of Fremantle	Not available
Gosnells	Town Centre	City of Gosnells	10
Mount Lawley	Beaufort Street	Bicycle Transportation Alliance	Not available#
Perenjori	Village Green	Shire of Perenjori	30
Perth CBD	Australia Place	Bicycle Transportation Alliance	55#
Perth CBD	International House	Bicycle Transportation Alliance	350 – 400#
Perth CBD	St Georges Terrace	Bicycle Transportation Alliance	Not available#
Subiaco	Market Square Park	Hames Sharley	20+
West Perth	Charles Street	Cycling WA	30

\*Alice Springs Community Breakfast held one week late (22<sup>nd</sup> October) due to Masters Games  
#Combined 1000+ attended