



2008 NATIONAL RIDE TO WORK DAY MEDIA REPORT



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NT item total = 4.....	24
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Australia total = 29 items.....	28
Victoria total = 41items	28
<i>Melbourne = 35 items</i>	28
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ACT – Canberra total = 2 items	29
SA – Adelaide total= 2 items	29
TAS – Hobart total = 2 items	29
QLD total = 3 items.....	30
<i>Brisbane = 1 item</i>	30
<i>Regional = 2 items</i>	30
WA – Perth = 1 item.....	30
NSW – Sydney = 11 items	30
Radio.....	31
Australia total = 56 items.....	31
Victoria total = 162 items.....	31
<i>Melbourne total = 131 items</i>	31
<i>Regional = 31</i>	33

NSW total = 62 items	36
<i>Sydney total = 30 items</i>	36
<i>Regional = 32</i>	38
ACT total = 11 items.....	40
QLD total = 60 items	41
<i>Brisbane total = 40 items</i>	41
<i>Regional total = 20 items</i>	43
WA total = 2 items.....	44
<i>Perth</i>	44
Tasmania total = 14 items.....	45
<i>Hobart total = 13 items</i>	45
<i>Regional = 1</i>	46
South Australia total = 82 items	46
<i>Adelaide total = 81 items</i>	46
<i>Regional = 1</i>	49
NT total = 5 items	50
<i>Alice Springs total = 3 items</i>	50
<i>Darwin total = 2 items</i>	50
Online	51
Calendar date/event announcement = 43	51
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EXECUTIVE SUMMARY

The annual National Ride to Work Day, now in its second year nationally and 15th year in Victoria was held on Wednesday 15th October 2008. The objective of the event was to get more people commuting to work by bike.

Bike commuters all over the country celebrated National Ride to Work Day with community and workplace breakfasts. 36,862 people registered for National Ride to Work Day, with 3,710 workplaces taking part. Registrations are over 26.7% up on last year. Over 115 community breakfasts were held all around the country and many more in workplaces.

Highlights of the media coverage included:

- Coverage of the launch (26 July, 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 the 25.9.08 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 2 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 (3 articles in total including one full page (broadsheet)).
 - Live crosses were at 4 major breakfasts Melbourne (ABC774) Bendigo (ABC Central Victoria), Brisbane (Nova), Adelaide (ABC891).
 - 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.

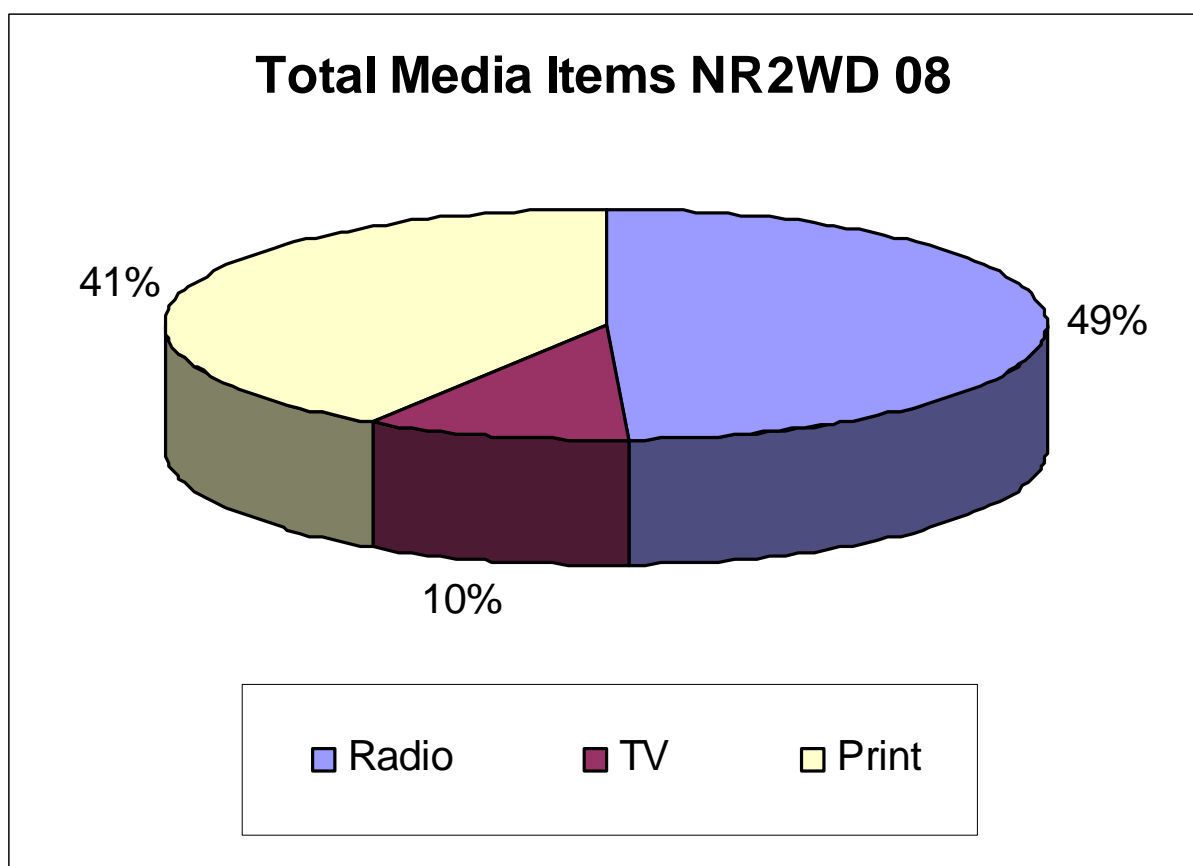
Major media coverage breakdown:

Across Australia

2008
TV: 91*
RADIO: 454*
PRINT: 381
WEB: 74

*Includes syndicated items

Table 1.1



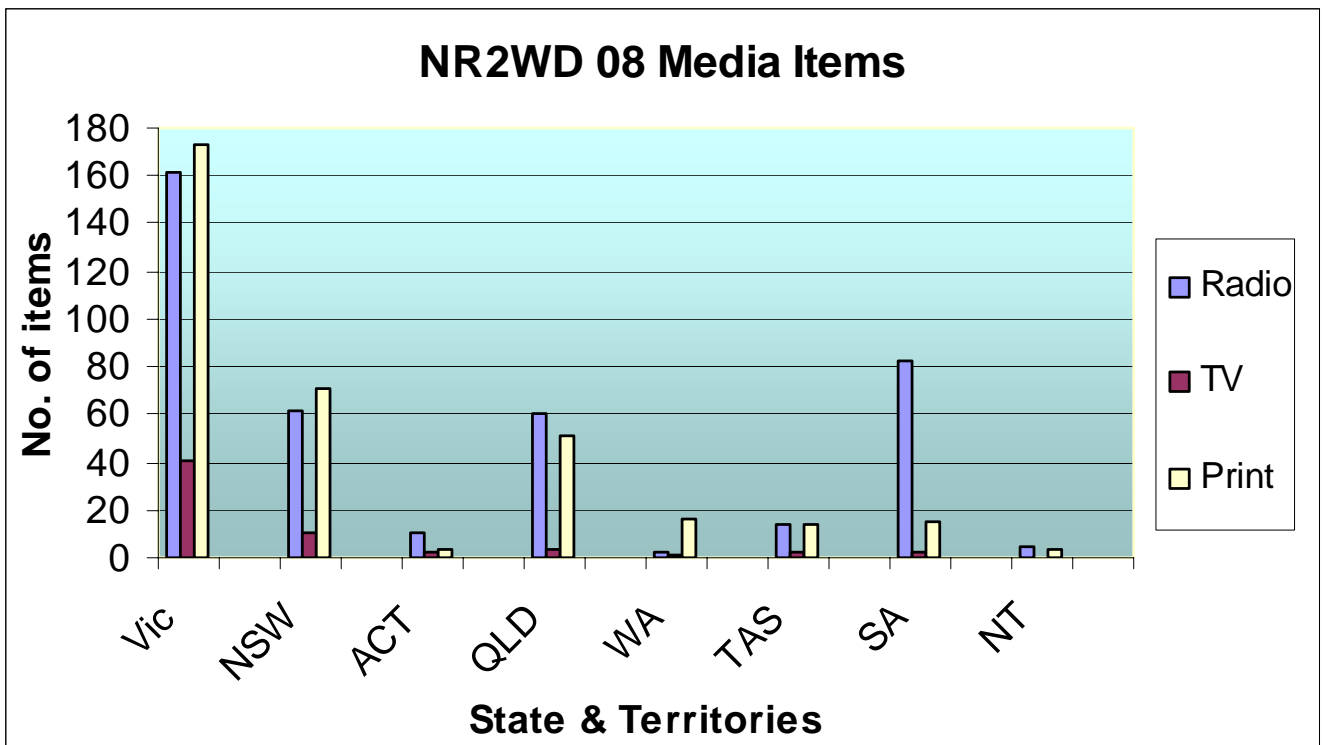
Major media coverage breakdown:

National, State and Territory

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

*Includes syndicated items

Table 1.2



STRATEGY

The National Ride to Work Day media strategy was developed by Bicycle Victoria in consultation with Pacific Strategies (Communication and Marketing Counsellors) and MediaWise.

It was established that the objective of the event was to get more people commuting to work by bike and the following strategy was implemented to achieve this:

Workplaces

The working population nationwide was targeted with priority to larger workplaces. Company involvement was integrated through workplace co-ordinators, BUGS and ambassadors to drive registrations within workplaces on national ride to work day.

Emphasis on pre-event coverage

Key messages

Consistently spread the message of National Ride to Work Day through decentralized delivery nationally with an emphasis on pre-event coverage and depth of interviews to drive behaviour change on the day.

IMPLEMENTATION

National Ride to Work Day 2008 was launched in Melbourne on 26 July by the Federal Environment Minister, Peter Garrett.

A media manager was allocated to each state and territory that was responsible for National Ride to Work Day publicity in their allocated area. MediaWise, SparkImpact and Parker Publications were contracted as publicists.

- MediaWise's responsibility was Victoria, W.A, Tasmania and primary national media publicist.
- SparkImpact managed the publicity of the event in NSW and ACT.
- South Australia's publicity was externally managed by Bicycle South Australia.
- Bicycle Victoria managed the publicity for Queensland and Northern Territory predominantly.
- Parker Publications managed the publicity within Business publications nationally.

Lina Caneva Media provided media training for state/territory organisers in Melbourne on 4 August.

National spokespersons were Lucy Allinson and Harry Barber.

- Local spokespersons in all states/territories as follows:
- Lucy Allinson and Harry Barber (Bicycle Victoria),
- Alex Unwin and Liz Hole (Bicycle NSW),
- Christian Haag (Bicycle South Australia),
- Mary McParland (Cycling South – Tas),
- Julian Barry (Bicycle NT),
- Ben Wilson and Janine Crawford (Bicycle Queensland),
- Peter Bartlett (Bicycle Transport Alliance WA),
- Leon Arundell and Tony Shields (Pedal Power),

PRINT

Australia – National total= 32 items

Newspaper total = 5 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
14.11.08	Australian Financial Review	89,329	Article – A new king of business cycle Author: Hannah Tattersall (case company: Arup Project Mng)
11.10.08	Weekend Australian	301,000	Photo/Article On your bike and ride to work on Wednesday
7.10.08	Australian Financial Review	89,329	Article: Green and mean Author: Andrew White (Case company: Investa)
Oct, 08	Australian Financial Review	89,329	General News – NR2WD Info paragraph
Oct, 08	Wish Magazine (The Australian)	139,000	Listing – ‘Life & Leisure’ Wish list....October

Magazine total = 27 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
9.10.08	Business Review Weekly	45,011	Article – Get on your bike Author: Jane Lindhe (case company: Telstra – David Moffatt)
7.10.08	B Magazine	416,871	Article: Join the Life cycle Author: Elizabeth Mabin. (case company: Virgin Blue Cycling Chris White)
Oct, 08	ReNew Technology for Sustainable Future	n/a	General News – NR2WD Info paragraph Upfront news section
Oct, 08	Charter	47,590	General News – NR2WD Info paragraph
Oct, 08	Choice	110,000	General News – NR2WD Info paragraph
Oct, 08	Royal Auto	1,463,049	In brief Photo/Article Set the wheels in motion
Oct, 08	Royal Auto	1,463,049	General news – 2008 the year in review
Oct, 08	Grass Roots	n/a	General News – NR2WD Info paragraph
Oct, 08	Australian Country Style	n/a	What's On Photo/Article
Oct, 08	Slimming & Health	30,088	GREEN MATTERS – On Yer Bike! General News – WIN! NR2WD/Bakers Delight Info paragraph. Goodie Bag!
Oct, 08	Cleo	n/a	NR2WD Listing
Oct, 08	Women's Health	n/a	Mini booklet on cover.
Oct, 08	Business Connect	n/a	
Oct, 08	Dynamic Small Business	n/a	
Oct, 08	The Australian	n/a	Photo/Article
Vol 3, Spring 08	Beauty Therapist		Business need to get behind bike-to –work boom
Oct,08	YOURLifeChoices	n/a	Photo/Article
Spring 08			Midlife Crisis – Get on your bike
Oct, 08	Workplace Express	n/a	
Oct, 08	Recruitment Extra	n/a	Photo/Article
Edition 2			More and more Aussies pedalling to work

1.9.08	The Road Ahead	926,328	Photo/Article
Sept, 08	Accounting Technician	n/a	Photo/Article
Sept, 08	Royal Auto	1,463,049	BALANCE SHEET – Get with the pedal power
Sept, 08	CFO	7,815	General News – NR2WD Info paragraph
			Photo/ Article – Perry Abbott: Superpartners^
			Virtuous Cycle
Sept, 08	Women's Health & Fitness	75,000	General News – Hot Products
			NR2WD/Bakers Delight Info paragraph.
			Roll on!
29.8.8	Lawyers Weekly	21,590	Photo/Article
			Downtime
1.8.8	Lawyers Weekly		Tour de Work
August	Sprinkla Magazine	n/a	Article
July, 2008	Money Magazine	n/a	Photo/Article
			Get on your bike, save money, cut emissions
			Author: Susan Hely

Example of featured long lead business coverage^

Article = 17
General News
/Calendar = 11
Other = 4

VIEWPOINT
 PERRY ABBOTT ■ SUPERPARTNERS

Virtuous cycle

Perry Abbott, the CFO of super administrator Superpartners, is on a roll in getting to work.

"I've been cycling for about three years. Funnily enough I started cycling because of an accident that I had with a cyclist. I was on the beach in Melbourne having a run and must have been looking too much out into the sea because I ran into a cyclist. The injury meant that I had to stop running, so I decided a bike was a better option.

Now I ride to work every day. It's partly because I was looking for opportunities in my day to maintain my fitness but it's also because it allows me transition time on the way home, when I transform from chief financial officer to a dad with three kids. There's a real sense of freedom when you're on a bike – I used to ride to school when I was a kid and when I get on my bike I do feel like a 12-year-old again.

Now I'm a national ambassador for the National Ride to Work Day* and a passionate advocate for cycling. When I joined Superpartners in January, the building facilities weren't as bike friendly as they could be. But now we've put in some investment – there are new bike racks and lockers. It's all about what I call the magic triangle, which is about the location of the bike rack, the locker and the shower. When people ride to work they want to arrive at their desk looking the way they would if they'd taken the train or driven.

You often need someone to walk you through the logistics. For me as the CFO, it's leading by example on healthy living and reinforcing it as a behaviour that the organisation wants and will invest in.

I've definitely seen an increase in the number of cyclists on the road. I'm really proud of the enthusiasm for cycling at Superpartners. We've put a team of 120 together for the Around the Bay in a Day ride (in Melbourne) in October. We only started recruiting six weeks ago – which I think shows a huge untapped desire to get into cycling.

Cycling is a great opportunity to contribute to what is going on with the planet. Given that Superpartners services \$75 billion in funds under administration from 6 million member accounts, I think that it's very appropriate for us to support anything that helps people enjoy their future."

*NATIONAL RIDE TO WORK DAY IS ON OCTOBER 15. WWW.RIDE2WORK.COM.AU

LOUISE BENEILEY

Victoria total = 175 items

Melbourne – CBD total = 31 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
16.11.08	The Sunday Age Melbourne Magazine Age Advertising feat	227,500	Cover Story Photo/feature article <i>Looking good, feeling great</i> <i>Green energy in pedal power</i>
19.10.08	Sunday Herald Sun	622,000	Article/Photo – editorial Shaved legs or not, it's fair to share (J. Stanley)
18.10.08	The Age	301,500	Cover Story – DOMAIN (Saturday) Photo/Article Bike paths in demand
17.10.08	The Age	208,000	Letter
17.10.08	The Age	208,000	The Age Diary
16.10.08	Letter from Melb	n/a	Community – Good Effort
16.10.08	The Age	208,000	General News – NR2WD info paragraph
16.10.08	Herald Sun	530,000	Photo/Article Pedal power hits 1000s of workers
15.10.08	Herald Sun	530,000	Letters
15.10.08	MX Melbourne	87,341	Photo/Caption Being visible is important, but this is ridiculous
15.10.08	The Age	208,000	Metro feature – Photo/Article Back in the Saddle A tour of her own
15.10.08	The Age	208,000	Photo/Article Injuries on rise as more cyclists enter city
14.10.08	The Age	208,000	The Metro List - General News/Photo
14.10.08	Herald Sun	530,000	Photo/Article (colour) New economic cycle
14.10.08	The Age	208,000	Photo/Article In Carolyn's Name
13.10.08	Herald Sun	530,000	Article/image – editorial Beat the rat race at easy pace (K.Dunstan)
12.10.08	Sunday Herald Sun	622,000	Body and Soul – General News/Photo
12.10.08	Sunday Age	227,500	Supplement – diary date
12.10.08	Sunday Age	227,500	Supplement – article/ cartoon On Yer Bike!
8.10.08	Melbourne Times	98,524	Photo/Article (Melb Zoo) Stick your neck out for charity
8.10.08	Melbourne Leader	15,557	General News – NR2WD info paragraph
7.10.08	Herald Sun	530,000	Photo/Article (Melb High) On your bikes, boys
Oct, 08	3008 Docklands	n/a	General News – NR2WD Info paragraph News - Events
Oct, 08	Taxi Talk	n/a	
26.9.08	The Age – M magazine	208,000	M magazine – calendar (October)
24.9.08	Melbourne Leader	15,557	General News – NR2WD info paragraph
Sept, 08	The Age	n/a	Extra – NR2WD listed on page 2
Aug, 08	3004 News	n/a	Article/Interview, Flagged on cover & pg3
Issue 31			Interviewee: Todd Harper
8.08.08	The Age	n/a	Letter Have bike need path
12.07.08	The Age – My Career lift out	n/a	Feature Article/Photo The Working Week pg 2-3^

Melbourne – CBD

Cover feature = 3, Photo/Article = 13, General News = 11, Letter = 3
Other = 1

Example of featured long lead coverage ^



Age
Saturday 12/7/2008
Page: 2
Section: Careers
Region: Melbourne Circulation: 301,000
Type: Capital City Daily
Size: 688.64 sq.cms.
Published: MTWTF3-

Brief: VBIK
Page 1 of 3

The working week

With the cost of filling a petrol tank almost requiring a substantial weekly lottery win, the bicycle is becoming an increasingly viable option for many working commuters.

Exorbitant petrol prices are also expected to help draw huge numbers of cyclists to Bicycle Victoria's 15th annual National Ride to Work Day in October.

Cyclists are already registering for the event, and employers are asked to help by making hot showers, fresh towels and bicycle and cycling-gear storage areas available at workplaces.

Lucy Allison (right), project director of Ride to Work Day, expects big increases in cyclist numbers for the October 15 event. But she says high petrol prices during the past year will

not be the only reason for the expected rise in participants.

"There has been a dramatic lift in the number of people riding to work over the past five years — bike commuting across Australia has grown by an impressive 23%," she says. "Over the past two years there have been increases of up to 40% in the number of riders observed entering CBDs across the country."

Ms Allison says the number of people commuting to and from work by bicycle increased by 43% between 2001 and 2006, according to census statistics.

The 2006 Australian Year Book claims keeping fit and getting exercise are the main reasons people give when they are asked why they cycle to work.

Ms Allison agrees and says many people tell Bicycle Victoria they see riding to work as the most time-efficient way of getting exercise.

"They are also looking at ways of escaping soaring petrol bills, horrendous traffic queues and doing their bit towards reducing global warming," she says.

Given all of that, what should employers and employees do to participate on October 15?

Ms Allison urges cyclists and would-be cyclists to register their interest online as soon as possible. This allows organisers to estimate numbers, post news online and collect statistics and information for future rides.

"It also allows participants to find out what's best to wear for the ride, win prizes, and where





Age
Saturday 12/7/2008
Page: 2
Section: Careers
Region: Melbourne Circulation: 301,000
Type: Capital City Daily
Size: 688.84 sq.cms.
Published: MTWTFSS-

Brief: VBIK
Page 2 of 3



various event breakfasts will be held," she says.

Workplace organisers commit to promoting the event using posters and stickers provided by National Ride to Work Day and providing other information to would-be participants.

Bicycle Victoria is optimistic about numbers, expecting about 5000 workplace organisers to take part nationally this year, compared with 2985 last year.

Ms Allison believes that in a job market in which many skills are in short supply and

employees are increasingly choosing where they want to work, becoming a bicycle-friendly employer is "a smart move".

She says employers know health and fitness is crucial to enhancing productivity and is a smart way of reducing absenteeism.

"Why spend a fortune on gym memberships when all businesses need to do, and at considerably less cost, is encourage and support their people in getting to work by bike?" she says.

Details for registration and general information: ride2work.com.au.

Workers' paradise

Question: Which state has the tightest job market in Australia?

Well, the answer has to be Western Australia, home of the resources boom and a magnet for the country's job seekers. Or maybe it's Queensland, the other resource-based boom state.

Nope, it's the Australian Capital Territory, home of public servants and politicians.

According to new Bureau of Statistics figures, for every four unemployed Canberra residents in May there were five jobs on offer.

In the West and Queensland there were two unemployed people for every job available.

ABS figures also point to other changes in employment patterns. In 1988, 16% of the labour force, or 1.2 million people, worked in manufacturing, but that sector now employs 10.4% of the workforce in about 1.1 million jobs.

In other words, despite the

country's huge employment growth since 1988, the number of jobs in manufacturing has fallen.

As manufacturing has diminished, the property and business services sectors have grown, from about 7% to nearly 12%, and the number of jobs in the health, community services and retail sectors now outnumber those in manufacturing.

DAVID WILSON



WORK SIGHT

PICTURE: GLEN JAMES



Trevor O'Dea is a saddler, working in the business his father opened in Shepparton in the late 1940s. While styles of clothing and saddles have changed, the saddler's job of making and repairing bridles and other leather items is much the same. Mr O'Dea says tradesmen-saddlers are few and far between; 10 years ago the business employed 12 but now it has only one part-timer doing small repairs. "Now we buy everything in and therefore are able to carry a larger range to meet our customers' demands," Mr O'Dea says.

glenjames07@fastmail.fm

Victoria

Melbourne – Suburban total = 55 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
22.10.08	Mail Maribyrnong	27,318	Photo/Article Ferry lobby group tests the waters
22.10.08	Altona Laverton Mail	20,330	Photo/Article <i>Ferry lobby group tests the waters</i>
22.10.08	Williamstown Advertiser	13,334	Photo/Article <i>Ferry lobby group tests the waters</i>
21.10.08	Sunbury Leader	12,486	Photo/Article Brekky for cyclists
21.10.08	Star (Footscray- Yarraville)	27,488	Photo/Article Free wheeling breakfast for workers
21.10.08	Upper Yarra Mail	7,500	Photo/Article Bike ride to health
14.10.08	Bayside Leader	40,414	Photo/Article Off to work on yer bike (Ron Morris)
14.10.08	Maroondah Leader	43,341	Photo/Article Off to work on yer bike
14.10.08	Sunbury Leader	12,486	Photo/Article Health full cycle
14.10.08	Waverly Leader	48,455	Photo/Article Bike hike for planet
14.10.08	Knox Leader	62,729	Photo/Article Think bike. Think health and fitness
14.10.08	Stonnington Leader	51,886	General News – NR2WD info paragraph
14.10.08	Progress Leader	68,212	General News – NR2WD info paragraph
14.10.08	Hobsons Bay Leader	35,648	General News – NR2WD info paragraph
14.10.08	Community News – Moonee Valley	59,634	General News/Photo – NR2WD info paragraph
13.10.08	Moreland Leader	51,088	Photo/Article Angels as guides
10.10.08	Mildura Weekly	23,000	Photo/Article Ride, ride, ride your bike!
8.10.08	Altona Laverton Mail	20,330	General News/Photo – NR2WD info paragraph
8.10.08	Diamond Valley Leader	21,002	Photo/Article Plugging the gap in cycle network
8.10.08	Diamond Valley Leader	21,002	Photo/Article 'Angel' is ready to lend a hand
8.10.08	Moorabbin Kingston Leader	23,345	Photo/Article(Ron Morris) <i>Car-free day stamps your ticket to ride</i>
8.10.08	Emerald Hill Weekly	41,765	Photo/Article Go for your life (and a scone)
8.10.088	Whitehorse Leader	65,762	Photo/Article (Debbie Hammer) Riding to work is wheely good
7.10.08	Star (Williamstown, Altona, Laverton)	33,498	General News – NR2WD info paragraph
7.10.08	Caulfield Glen Eira Leader	37,708	Photo/Article Ready to Ride
7.10.08	Moonee Valley	59,634	Community News Around Town
7.10.08	Maribyrnong Leader	28,516	Photo/Article Rewards to tempt bike ride to work

7.10.08	Progress Leader	68,212	Photo/Article (<i>Debbie Hammer</i>) <i>Healthy cycle pays off</i>
7.10.08	Preston Leader	36,859	Photo/Article (Cara West) Angels on two wheels^
7.10.08	Northcote Leader	24,498	Cover Photo/Article (Cara West) <i>Send me an angel</i>
7.10.08	Maribyrnong Leader	28,516	Photo/Article Council encourages residents to be "wheelie" green
7.10.08	Maribyrnong Leader	289,516	Diary – Events Calendar
6.10.08	Moonee Valley Leader	56,990	Photo/Article Bikes out for big ride
1.10.08	Knox Journal	55,518	Photo/Caption (Siemens) Pedal Power
30.9.08	Yarra Ranges Journal	28,537	Photo/Caption (<i>Siemens</i>) <i>Pedal Power</i>
30.9.08	Maroondah Journal	40,001	Photo/Caption (<i>Siemens</i>) <i>Pedal Power</i>
30.9.08	Star (Hume)	44,271	Photo/Article Saddling up for the work day
30.9.08	Star (Footscray – Yarraville)	27,488	Photo/Article (Lonely planet) Cyclist eat free
30.9.08	North Central Review (Kilmore)	11,600	Article Get on your bike
30.9.08	Melbourne Weekly - Eastern	92,638	General News – NR2WD info paragraph
30.9.08	Heidelberg & Diamond Valley Weekly	30,000	General News – NR2WD info paragraph
30.9.08	Moonee Valley	59,634	Community News <i>Around Town</i>
30.9.08	Moreland	44,526	Community News Around Town
30.9.08	Progress Leader	68,212	General News/ Photo Critical List
30.9.08	Bayside Leader	40,414	General News/ Photo Critical List
30.9.08	Caulfield Glen Eira Leader	37,708	General News/ Photo Critical List
23.9.8	Star (Werribee – Hoopers Crossing)	32,507	Photo/Article Ride to Work to stay fit
23.9.08	Moonee Valley	59,634	Community News <i>Around Town</i>
23.9.08	Moreland	44,526	Community News <i>Around Town</i>
23.9.8	Star (Whittleseas – Wallan-Kilmore)	4,376	Photo/Article Passion – ate about cycling fro 20 years
22.9.8	Cranbourne Journal	27,439	Photo/Article (Kijrsten Robb) Event prompts cycle of rivalry
11.9.08	Echo-Ocean Grove Ed	n/a	Article 10 good reasons to ride
9.9.08	Star (Footscray – Yarraville)	27,488	Photo/Article Can't afford a bicycle!
4.9.08	Echo-Ocean Grove ED	n/a	Article Getting ready to ride to work
Aug, 08	3004 News	n/a	Article – Ride to Work Day pg 22

Melbourne – Suburban total = 55 items

Cover feature = 1

Photo/Article = 33

Article = 3

General News = 17

Other = 1

Example of featured coverage ^



Northcote Leader
Tuesday 7/10/2008
Page: 1
Section: General News
Region: Melbourne Circulation: 24,488
Type: Suburban
Size: 350.27 sq.cms.
Published: -T-----

Brief: VB/K

Send me
an angel



Thornbury's Cara West will be a bike angel on Ride to Work Day, helping out cyclists who may be lost or way laid by punctures.

■ More: Page 9

Victoria

Regional total = 89 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
7.11.08	Castlemaine Mail	2,820	Letter
7.11.08	Ararat Advertiser	2,610	General News- NR2WD info paragraph
5.11.08	Melbourne Weekly	117,963	Article/Photo Ride of your life
31.10.08	Castlemaine Mail	2,820	Letter
28.10.08	Kyabram Free Press	3,204	Photo/Article Lucky winners
24.10.08	Wimmera Mail Times	8,994	Letter Ride to work day
23.10.08	North West Express	1,200	Article Two Wheels for Council Fleet
22.10.08	Mansfield Courier	2,013	Photo/Article Cool conditions for work ride
22.10.08	Kiewa Valley Observer	1,591	Photo/Article Setting an example was never so hard for teachers
22.10.08	Wangaratta Chronicle	4,987	Article Teachers willingly get on their bikes
22.10.08	Snowy River Mail	1,904	Photo/Article Ride Success
22.10.08	Snowy River Mail	1,904	Photo/Caption
22.10.08	Phillip Island & San Remo Advert	3,031	Photo/Article Ride to work day at Cowes
22.10.08	Cobram Courier	3,218	Photo/Caption Helmet hair is repaired
21.10.08	Mountain Views Mail Healesville	7,950	Photo/Article Bike ride to health
21.10.08	Warragul & Drouin Gazette	9,938	Photo/Article Riding to work
21.10.08	Surf Coast Times	20,000	Editor Mayor's Column
21.10.08	Surf Coast Times	20,000	Photo/Article Hey want to ride their bicycles
21.10.08	Border Mail	25,499	Article Ride message gets serious air play
20.10.08	Wimmera Mail Times	8,994	Photo/Article Workers dust off their bikes
18.10.08	Bendigo Advertiser	14,582	Photo/Caption People Places – National Ride to Work Day
18.10.08	Sunraysia Daily	7,256	Article Pedal power punts petrol
17.10.08	Portland Observer	3,726	Thirty cyclists enjoy Ride 2 Work Day Breakfast
17.10.08	Bendigo Weekly	34,149	Photo/Article New map is the best way to go
17.10.08	Bendigo Weekly	34,149	Article – editorial On the move for a better life
17.10.08	Wangaratta Chronicle	4,987	Photo/Caption
17.10.08	Bairnsdale Advertiser	6,928	Photo/Caption
17.10.08	Castlemaine Mail	2,820	Photo/Article Bless the bikes
16.10.08	Ballarat Courier	19,399	Photo/Article Fog, not smog, greets Ride to Work Day
16.10.08	Sunraysia Daily	7,256	General News - human bike image <i>Promoting pedal power</i>

16.10.08	Border Mail	25,499	Photo/Article Riding routine rewards workers
15.10.08	Yarrawonga Chronicle	3,605	General News/Photo NR2WD info paragraph
15.10.08	East Gippsland News	15,858	Photo/Article Ride to Work today
15.10.08	Warrnambool Extra	n/a	Article Health to profit from ride
15.10.08	Bendigo Advertiser	14,582	Photo/Article <i>City smartens up</i>
15.10.08	Benalla Ensign	4,008	Photo/Article Gearing up for ride day
15.10.08	Warrnambool Extra	n/a	Photo/Article Health to profit from ride
15.10.08	Ballarat Courier	19,399	General News- NR2WD info paragraph
15.10.08	Cobram Courier	3,218	Article Get on 'ya' bike and ride to work
15.10.08	Sunraysia Daily	7,256	Photo/Article Leave the car home and hit the saddle
14.10.08	Geelong Advertiser	26,573	Photo/Article Pump up your tyres
14.10.08	Bendigo Advertiser	14,582	General News- NR2WD info paragraph
13.10.08	Riverine Herald	6,114	Photo/Article Ride bike to work
13.10.08	Geelong Advertiser	26,573	Photo/Article Staff are wheelie keen to go green
13.10.08	Wimmera Mail Times	8,994	Photo/Article MP: dust off your old bike and ride
13.10.08	Wimmera Mail Times	8,994	Photo/Article Horsham to revise bike strategy
10.10.08	Maryborough Advertiser	3,644	Article Leave the car at home
10.10.08	Bendigo Weekly	34,149	Photo/Article Join the ride to work gang
10.10.08	Bairnsdale Advertiser	6,928	Article: Ride to work day
10.10.08	Swan Hill Guardian	4,385	Article: On your bike to work
10.10.08	Castlemaine Mail	2,820	Article: 'Delighted' partner in Ride to Work day
10.10.08	Ballarat courier	19,399	Photo/Article Try pedal power for just one day
10.10.08	Ararat Advertiser	2,610	Photo/Article: Riding to work a bit of a hike!
10.10.08	Swan Hill Guardian	4,385	Article: On your bike to work
9.10.08	Robinvale Sentinel	1,200	General News- NR2WD info paragraph
9.10.08	Weekly Advertiser	24,169	Photo/Article: On your bike!
9.10.08	Weekly Advertiser	24,169	General News – NR2WD info paragraph
8.10.08	Geelong News (west)	71,647	General News – NR2WD info paragraph
8.10.08	Geelong News (south)	71,647	General News – NR2WD info paragraph
8.10.08	Shepparton Adviser	26,146	Photo/Article: On your bike!
8.10.08	Geelong News	71,647	General News – NR2WD info paragraph
8.10.08	Cobram Courier	3,218	Photo/Article: Ride to work day
7.10.08	Warragul & Drouin Gazette	9,938	Photo/Article Ride to Work community breakfast
7.10.08	Bellarine Times	n/a	Editorial Mayor's Column
7.10.08	Star (Williamstown – Altona-Laverton)	33,498	General News – NR2WD info paragraph

7.10.08	Bayside Leader	40,414	Photo/Article Road angel geared up for big day
610.08	Mordialloc Chelsea Leader	34,176	Photo/Article Pedalling for cleaner environment
6.10.08	Monash Journal	48,759	Photo/Caption Ride on, Kenny!
4.10.08	Sunraysia Daily	7,256	Photo/Caption More and more Aussies pedalling to work
4.10.08	Border Mail	25,843	Photo/Article Council staff pick up the pace
3.10.08	Bendigo Weekly	34,149	Photo/Article Ride to Work Day puts commuters in saddle
1.10.08	Colac Herald	5,218	Photo/Article Ride a bike to work to cut carbon emissions
1.10.08	Ballarat News	31,104	Photo/Article Making a difference
Oct, 08	Geelong Business News	5,000	Article – Minding everyone’s business
30.9.08	Warragul & Drouin Gazette	9,938	Editorial - Around Baw Baw with Mayor Dick van Leeuwen
29.9.08	Wimmera Mail Times	8,994	NR2WD – page 27
26.9.08	Wimmera Mail Times	8,994	Photo/Article Mayor plugs bike options
23.9.08	Star (Whittlesea)	n/a	Photo/Article Passion – ate about cycling for 20 years
19.9.08	Bendigo Weekly	34,149	Photo/Article Chief offers cycling challenge to business
19.9.08	Castlemaine Mail	2,820	Calendar – Where to go... what to do
17.9.08	Warrnambool Extra	n/a	Photo/Article Hop on your bike for a good cause
17.9.08	Bendigo Advertiser	14,582	Photo/Article Ride to work and enjoy brekkie
17.9.08	Shepparton Adviser	26,146	Photo/Article A real treat
11.9.08	Echo-Bellarine Ed	40,435	Article <i>10 good reasons to ride</i>
11.9.08	Echo-Surf Coast Ed	40,435	Article <i>10 good reasons to ride</i>
04.9.08	Echo-Bellarine Ed	40,435	Article Getting ready to ride to work
Aug, 08	Vicdoc	n/a	Article - Ride to Work Day pg 18
Aug, 08	Geelong BusNews	n/a	Pg31
Aug, 08	Geelong Business News	5,000	Article – Business needs to get behind bike-to-work boom. Pg31

Photo/Article = 51

Article = 22

General News = 13

Other = 3

NSW total = 71 items

Sydney – CBD total = 31 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
31.10.08	North Shore Times	73,832	Photo/Article Hi ho hi ho it is off to school we go
29.10.08	Liverpool Leader	56,434	Photo/Article Pedal power gets health workers on the job
22.10.08	Parramatta Sun	63,422	Photo/Article (Parramatta Lord Mayor Tony Issa) Bike way the right way
22.10.08	Parramatta Advertiser	83,143	Photo/Article (Parramatta Lord Mayor Tony Issa) <i>Mayor votes for ride to work day</i>
16.10.08	Daily Telegraph	385,000	General News – NR2WD info paragraph
16.10.08	Sydney Morning Herald	212,500	General News – NR2WD info paragraph
16.10.08	St George & Sutherland Shire Leader	150,739	Photo/Article Benefits found in riding to work
15.10.08	Rouse Hill Times	17,057	Photo/Article (Bakers Delight) Riding for Health
15.10.08	Northern District Times	58,430	General News – NR2WD info paragraph
15.10.08	Liverpool Leader	56,434	Calendar
15.10.08	Liverpool Leader	56,434	General News – NR2WD info paragraph
14.10.08	Macarthur Chronicle	77,264	General News – NR2WD info paragraph
14.10.08	MX Sydney	95,084	General News – NR2WD info paragraph
13.10.08	Nine to Five (mag lifestyle)	40,450	General News – NR2WD info paragraph Hotspots Top 10
12.10.08	Sun Herald	483,220	Calendar – General News/Photo NR2WD info paragraph
10.10.08	Sydney Morning Herald	212,500	Calendar – Events: NR2WD info paragraph
9.10.08	City Weekly	40,335	General News – NR2WD info paragraph
8.10.08	Central	37,382	General News – NR2WD info paragraph
8.10.08	Time Out, Syd	n/a	National Ride to Work Day & Breakfast
8.10.08	Camden Advertiser	17,230	Photo/Article Centre's staff lead by example
8.10.08	Sydney Morning Herald	212,500	General News – NR2WD info paragraph
8.10.08	North Shore Times	73,832	Photo/Article Free breakfast for cyclists
8.10.08	Mt Druitt St Marys Standard	44,406	General News – NR2WD info paragraph
2.10.08	Mosman Daily	37,065	Photo/Article hundreds to get on their bikes for a fit and cooler future
25.9.08	Sydney Morning Herald	212,500	Calendar
24.9.08	Time Out Sydney	n/a	General News – NR2WD info paragraph

24.9.08	Wentworth Courier	48,145	Article - On yer bike: Ditch the car and cycle to your workplace
17.9.08	Northern District Tim	58,430	General News – NR2WD info paragraph
17.9.08	MX Sydney	95,084	General News – NR2WD info paragraph
9.9.08	Hills News	59,944	Article - All the best for cyclists
	Law Society Journal		

Photo/Article = 9, Article = 2, General News = 19, Other = 1

NSW

Regional total = 40 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
30.10.08	Highlands Post	15,086	Photo/Article Mittagong students get on their bikes for National Ride to Work Day
30.10.08	The City News	n/a	General News- human bike image
23.10.08	Coonabarabran Times	2,400	Photo/Article Promoting benefits of physical activity
17.10.08	Newcastle Herald	51,000	Photo/Article Pushing the way forward for new working transport
17.10.08	Macleay Argus	3,598	Photo/Article Vintage bike makes it to work on a special day
16.10.08	Northern Daily Leader	8,292	Photo/Article Joblink staff exchange four wheels for two
16.10.08	Daily News	4,867	General News - human bike image <i>Promoting pedal power</i>
16.10.08	Coffs Coast Advocate	30,888	Photo/Caption Ride to work day success
16.10.08	Northern Daily Leader	8,292	Photo/ Caption <i>Cyclist carrying their bikes up and down Sydney Harbour Bridge</i>
16.10.08	Northern Star	15,298	General News - human bike image <i>Promoting pedal power</i>
16.10.08	Glenn Innes Examiner	2,030	Photo/Article Council staff get on their bikes for heart health
15.10.08	Northern Daily Leader	8,292	Photo/Article Get on your bike and ride ot work for national day
15.10.08	Goulburn Post	4,506	Cover Story/Photo Ride to work day today
15.10.08	Daily Examiner	5,638	Photo/Article Ditch the car and save cash
15.10.08	Cowra Guardian	2,248	What's on/ Calendar – NR2WD info paragraph
15.10.08	Port Macquarie Express	23,376	General News – NR2WD info paragraph
15.10.08	Midweek XPress	5,000	Article Play to educate, entertain while brekky will inspire
14.10.08	Daily Examiner	5,638	General News – NR2WD info paragraph
14.10.08	Coffs Coast Advocate	30,888	General News – NR2WD info paragraph
14.10.08	Manning River Times	4,132	General News – NR2WD info paragraph
14.10.08	Northern Star	15,298	General News – NR2WD info paragraph
13.10.08	Cowra Guardian	2,248	Photo/Article: On your bikes
13.10.08	Peninsula News	n/a	Article Groups to ride to Gosford CBD

11.10.08	Coffs Coast Advocate	30,888	Photo/Article Wheely good ride this Wednesday Photo/Article
10.10.08	Manning River Times	4,132	Leave the car at home and ride to work on October15
10.10.08	Goulburn Post	4,506	General News – NR2WD info paragraph
10.10.08	Cowra Guardian	2,248	General News – NR2WD info paragraph
10.10.08	Eastern Suburbs Spectator	42,500	General News – NR2WD info paragraph
9.10.08	Inner-West Weekly	52,328	General News – NR2WD info paragraph
9.10.08	The Glebe	51,222	General News – NR2WD info paragraph
9.10.08	Coffs Coast Independent	27,872	Article Take the challenge and ride to work
6.10.08	Coffs Coast Advocate	30,888	Article Community challenged to get riding
2.10.08	Ballina Shire Advocate	16,155	Article (small reference to NR2WD) Walk to Work Day to be held on Friday
2.10.08	The Glebe	51,222	Photo/Article Adrian pedals bike day
1.10.08	Bellingen Courier Sun	2,275	Article Why not walk or ride to work on Friday?
30.9.08	Daily Examiner	5,638	General News – NR2WD info paragraph
29.9.08	Coffs Coast Advocate	30,888	Article (small reference to NR2WD) Help yourself, walk to work
25.9.08	The Glebe	51,222	General News – NR2WD info paragraph
23.09.08	Daily Examiner	5,638	General News – NR2WD info paragraph
22.9.08	Maitland Mercury	4,463	Photo/Article Tony's on his bike to promote cycling

Cover/Article = 1

Photo/Article = 15

Article = 7

General News = 17

ACT total = 3 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
16.10.08	Canberra Times	34,068	Photo/Article Commuters get on their bikes for health, wealth and environment
2.10.08	Canberra City News	36,702	General News – NR2WD info paragraph
12.10.08	Sunday Canberra Times	34,316	General News/ Photo NR2WD info paragraph

Photo/Article = 1

General News = 2

QLD total = 51 items

Brisbane – CBD total = 15 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
22.10.08	Bayside Star	35,030	General News – NR2WD info paragraph
15.10.08	Courier Mail	217,575	General News – paragraph (CM2)
15.10.08	Brisbane News	114,590	Article - Axles to grind
14.10.08	MX Brisbane	70,000	Photo/caption – Luttsy cyclists are expected to ride in for a latte
9.10.08	City News	38,801	General News– NR2WD info paragraph
8.10.08	South West News	45,607	Photo/Article - (cyclist Justin Clareburt) Work Commuters’ healthier option
8.10.08	Pine Rivers Press	38,952	General News– NR2WD info paragraph
8.10.08	Brisbane News	114,590	General News– NR2WD info paragraph
8.10.08	Westside News - Paddington	66,163	Photo/Article – (cyclist Justin Clareburt) Get on your bike for Ride to Work
8.10.08	Westside News - Paddington	66,163	Editorials
8.10.08	Southern Star - Springwood	57,891	Photo/Article – (cyclist Justin Clareburt) Saddle up and be green
1.10.08	Southern Star - Springwood	57,891	General News– NR2WD info paragraph
1.10.08	Pine Rivers Press – Strathpine	38,952	Photo/Article – (cyclist Cameron Carter) Back in the chain gang
26.9.08	Courier Mail	217,575	Photo/Article – (King George cycle centre) This could be the commuter’s future
22.8.08	Courier Mail	221,049	Article - Car-free day is a breath of fresh air

Photo/Article = 6

Article = 2

General News = 7

Regional total = 36 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
29.10.08	Cairns Sun	47,892	General News – NR2WD info paragraph
25.10.08	Sunshine Coast Daily	36,465	Photo/Article Law puts the brakes on motor bikes
22.10.08	Ipswich Advertiser	33,388	Letters
18.10.08	Sunshine Coast Daily	36,465	Photo/Article Cycling provides opportunity to peddle bikepath politics
17.9.8	Daily Mercury	16,364	Article Free brekkie the prize for riders
16.10.08	North West Star	3,512	General News – human bike image
16.10.08	Morning Bulletin	18,376	Cyclists gather to push pedal power General News - human bike image
16.10.08	Gympie Times	5,894	Promoting pedal power General News – human bike image
16.10.08	Gladstone Observer	7,337	<i>Promoting pedal power</i> General News – human bike image
16.10.08	Fraser Coast Chronicle	10,053	<i>Promoting pedal power</i> General News– NR2WD info paragraph
16.10.08	Toowoomba Chronicle	23,450	Photo/Article Riders peddle green ideals at breakfast
16.10.08	QLD Times	11,171	General News – human bike image <i>Promoting pedal power</i>
16.10.08	Daily News	3,160	General News – human bike image <i>Promoting pedal power</i>
15.10.08	Midweek (Mackay&Sarina)	29,797	Article Workers put pedal to metal
15.10.08	Fraser Coast Chronicle	10,053	General News– NR2WD info paragraph
15.10.08	Toowoomba Chronicle	23,450	General News– NR2WD info paragraph
15.10.08	Maroochy Weekly	41,459	Photo/Article Take your kids on a wee ride
14.10.08	Sunshine Coast Daily	22,330	Photo/Article (Sunshine Coast Council) Brekkie treat if you get out the pushie
14.10.08	Cairns Post	27,759	General News– NR2WD info paragraph
14.10.08	Cairns Post	27,759	Photo/Article Get along for the ride
14.10.08	Toowoomba Chronicle	23,450	General News– NR2WD info paragraph
13.10.08	Toowoomba Chronicle	23,450	Photo/Article (cyclist- Neal Ames) Put your mettle to the pedal like Neal
11.10.08	Toowoomba Chronicle	31,264	General News– NR2WD info paragraph
11.10.08	Fraser Coast Chronicle	11,479	General News– NR2WD info paragraph
8.10.08	Cairns Sun	47,892	General News – NR2WD info paragraph
8.10.08	Maryborough Herald	12,545	General News – NR2WD info paragraph
7.10.08	Noosa News	22,023	Photo/Article: Dust off your wheels
1/10/08	Oakey Champion	1,200	General News
1/10/08	Cairns Sun	47,892	General News/ Photo NR2WD info paragraph
October, 2008	Southern Herald	n/a	Photo/Article Bike Week 12 – 18: The Launch



October, 2008	Cairns Northern News	n/a	Photo/Article
30/9/08	Toowoomba Chronicle	23,450	<i>Bike Week 12 – 18: The Launch</i> General News – NR2WD info paragraph

Photo/Article = 12
Article = 2
General News = 21
Letter: 1

NT item total = 4

Darwin total = 2 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
16.10.08	Northern Territory News	21,319	Photo/ Caption Cyclist carrying their bikes up and down Sydney Harbour Bridge
15.10.08	Northern Territory News	21,319	Photo/Article (cyclist - Julian Barry) Stop your engines and ride to work

Photo/Article: 2

Alice Springs (NR2WD 22.10.08) item total = 2

DATE	PUBLICATION	CIRCULATION	SUMMARY
24.10.08	Centralian Advocate	7,160	Letters
21.10.08	Centralian Advocate	7,160	Photo/Article For economy, environment and health: get on your bike

Photo/Article = 1
Letter: 1

TAS total = 14 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
24.10.08	Hobart Mercury	46,758	Photo/Article Tide is turning for cyclists in Hobart
16.10.08	Burnie Advocate	24,585	Photo/Article Actively pedalling vital causes
16.10.08	Hobart Mercury	46,758	Photo/Article Cyclists push for more bike tracks
16.10.08	Hobart Mercury	46,758	Opinion Q&A – Why did you ride to work?
15.10.08	Launceston Examiner	34,358	Article Soap Box – A fair go for cyclists and safety for all
14.10.08	Launceston Examiner	34,358	Photo/Article Pedal power will boost your health
13.10.08	Hobart Mercury	46,758	Photo/Article Biking a greener way
8.10.08	Hobart Mercury	46,758	Photo/Article Pedalling for good cause
1.10.08	Launceston Advertiser	20,846	Photo/Article Lucy puts wheels in motion for a more active Launceston
Oct, 08	Glenorchy Gazette	22,500	Calendar - diary
Oct, 08	Motor News RACT	n/a	
20.9.08	Launceston Examiner	34,358	Photo/Article Residents urged to leave car and walk
17.9.08	Launceston Advertiser	20,846	General News – NR2WD info paragraph
3.9.08	Hobart Mercury	46,985	Calendar – diary

Photo/Article = 8
Article = 1
General News = 5

WA total = 16 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
5.11.08	Mandurah Coastal Times	33,555	Photo/Article Plans under way for beach party
5.11.08	Mandurah Coastal Times	33,555	Photo/Article Joy ride to work
30.10.08	Mandurah Mail	31,620	Article Healthy start to the day
17.10.08	Weekend Courier - Rockingham	40,231	General News – NR2WD info paragraph
16.10.08	Kalgoorlie Miner	5,643	Photo/Article Cyclists on their bikes for one day
15.10.08	Mandurah Coastal Times	33,555	General News – NR2WD info paragraph
14.10.08	Western Suburbs Weekly	48,960	Photo/Article Bikes will be out in force
14.10.08	Albany Advertiser	6,426	Photo/Article Get on your bikes and ride for health
10.10.08	Goldfields Express	13,500	Photo/Article Ride to work
8.10.08	Busselton Dunsborough Mail	13,000	Editorial James D. The Poet – It Matters to Me
8.10.08	Busselton Dunsborough Mail	13,000	Photo/Article Riding to work day
7.10.08	Guardian Express	38,015	Article In the saddle for Ride day
3.10.08	Busselton Dunsborough Times	n/a	Article Town's bike stowage woes
Oct, 08	Horizons	n/a	
Oct, 08	Western Councillor	n/a	WA Local Govt Assoc
Aug, 08	Intersector	n/a	Article

Photo/Article = 7

Article = 4

General News = 5

SA total = 15 items

DATE	PUBLICATION	CIRCULATION	SUMMARY
23.10.08	West Coast Sentinel	2,950	Photo/Article Riding to work is fun
23.10.08	Adelaide Advertiser	189,668	Photo/Article Battle of the bikes
23.10.08	Naracoorte Herald	3,219	Photo/Article Four to ride 500km
17.10.08	Adelaide Advertiser	189,668	Photo/Article Wake up, car drivers
16.10.08	Adelaide Advertiser	189,668	General News – NR2WD info paragraph
15.10.08	Adelaide Advertiser	186,668	Photo/Article Pedal your way to lifestyle change
9.10.08	Adelaide Advertiser	189,668	Photo/Article Pedal for a worthy cause
9.10.08	Times Victor Harbor	7,005	General News – NR2WD info paragraph
9.10.08	Southern Argus	2,169	General News – NR2WD info paragraph
9.10.08	Monitor Roxby Downs	3,100	Photo/Article Ride or walk to work
8.10.08	Guardian Messenger	68,653	General News – NR2WD info paragraph
6.10.08	Whyalla News	4,445	Photo/Article (NR2WD mentioned) Walk to work for healthy living
2.10.08	Times Victor Harbor	7,005	Article Ride to work day in Strath
28.9.08	Sydney Mail Adelaide	313,469	Photo/Article Time to pedal a worthy cause
25.9.8	West Coast Sentinel	2,950	Photo/Article Ride to work in October

Photo/Article = 10

Article = 1

General News = 4

TELEVISION

Coverage:

26/07/08 National Ride to Work Day Launch

<14.10.08 pre National Ride to Work Day

15.10.08 on National Ride to Work Day

16.10.08 day after National Ride to Work Day

>17.10.08 post National Ride to Work Day

Australia total = 29 items

Channel 10 (National Australia) Nine AM with David & Kim – 13/10/08 – 9.37am – 7.06min/sec

Interview/ Discussion

Interviewee Sue Stanley.

Summary ID: C00032394221

Syndicated to 28+ stations = 29

Victoria total = 41 items

Melbourne = 35 items

ABC1 (Melbourne) ABC News – 14/10/08 – 7.25pm – 2.43min/sec

Weather Report

Summary ID: M00032414380

Channel 10 (Melbourne) Ten News – 15/10/08 – 5.16pm - 1.30min/sec

News Segment

Interviewees: Jeremy Rawlins, Carolyn's husband, Michael Frazzetto, friend, Harry Barber, Bicycle Victoria.

Summary ID: M00032426939

Syndicated to 7+ stations = 8

Channel 9 (Melbourne) National Nine News – 15/10/08 – 6.08pm - 1.38min/sec

News Segment

Interviewees: Adam & Jeremy Rawlins, Carolyn's husband, Adam Bandt, Greens Candidate, Will Fowles, Lord Mayoral Candidate.

Summary ID: M00032427838

Syndicated to 6+ stations = 7

Channel 7 (Melbourne) Seven News – 15/10/08 – 6.16pm - 1.25min/sec

News Segment

Interviewees: Jeremy Rawlins, Carolyn's husband, Adam Bandt, Greens Candidate, Will Fowles, Lord Mayoral Candidate.

Summary ID: M00032427838

Syndicated to 8+ stations = 9

ABC1 (Melbourne) ABC News – 15/10/08 – 7.11pm – 1.52min/sec

News Segment.

Interviewees: Jeremy Rawlins (husband); Anon, cyclists; Will Fowles, Lord Mayoral Candidate; Adam BandT, Lord Mayoral Candidate, Greens

Summary ID: M00032428553

Vic – regional = 6

WIN Mildura (Mildura) Win News 13/10/2008 – 12.06pm - .27sec

News Read

Summary ID: S00032400612

WIN Bendigo (Bendigo) Win News 14/10/2008 – 6.41pm - .37sec

News Read (Denis Walter)
Summary ID: S00032414945

WIN Bendigo (Bendigo) Win News 15/10/2008 – 6.42pm - .35sec

News Read
Interviewees: Laurie Whelan, Transport Action Group; Larissa Delaney, Bike Rider; Claire Kirkpatrick, Bendigo Bicycle Users Group
Summary ID: S00032429500

WIN Mildura (Mildura) Win News 15/10/2008 – 6.59pm - .27sec

News Read
Summary ID: S00032429810

WIN Wollongong (Wollongong) Win News 15/10/08 – 6.59PM - .33sec

News Read
Summary ID: S00032428992

WIN Gippsland (Sale) Win News 15/10/08 – 7.27pm – 1.38sec

News Segment. Interviewees: Laurie Whelan, Transport Action Group; Larissa Delaney, Bike Rider; Claire Kirkpatrick, Bendigo Bicycle Users Group
Summary ID: S00032429499

ACT – Canberra total = 2 items

Prime Bulletin (Canberra) 25/09/08 – 9.00am

News Read – commuter challenge

WIN Canberra (Canberra) Win News 15/10/08 – 6.49PM - .41sec

News Read
Interviewee: Terry Shields, Pedal Power
Summary ID: C00032428247

SA – Adelaide total= 2 items

WIN Riverland (Berri) Win News 14/10/2008 – 6.16pm - .32sec

News Read
Summary ID: S00032414596

Channel 7 (Adelaide) Seven News – 15/10/08 – 6.30pm .265sec

News Read
Summary ID: A00032428499

TAS – Hobart total = 2 items

**Southern Cross Tasmania (Hobart) Southern Cross Nightly News – 15/10/08 – 6.17pm
1.38min/sec**

News Read
Interviewees: Will Hodgman, Tasmanian Opposition Leader; Mary McParland, Cycling South; Rob Valentine, Hobart Mayor; Rikki Mawad, Vegemite Fan
Summary ID: M00032429806

WIN Hobart (Hobart) WIN News– 15/10/08 – 6.31pm – 54sec

Closing vision
Summary ID: M00032434011

QLD total = 3 items

Brisbane = 1 item

Channel 9 Gold Coast (Gold Coast North) Gold Coast News – 15/10/08 -6.12pm - .41 sec

News Segment

Interviewees: Assoc Prof Daniel O'Hare, Bond University

Summary ID: S00032428534

Regional = 2 items

WIN Cairns (Cairns) Win News 15/010/08 – 6.12pm – 1.44min/sec

News Segment

Interviewees: Val Scchier, Cairns Regional Mayor, Peter McNally, Cyclist; Cr Kristen Lesina, Cairns Regional Council

Summary ID: S00032429139

Seven Mackay (Mackay) Seven Sunshine News 15/010/08 – 6.12pm – 1.50min/sec

News Segment

Interviewees: Bill Boyd, Dash Competitor, Shane Muspratt, Dash Competitor, Shaneen O'Brien, Dash Competitor; Robert Cruickshank, Dash Winner, Alison Friswel, Bicycle Mackay.

Summary ID: S00032429063

WA – Perth = 1 item

Ten News - 15/10/08 -5.35pm – 34 sec

News Segment.

Interviewees: Garrett Bray, Cyclist

Summary ID: P00032429466

NSW – Sydney = 11 items

Ten News - 15/10/08 -5.20pm – 1.05min/sec

News Read – weather update

Summary ID: S00032427098

Syndicated to 10+ stations = 11

Radio

Australia total = 56 items

Radio Adelaide (National Australia) The Wire – 15/10/08 – 5.45pm – 3.32min/sec

Discussion/Interview.

Interviewee – Alex Unwin, CEO, Bicycle Victoria NSW

Summary ID: A00032428776

Syndicated to 55+ stations = 56

Victoria total = 162 items

Melbourne total = 131 items

774 Traffic Report 9/5/08 – 6.00 -9.00am

Traffic Report/ Interview

Interviewee – cyclist

RRR Longrass Session 3.10.08

Discussion/interview

Interviewee – Lucy Allinson

3CR (Melbourne) 6/10/08

Discussion/interview

Interviewee – Lucy Allinson

3CR (Melbourne) Breakfast 10/10/08 – 7.01am - .57sec

Discussion/interview

Interviewee – Lucy Allinson

Summary ID: M00032374836

3CR (Melbourne) Breakfast 10/10/08 – 7.30am – 6.56min/sec

Discussion/interview

Interviewee – Lucy Allinson

Summary ID: M00032371245

3AW (Melbourne) Ernie Sigley 14/10/08 – 1.14pm – 2.26min/sec

Discussion/Interview

Interviewee – Sue Stanley – Fitness Expert

Summart ID:M00032410080

ABC774 Melbourne Red Symons 15/10/08 – 6.15am – .47sec

News Read – Traffic Report

Summary ID: M00032416572

ABC774 Melbourne Red Symons 15/10/08 – 6.16am – 17.35sec

Discussion – Red Symons

Summary ID: M00032416593

3AW (Melbourne) 15/10/08 – 6.33AM - .22sec

News Read/Interview

Interviewee – Lucy Allinson

Summary ID: M00032416431

Syndicated to 17+ stations = 18

ABC774 Melbourne Red Symons 15/10/08 – 6.35am – 20sec

News Read

Summary ID: M00032416559

SEN (Melbourne) Breakfast 15/10/08 – 6.54am – 5.20sec/min

Discussion/News Read

Summary ID: M00032424242

3CR (Melbourne) 15/10/08 – 7.01am – 33sec

News Read

Summary ID: M00032423465

NOVA 100.3 (Melbourne) 15/10/08 – 7.03am – .21sec

News Read/Interview

Interviewee: Harry Barber

Summary ID: M00032417570

ABC774 Melbourne Red Symons 15/10/08 – 7.20am – 4.05min/sec

Discussion/Interview

Interviewee: Lucy Allinson, Cyclist - Matt

Summary ID: M00032417164

ABC774 Melbourne Red Symons 15/10/08 – 7.24am – 5.41min/sec

Discussion/Interview

Interviewee: Janet Bolitho, Deputy mayor, Port Philip Shire Council

Summary ID: M00032417282

GOLD FM 104.3 (Melbourne) 15/10/08 – 8.04am – .21ec

News Read/ Interview

Interviewee: Lucy Allinson

Summary ID: M00032418750

NOVA 100.3 (Melbourne) 15/10/08 – 9.04am – .03ec

News Read

Summary ID: M00032421226

ABC774 15/10/08 – 10.03am – .38sec

News Read/Interview

Interviewee: Jeremy Rawlins, Widow

Summary ID: M00032420695

Syndicated to 8+ stations = 9

ABC774 Melbourne News Read 15/10/08 – 1.07pm – .48sec

News Read/ Interview

Interviewee: Michael Ferezo, Cycling Advocate

Summary ID: M00032423977

ABC774 Melbourne Richard Stubbs 15/10/08 – 1.10pm – 4.56min/sec

Discussion.

Summary ID: M00032424248

Syndicated to 7+ stations = 8

ABC774 Melbourne Richard Stubbs 15/10/08 – 1.24pm – 35sec

Discussion.

Summary ID: M00032424532

Syndicated to 7+ stations = 8

3CR (Melbourne) 15/10/08 4- 5pm

Discussion/interview

Interviewee – Lucy Allinson

ABC774 Melbourne Drive 15/10/08 – 5.43pm – 4.30 min/sec

News Read/ Interview

Interviewee: Dr Michael O'Keefe, La Trobe University

Summary ID: M00032427191

3AW (Melbourne) 15/10/08 – 6.01PM - .46sec

News Read - Interview Harry Barber

Summary ID: M00032427721

Syndicated to 12+ stations = 13

3AW (Melbourne) 15/10/08 – 7.01PM - .29sec

News Read - Interview Harry Barber

Summary ID: M00032428377

Syndicated to 17+ stations = 18

3AW (Melbourne) 15/10/08 – 9.03PM - .38sec

News Read - Interview Harry Barber

Summary ID: M00032429598

Syndicated to 12+ stations = 13

ABC774 Melbourne Richard Stubbs 16/10/08 – 2.48pm – 1.17min/sec

Discussion.

Summary ID: M00032439887

Syndicated to 7+ stations = 8

ABC774 Melbourne Richard Stubbs 16/10/08 – 2.54pm – 3.45min/sec

Discussion.

Summary ID: M00032439934

Syndicated to 7+ stations = 8

ABC774 Melbourne Richard Stubbs 16/10/08 – 2.57pm – .51sec

Discussion.

Summary ID: M00032439988

Syndicated to 7+ stations = 8

3RRR FM (Melbourne) Radio Marinara 19/10/08 – 9.04am - 2.58min/sec

Discussion

Summary ID: M00032462388

Regional = 31

ABC Gippsland (Sale) Breakfast 13/10/08 – 7.21am - 6.12min/sec

News Read/ Interview

Interviewee: Andy Milbourne, spokesman, Vic Police

Summary ID: W00032388594

ABC Gippsland (Sale) Breakfast 14/10/08 – 7.12am - 7.25min/sec

Discussion/Interview.

Interviewee: Henk Harberts, Community Development Officer with Latrobe City Council

Summary ID: W00032403256

ABC South Western Victoria (Warrnambool) Breakfast 14/10/08 – 7.41am - 4.00min/sec

Discussion/Interview.

Interviewee: Nicole Wood, Travel Smart Officer, Warrnambool City Council

Summary ID: W00032405013

3BA FM (Ballarat) 14/10/08 – 12.08pm - .13sec

News Read

Summary ID: W00032408710

ABC Ballarat – Breakfast – 15/10/08 – 1.15min/sec

News Read

Summary ID: W00032416607

ABC Mildura Swan Hill– 15/10/08 – 6.15am – 47sec

News Read

Summary ID: W00032419820

3BO (Bendigo) 15/10/08 – 6.31am - .14sec

News Read

Summary ID: W00032416465

Syndicated to 1+ stations = 2

ABC Central Victoria (Bendigo) Mornings – 15/10/08 – 6.35am – .51sec

News Read

Summary ID: W00032418597

ABC Shepparton 15/10/08 – 6.55am - .40sec

News Read

Summary ID: W00032418800

STAR FM (Bendigo) 15/10/08 – 7.03am - .14sec

News Read

Summary ID: W00032418546

Syndicated to 3+ stations = 4

ABC Ballarat – Breakfast – 15/10/08 – 7.10am – 11.35min/sec

Discussion/Interview

Interviewee: Hedley Thomson, Executive Officer Ballarat Env. Network Tristan Cooney, cyclist and telco employee

Summary ID: W00032417855

ABC Western Victoria (Horsham) 15/10/08 – 7.12am – 10.16min/sec

Discussion/Interview.

Interviewee: Taryn Marks, project coordinator, Wimmera Regional Transport Connection, Cole Gabot, retired farmer

Summary ID: W00032417112

ABC Gippsland (Sale) Breakfast 15/10/08 – 7.12am – 6.36min/sec

Discussion/Interview

Interviewee: Gary Greene, Community Health Nurse with Orbost Regional Health; Bob Yeats, Managing Director with East Gippsland Newspapers.

Summary ID: W00032417545

ABC South Western Victoria 15/10/08 – 7.13am – 4.10min/sec

News Read/Interview

Interviewee: Mayor Cr. Geoff White, Glenelg Shire

Summary ID: W00032418746

SR FM (Shepparton) 7.30 News 15/10/08 – 7.34am - .35sec

News Read/Interview

Interviewee: Harry Barber

Summary ID: W00032418366

K-ROCK FM (Geelong) 15/10/08 – 8.03am - .21sec

News Read/Interview

Interviewee: Bruce Harwood, Mayor of Geelong

Summary ID: M00032419182

3BA FM (Ballarat) 15/10/08 – 8.05am - .33sec

Discussion/Interview

Interviewee: Des Hudson, Ballarat Councillor

Summary ID: W00032418336

ABC Central Victoria (Bendigo) Mornings – 15/10/08 – 8.30am – 4.41min/sec

News Read – program preview

Roving Reporter: Stewart Fletcher, ABC journalist at local breakfast

Summary ID: W00032419213

Syndicated to 2+ stations = 3

ABC Central Victoria (Bendigo) Mornings – 15/10/08 – 8.52am – 2.12min/sec

Discussion/Interview

Interviewee: Stewart Fletcher, ABC journalist at local breakfast

Summary ID: W00032419528

Syndicated to 2+ stations = 3

ABC Central Victoria (Bendigo) Breakfast 16/10/08 – 6.45am – 2.39min/sec

Discussion/Interview.

Interviewee: Mark Powell, spokesperson, City of Greater Bendigo

Summary ID: W00032433174

3MA FM (Mildura) 7.30 News 16/10/08 – 7.31am - .51sec

News Read/ Interview

Interviewee: John Arnold, Mayor for Mildura Rural City Council.

Summary ID: W00032433506

Syndicated to 1+ stations = 2

NSW total = 62 items

Sydney total = 30 items

2SER 107.3 Enviro conner 3/10/08

News: National Ride to Work Day

104.7 14/10/08

News: National Ride to Work Day

104.7 14/10/08

News: National Ride to Work Day

2FM 1410/08

News: National Ride to Work Day

Wave FM 1410/08

News: National Ride to Work Day

2UE 1410/08

News: National Ride to Work Day

WSFM 1410/08

News: National Ride to Work Day

ABC702 Sydney (Sydney) Breakfast 14/10/08 – 7.26am - .24sec

News Read

Summary ID: S00032402913

Radio Tomorrow 15/10/08

News: National Ride to Work Day

Triple M 15/10/08

News: National Ride to Work Day

2day FM 15/10/08

News: National Ride to Work Day

Light FM 89.9 The Morning Wake Up 15/10/08

News: National Ride to Work Day

Nova FM 15/10/08

News: National Ride to Work Day

MIX FM (Sydney) 15/10/08 – 6.04am - .05sec

News Read

Summary ID: S00032416226

2UE(Sydney) Drive John Stanley 15/10/08 – 6.06am - 1.05min/sec

Discussion.

Summary ID: S00032416021

Vega 95.3FM (Sydney) Breakfast 15/10/08 – 6.07am – .47sec

News Read/Discussion

Summary ID: S00032421307

Vega 95.3FM (Sydney) Breakfast 15/10/08 – 6.32am – .23sec

News Read/Interview

Interviewee: Alex Unwin, Bicycle NSW

Summary ID: S00032417702

Vega 95.3FM (Sydney) Breakfast 15/10/08 – 6.34am – .30sec

News Read

Summary ID: S00032421418

2GB (Sydney) Alan Jones 15/10/08 – 6.44am - 1.01min/sec

News Read

Summary ID: S00032416575

Vega 95.3FM (Sydney) Breakfast 15/10/08 – 6.50am – 3.24min/sec

Discussion

Summary ID: s00032421510

2UE Sydney – Breakfast -15/10/08 – 7.07am - .15sec

Discussion

Summary ID: S00032416406

2SM (Sydney) Grant Goldman 15/10/08 – 7.53am - .16sec

News Read

Summary ID: S00032418192

MIX FM (Sydney) 15/10/08 – 8.05am - .07sec

News Read

Summary ID: S00032419056

2SM (Sydney) Mornings – 15/10/08 – 8.08am – .41sec

Discussion/(Mentions Interviewee)

Interviewee: Alex Unwin, CEO, Bicycle NSW

Summary ID: S00032418356

2SM (Sydney) Mornings – 15/10/08 – 8.23am – 6.40min/sec

Discussion/Interview.

Interviewee: Alex Unwin, CEO, Bicycle NSW

Summary ID: S00032418509

2GB (Sydney) Alan Jones 15/10/08 – 9.19am - .42sec

Discussion

Summary ID: S00032419821

2GB (Sydney) Alan Jones 15/10/08 – 9.20am - .25sec

Discussion

Summary ID: S00032419849

2SM (Sydney) Mornings – 15/10/08 – 10.21am – 7.21min/sec

Discussion/Interview.

Interviewee: Elliot Fishman, Cycling Promotion Fund

Summary ID: S00032421077

2UE(Sydney) Drive John Stanley 15/10/08 – 5.58pm - 1.24sec

Discussion.

Summary ID: S00032427576

2GB(Sydney) Alan Jones 16/10/08 – 6.42am - .26sec

Discussion

Summary ID: S00032431042

Regional = 32

ABC Illwarra Wollongong 14/10/08

News: National Ride to Work Day

2BS (Bathurst) Morning Show – 14/10/08 – 10.22am – 3.45min/sec

News Read

Summary ID: W00032407534

198 FM (Woollongong) 15/10/08 – 6.03am - .34sec

News Read/ Interview

Interviewee – Alex Unwin, CEO, Bicycle NSW

Summary ID: W00032416320

ABC North Coast NSW (Lismore) 15/10/08 – 6.15am - .29sec

News Read

Summary ID: W00032417634

ABC Newcastle Breakfast – 15/10/08 – 6.20am - .47sec

Interview

Interviewee: Alice Howe, Lake Macquarie city council

Summary ID: W00032416617

Syndicated to 1+ stations = 2

ABC Mildura Swan Hill Breakfast - 15/10/08 – 6.25am – 4.27min/sec

Discussion/Interview

Interviewee: Kaimwyn McCann Health Promotions Officer, Swan Hill District Hospital

Summary W00032419993

2LM (Lismore) 15/10/08 – 6.31am - .27min/sec

News Read/Interview

Interviewee: Gillian Adam, North Coast Area Health Services

Summary ID: W00032416251

ABC North Coast NSW (Lismore) 15/10/08 – 6.33am - .47min/sec

News Read/Interview

Interviewee: Jillian Adams Health Promotion Officer North Coast Area

Summary ID: W00032416463

ABC Mid North Coast NSW (Coffs Harbour) 15/10/08 – 6.34am - .41min/sec

News Read/Interview

Interviewee: Rachel Squire, Coffs Harbour Council

Summary ID: W00032416681

2AY (Albury) 15/10/08 – 6.36am - .24sec

News Read

Summary ID: W00032417193

2RE (Taree) 7.30 News 15/10/08 – 6.38am - .18sec

News Read

Summary ID: W00032417184

ABC Newcastle Breakfast – 15/10/08 – 6.53am - 1.08min/sec

News Read

Summary ID: W00032419143

Syndicated to 1+ stations = 2

Triple Z (Lismore) 15/10/08 – 6.59am .27sec

News Read

Summary ID: W00032417223

2GO FM (Gosford) 7.00 News 15/10/08 – 7.03am .16sec

News Read

Summary ID: W00032417106

2CS FM (Coffs Harbour) 7.00 News 15/10/08 – 7.07am - .05sec

News Read

Summary ID: W00032417049

2BS (Bathurst) Morning Show – 15/10/08 – 7.09am – 0.33min/sec

News Read/ Interview

Interviewee: Alex Unwin, Bicycle NSW

Summary ID: W00032417371

2AY (Albury) 15/10/08 – 7.11am - .26sec

News Read

Summary ID: W00032417295

2LM (Lismore) 15/10/08 – 7.31am - .25sec

News Read

Summary ID: W000324119397

ABC North Coast NSW (Lismore) 15/10/08 – 7.33am - .39sec

News Read/Interview

Interviewee: Jillian Adams Health Promotion Officer North Coast Area

Summary ID: W00032417576

ABC Mid North Coast NSW (Coffs Harbour) 15/10/08 – 7.34am - .15sec

News Read

Summary ID: W00032418159

2CS FM (Coffs Harbour) 7.30 News 15/10/08 – 7.35am - .25sec

News Read

Summary ID: W00032418776

2RE (Taree) 7.30 News 15/10/08 – 7.37am - .18sec

News Read

Summary ID: W00032418587

Max FM (Taree) 15/10/08 – 8.01am - .19min/sec

News Read

Summary ID: W00032418622

ABC Newcastle Breakfast – 15/10/08 – 8.30am - 1.20min/sec

News Read

Summary ID: W00032420369

Syndicated to 1+ stations = 2

I98 FM (Woollongong) 15/10/08 – 9.04am - .30sec

News Read/ Interview
 Interviewee – Alex Unwin, CEO, Bicycle NSW
 Summary ID: W00032420395

ABC South East NSW (Bega) South East Mornings – 15/10/08 – 9.49am – 40.12min/sec

Melbourne News Hilary Harper
 News Read
 Summary ID: W00032421451

2LM (Lismore) News Read 15/10/08 – 12.10pm - .26sec

News Read
 Summary ID: W00032422954

2TM (Tamworth) News Hour 17/10/08 – 12.52pm - .55sec

News Read
 Summary ID: W00032454291

ACT total = 11 items

2XX 25/9/8 – 6- 9am

Discussion – covering local commuter challenge

2CA (Canberra) 25/9/8 6 - 9am

Discussion – covering local commuter challenge

2CC (Canberra) Breakfast 25/9/80 6.26am – 1.42 min/sec

Discussion – covering local commuter challenge
 Summary ID: C00032200690

ABC 666 (Canberra) 25/9/8 6-9am

Discussion – covering local commuter challenge

FM104.7 (Canberra) 25/9/8 6-9am

Discussion – covering local commuter challenge

Mix 106.3 (Canberra) 25/9/8 8-9am

Discussion – covering local commuter challenge

2CC (Canberra) News 15/10/08 – 5.33am - .20sec

News Read/Interview
 Interviewee: Tony Shiel, Pedal Power
 Summary ID: C00032417231

2CC(Canberra) 7.30 News 15/10/08 – 7.32am - .05sec

News Read
 Summary ID: C00032419659

FM104.7 (Canberra) 7.30 News 15/10/08 – 7.35am -.06min/sec

News Read
 Summary ID: C00032419573

2CC(Canberra) The Drive Show 15/10/08 – 4.50pm - 8.43min/sec

Discussion/Interview.
 Interviewee: Elliot Fishman, Cycling Promotional Fund
 Summary ID: C00032426810

2CC(Canberra) The Drive Show 16/10/08 – 3.10pm – 2.29min/sec

Discussion

Summary ID: C00032440835

QLD total = 60 items

Brisbane total = 40 items

4ZZZ (Brisbane) Eco-Radio - 12/10/08 – 11.06am – 1.58min/sec

Discussion/Interview

Interviewee: Lucy Allinson

Summary ID: M00032407552

4ZZZ (Brisbane) Eco-Radio - 12/10/08 – 11.11am – 5.19min/sec

Discussion/Interview

Interviewee: Lucy Allinson

Summary ID: M00032407606

Bay FM 13/10/08 – 15 sec

News Read x 2

Nova 106.9 (Brisbane) Dan & Ken 14/10/2008 – 5.17pm - .53sec

News Read - Brisbane Breakfast announcement

Summary ID: M00032600559

Bay FM 14/10/08– 15 sec

News Read x 2

Nova 106.9 (Brisbane) Drive 14/10/2008 – 3 – 6pm

News Read x 2

Bay FM 15/10/08 – 15 sec

News Read x 2

4KQ (Brisbane) News – 15/10/08 – 6.02am - .16sec

News Read/Interview

Interviewee: Lucy Allinson

Summary ID: b00032420121

Triple M (Brisbane) 6.00 News – 15/10/08 – 6.02am - .24sec

News Read/Interview

Interviewee: Lucy Allinson

Summary ID: B00032421699

4BC (Brisbane) News – 15/10/08 – 6.02am - .21sec

News Read

Summary ID: B00032417587

Syndicated to 5+ stations =6

Nova 106.9 (Brisbane) Breakfast– 15/10/08 – 6.07am – 2.00min/sec

Discussion

Roving Reporter – Lutsy

4KQ (Brisbane) News – 15/10/08 – 6.31am - .19sec

News Read/Interview

Interviewee: Lucy Allinson

Summary ID: B00032423936

4BC (Brisbane) News – 15/10/08 – 6.32am - .35sec

News Read/Interview

Interviewee: Judy Spence, Sports Minister

Summary ID: B00032417935

Syndicated to 5+ stations =6

ABC 612 (Brisbane) News – 15/10/08 – 6.32am - .42sec

News Read/Interview

Interviewee: Elliot Fishman, Cycling Promotion Fund

Summary ID: B00032418536

Nova 106.9 (Brisbane) Breakfast– 15/10/08 – 6.35am – 2.00min/sec

News Read

Summary ID: M00032606892

Nova 106.9 (Brisbane) Breakfast– 15/10/08 – 6.37am – 2.00min/sec

Discussion

Roving Reporter - Lutsy

Mix 97.3 (Brisbane) – 15/10/08 – 7.01am - .08ec

News Read

Summary ID: B00032418689

4KQ (Brisbane) News – 15/10/08 – 7.04am - .18ec

News Read/Interview

Interviewee: Lucy Allinson

Summary ID: B00032419010

B105 (Brisbane) – 15/10/08 – 7.05am - .25sec

News Read/Interview

Interviewee: Lucy Allinson

Summary ID: B00032418825

Triple M (Brisbane) 7.00 News – 15/10/08 – 7.07am - .24sec

News Read/Interview

Interviewee: Lucy Allinson

Summary ID: B00032418393

Nova 106.9 (Brisbane) Breakfast– 15/10/08 – 7.07am – 2.00min/sec

Discussion

Roving Reporter - Lutsy

Summary ID: M00032606797

ABC 612 Brisbane Breakfast– 15/10/08 – 7.15am - .59sec

News Read

Summary ID: B00032420104

4BC (Brisbane) News – 15/10/08 – 7.31am - .39sec

News Read/Interview

Interviewee: Judy Spence, Sports Minister

Summary ID: B00032418930

Nova 106.9 (Brisbane) Breakfast– 15/10/08 – 7.37 am – 2.00min/sec

Discussion

Roving Reporter - Lutsy

Nova 106.9 (Brisbane) Breakfast– 15/10/08 – 8.07am – 2.00min/sec

Discussion
Roving Reporter - Lutsy

Nova 106.9 (Brisbane) Breakfast– 15/10/08 – 8.37am – 2.00min/sec

Discussion
Roving Reporter - Lutsy

Regional total = 20 items

ABC Wide Bay (Bundaberg) Mornings 14/10/08 – 8.43am – 5.20min/sec

Discussion/Interview
Interviewee: Kirsty Key, Fraser Coast Bicycl Users Group
Summary ID: W00032407491

4GR (Toowoomba) Midday Show 14/10/08 – 12.02pm – 3.23min/sec

News Read
Summary ID: W00032410726

4CA FM (Cairns) 15/10/2008 – 6.02am - .30sec

News Read/Interview
Interviewee: Lucy Allinson
Summary ID: W00032417147
Syndicated to 1+ stations = 2

4KQ (Brisbane) News 15/10/2008 – 6.02am - .16sec

News Read/Interview
Interviewee: Lucy Allinson
Summary ID: B00032420121

River FM (Ipswich) 15/10/2008 – 6.06am - .24sec

News Read
Summary ID: W00032417407

4EB (Brisbane) QUT News 15/10/2008 – 6.09am - 1.39sec

News Read/Interview
Interviewee: Andrew Denac, Development Officer, Bicycle Qld; Tim Williams, Professor of Industrial Design, QUT
Summary ID: B00032425813

ABC Tropical North (Mackay) 7.30 News 15/10/2008 – 6.33am - .43sec

Discussion/Interview
Interviewee: Alison Friswell, organizer, Great Commuter Dash
Summary ID: W00032417959

4GR (Toowoomba) 6.30 NEWS 15/10/2008 – 6.34am - .23sec

News Read/Interview
Interviewee: Sharon Hanlon from the RAA
Summary ID: W00032418633
Syndicated to 1+ stations = 2

ABC Southern Queensland15/10/2008 – 6.34am - .46sec

Discussion/Interview
Interviewee: David Alworth, Coordinator, Toowoomba Bicycle Users Group
Summary ID: W00032418380

ABC Sunshine & Cooloola Coast 15/10/2008 – 7.12am - 1.44sec

Discussion

Summary ID: W00032418563

ABC Gold & Tweed Coasts (Gold Coast) 15/10/2008 – 7.17am - 5.09sec

Discussion/Interview

Interviewee: Danny O'Hare, Interviewee, Bond University

Summary ID: W00032419354

4LM (Mt Isa) 7.30 News- 15/10/2008 – 7.28am - .27sec

News Read/Interview

Interviewee: Lucy Allinson

Summary ID: W00032419547

Syndicated to 1+ stations = 2

SEA FM Mackay 7.30 News - 15/10/2008 – 7.32am - .32sec

News Read/Interview

Interviewee: Dr Karina Burke, Central QLD University

Summary ID: W00032421539

ABC Tropical North (Mackay) 7.30 News 15/10/2008 – 7.34am - .45sec

Discussion/Interview

Interviewee: Alison Friswell, organizer, Great Commuter Dash

Summary ID: W00032420440

Hot FM 91.1 (Sunshine Coast) 7.30News 15/10/2008 – 7.37am - .21sec

News Read/Interview

Interviewee: Judy Spence, Queensland Sports Minister

Summary ID: W00032419741

Hot Tomato (Gold Coast) News 15/10/2008 – 8.02am - .25sec

News Read/Interview

Interviewee: Judy Spence, Queensland Sports Minister

Summary ID: W00032421601

ABC Southern Queensland (Toowoomba) 8.30 News 15/10/2008 – 8.34am - .43sec

Discussion/Interview

Interviewee: David Allworth, Toowoomba Bicycle Users Group

Summary ID: W00032421102

WA total = 2 items

Perth

Curtin FM (Perth) Afternoons 13/10/08 – 12.06pm – 2.18

Discussion/Interview. Interviewee: Lucy Allinson.

Summary ID: P00032399066

6RTR (Perth) Understorey 14/10/08 – 7.57pm – 1.34

Discussion

Summary ID: P00032421417

Tasmania total = 14 items

Hobart total = 13 items

ABC936 Hobart (Hobart) Breakfast 14/10/08 – 6.15am – 1.05sec

News Read

Summary ID: M00032401351

ABC936 Hobart (Hobart) Breakfast 14/10/08 – 6.53am – 30sec

Discussion.

Summary ID: M00032402128

ABC936 Hobart (Hobart) Breakfast 14/10/08 – 7.12am – 5.45min/sec

Discussion/Interview.

Interviewee: Mary McParland spokesperson Cycling South

Summary ID: M00032402737

ABC936 Hobart (Hobart) Breakfast 14/10/08 – 7.18am – 1.53min/sec

News Read – weather report

Summary ID: M00032402867

ABC936 Hobart (Hobart) Afternoon 14/10/08 – 4.30pm – .49sec

Discussion/Interview.

Interviewee: Mary McParland spokesperson Cycling South

Summary ID: M00032412144

ABC936 Hobart (Hobart) Afternoon 14/10/08 – 4.32pm – 3.30min/sec

Discussion/Interview.

Interviewee: Mary McParland spokesperson Cycling South

Summary ID: M00032412205

ABC 936 Hobart Breakfast 15/10/08 – 6.51AM – 1.00min/sec

Discussion

Summary ID: M00032424070

ABC 936 Hobart Breakfast 15/10/08 – 6.52AM - .31sec

Discussion

Summary ID: M00032424100

HEART FM (Hobart) 15/10/08 – 7.02am – .21sec

News Read

Summary ID: M00032419980

Syndicated to 1+ stations = 2

HO FM (Hobart) 8.00am News 15/10/08 – 8.00am – .38sec

News Read/Interview.

Interviewee: Mary McParland spokesperson Cycling South

Summary ID: M00032421843

ABC 936 Hobart Breakfast 15/10/08 – 8.33AM – 5.55min/sec

News Read/Interview.

Interviewee: David Bartlett, Tasmania Premier

Summary ID: M00032419112

Syndicated to 1+ stations = 2

Regional = 1

ABC Northern Tasmania (Launceston) 15/10/08 – 7.24AM – 3.40min/sec

Discussion/Interview.

Interviewee: Ian Smith, president, Launceston Mountain Bike Club

Summary ID: W00032417672

South Australia total = 82 items

Adelaide total = 81 items

Cruise (Adelaide) compare – 26/07/08 – 6.15pm -1.19 min/sec

State Govt under pressure to fund upgrade of Melbourne's bikeways as part of public transport plan, and to consider funding local version of European scheme allowing people to cheaply rent a bike from A to B. Bicycle Vic saying the govt isn't doing enough to coax us out of cars. Environment Minister Peter Garrett promoting National Ride Your Bike To Work Day.

Interviewee: Harry Barber, Bicycle Victoria, Peter Garrett, Environment Minister, David Granger, cyclist

Summary ID: M00031525830

Syndicated to 8+ stations = 9

MIX FM (Adelaide) 07:00 News (Weekend)– 26/07/08 – 7.04am – .23sec

News Read/Interview

Interviewee: Peter Garrett, Federal Minister for the Environment, Heritage & Arts.

Summary ID: A00031524164

Cruise (Adelaide) 07:00 News (Weekend)– 26/07/08 – 7.04am – .22sec

News Read/Interview

Interviewee: Peter Garrett, Federal Minister for the Environment, Heritage & Arts.

Summary ID: A00031524184

Syndicated to 8+ stations = 9

Cruise (Adelaide) 10:00 News (Weekend)– 26/07/08 – 10.01am – .21sec

News Read/Interview

Interviewee: Peter Garrett, Federal Minister for the Environment, Heritage & Arts.

Summary ID: A00031524651

Syndicated to 8+ stations = 9

MIX FM (Adelaide) 10:00 News (Weekend)– 26/07/08 – 10.05am – .31sec

News Read/Interview

Interviewee: Peter Garrett, Federal Minister for the Environment, Heritage & Arts. Summary ID:

A00031524769

ABC891 Adelaide (Adelaide) The Soapbox 13/10/08 – 11.13am - .37ec

Discussion

Summary ID: A00032393312

Syndicated to 4+ stations = 5

Radio Adelaide (Adelaide) Breakfast 14/10/08 – 7.28am - .14sec

News Read

Summary ID: A00032403841

Radio Adelaide (Adelaide) Breakfast 14/10/08 – 8.30am - .42sec

News Read

Summary ID: A00032409474

ABC891 Adelaide (Adelaide) Afternoons 14/10/08 – 3.33pm – 1.40min/sec

News Read/Interview

Interviewee: Grant Cameron, Compere

Summary ID: A00032411693

Syndicated to 5+ stations = 6

ABC891 Adelaide (Adelaide) 14/10/08 – 5.50Pm – 5.30min/sec

Discussion/Interview

Interviewee – Christian Hagg, CEO Bicycle SA

Summary ID: A00032414132

Syndicated to 4+ stations = 5

MIX FM (Adelaide) Breakfast– 15/10/08 – 6.02am – .21sec

News Read/Interview

Interviewee – Lucy Allinson

Summary ID: A00032416645

MIX FM (Adelaide) Breakfast– 15/10/08 – 6.09am – 1.39min/sec

Discussion

Summary ID: A00032425466

5AA (Adelaide) Pilkington & Conlon – 15.10.08 – 6.12am – 1.44min/sec

Discussion

Summary ID: A00032416708

Radio Adelaide (Adelaide) Breakfast – 15/10/08 –6.32am – .25sec

News Read

Summary ID: A00032423352

Triple M (Adelaide) – 15/10/08 –6.32am – .23sec

News Read/Interview

Interviewee: Sharon Hanlon, RAA

Summary ID: A00032417026

Crusie (Adelaide) – 15/10/08 –6.32am – .22sec

News Read/Interview

Interviewee: Lucy Allinson

Summary ID: A00032416958

MIX FM (Adelaide) Breakfast– 15/10/08 – 6.33am – .24sec

News Read/Interview

Interviewee: Elliot Fishman, Cycling Promotion Fund

Summary ID: A00032417159

SA FM (Adelaide) 6.30 News – 15/10/08 –6.34am – .17sec

News Read/Interview

Interviewee: Sharon Hanlon, RAA

Summary ID: A00032416880

Radio Adelaide (Adelaide) Breakfast – 15/10/08 –6.42am – 1.00min/sec

Discussion

Summary ID: A00032423382

5AA (Adelaide) Pilkington & Conlon – 15.10.08 – 6.45am – 2.00min/sec

Discussion/Interview

Interviewee: Christian Hagg, CEO, Bicycle SA

Summary ID: A00032417246

Radio Adelaide (Adelaide) Breakfast – 15/10/08 –6.49am – 5.18min/sec

Discussion/Interview

Interviewee: Sharon Hanlon, General Manager, RAA

Summary ID: A00032423571

Crusie (Adelaide) – 15/10/08 – 7.02am – .20sec

News Read/Interview

Interviewee: Lucy Allinson

Summary ID: A00032417511

NOVA 91.9FM (Adelaide) – 15.10.08 – 7.07am – .12sec

News Read

Summary ID: A00032417664

5AA (Adelaide) Pilkington & Conlon – 15.10.08 – 7.19am – .35sec

News Read – Traffic Report

Summary ID: A00032417993

ABC 891 Adelaide Breakfast– 15/10/08 –7.23m – .16sec

News Read – Coming Up

Summary ID: A00032419403

5AA (Adelaide) Pilkington & Conlon – 15.10.08 – 7.27am – 1.09min/sec

Discussion

Summary ID: A00032418172

ABC 891 Adelaide Breakfast– 15/10/08 –7.34m – .21sec

News Read – Traffic Report

Summary ID: A00032418627

MIX FM (Adelaide) Breakfast– 15/10/08 – 7.35am – 0.16sec

News Read/Interview

Interviewee – Lucy Allinson

Summary ID: A00032418319

ABC 891 Adelaide Breakfast– 15/10/08 –7.35am – 4.33min/sec

Discussion/Interview

Interviewee: Matthew Abraham, ABC 891 Presenter

Summary ID: A00032418695

SA FM (Adelaide) 7.30 News– 15/10/08 –7.39am – .22sec

News Read/ Interview

Interviewee: Sharon Hanlon, RAA

Summary ID: A00032418899

ABC 891 Adelaide Breakfast– 15/10/08 –7.42am – 2.33min/sec

Discussion/Interview

Interviewee: Matthew Abraham, ABC 891 Presenter

Summary ID: A00032419259

Radio Adelaide (Adelaide) Breakfast – 15/10/08 –8.00am – .32sec

News Read

Summary ID: A00032423759

Radio Adelaide (Adelaide) Breakfast – 15/10/08 –8.11am – 1.01min/sec

News Read

Summary ID: A00032423816

Radio Adelaide (Adelaide) Breakfast – 15/10/08 –8.17am – 6.19min/sec

Discussion/Interview.

Interviewee – Alex Cothren, Radio Adelaide, Chris Haag, CEO Bicycle

Summary ID: A00032423891

ABC891 Adelaide (Adelaide) Morning 15/10/08 – 8.33am - 1.25min/sec

News Read – Traffic Report

Summary ID: A00032419400

SA FM (Adelaide) News– 15/10/08 –8.39am – .19sec

News Read/Interview

Interviewee – Sharon Hanlon, RAA

Summary ID: A00032419799

ABC891 Adelaide (Adelaide) Morning 15/10/08 – 8.56am - 2.32min/sec

Discussion/ Interview

Interviewee: Christian Haag, Bicycle SA, Natalie, Hairdresser, Tim Noonan ABC reporter (Live from Vict. Square)

Summary ID: A00032393312

ABC891 Adelaide (Adelaide) The Soapbox 15/10/08 – 11.49am - 7.02min/sec

Discussion

Summary ID: A00032422933

Syndicated to 4+ stations = 5

ABC891 Adelaide (Adelaide) Morning 15/10/08 – 12.06am - .38ec

News Read/ Interview

Interviewee: Christian Haag, Bicycle SA

Summary ID: A00032423337

Syndicated to 5+ stations = 6

Regional = 1

ABC West Coast SA (Port Lincoln) 14/10/08 – 8.51am – 6.50min/sec

Discussion/Interview

Interviewee – Jane Holland – ABC Reporter

Summary ID: W00032406626

NT total = 5 items

Alice Springs total = 3 items

ABC Central Australia (Alice Springs) Mornings – 22/10/08 – 8.30am – 27sec

Roving Reporter – Stuart Brash Live at the Alice Springs Town Council

Summary ID: A00032498482

ABC Central Australia (Alice Springs) Mornings – 22/10/08 – 9.33am – 11sec

News Read

Summary ID: A00032499466

ABC Central Australia (Alice Springs) Mornings – 22/10/08 – 9.38am – 15sec

News Read

Summary ID: A00032499637

Darwin total = 2 items

ABC Darwin Breakfast – 15/10/08 – 6.44am – 5.56min/sec

News Read

Summary ID: A00032418362

ABC Darwin Breakfast – 15/10/08 – 7.28am – 3.39min/sec

Discussion/Interview

Interviewee: Julian Barry, Bicycle NT

Summary ID: A00032419249

Online

Calendar date/event announcement = 43

<http://www.australiancyclist.com.au/article.aspx?aid=9804>
<http://www.brisbanetimes.com.au/news/whatson/national-ride-to-work-day/2008/10/10/1223145618251.html>
http://www.bakeridi.edu.au/support/national_ride_to_work_day/
<http://www.boroondara.vic.gov.au/roads/travelsmart/natridework08>
<http://news.csu.edu.au/director/events.cfm?itemID=8863D87CEE094AF41481B045C9E7F2FF&printtemplate=brief>
http://www.cyclesportnews.com/aus/index.php?option=com_content&task=view&id=2091&Itemid=60
<http://www.cyclingpromotion.com.au/links/cycling-events/>
http://www.communitynews.infoxchange.net.au/news/detail.html?filename_num=226129
<http://www.dirtworks.com.au/newsite/content/view/301/205/>
<http://www.earthride.com.au/content/ride-work-day>
<http://ecomedia.org.au/press/2008/07/27/national-ride-to-work-day/>
<http://fsd.monash.edu.au/green/campaigns/campaign/ride-work-day-2008>
<http://www.futuremakers.com.au/ride-to-work/>
<http://www.findthirtyeveryday.com.au/default.aspx?MenuID=19>
<http://www.gmagazine.com.au/blog/306/ride-work-day>
http://www.getmoving.tas.gov.au/article.php?article_id=8
<http://www.lookforward.com.au>
<http://www.media.uow.edu.au/news/UOW051053.html>
<http://medianet.com.au/dailydiary>
<http://melbourne.citysearch.com.au/arts/1137607845141/National+Ride+to+Work+Day/page/2>
http://www.melbourneairport.com.au/about_airport/events_detail.asp?product_id=9115438
<http://melbourne.jollypeople.com/national-ride-to-work-day/>
http://myresearchspace.grs.uwa.edu.au/blogs/skys_blog/archive/2008/10/14/national-ride-to-work-day-15-oct.aspx
<http://museumvictoria.com.au/About/MV-News/2008/Ride-to-work-day/>
<http://www.newcastle.edu.au/news/2008/10/nationalridetoworkday.html>
<http://www.pedalpower.org.au>
<http://sydney.citysearch.com.au/arts/1137607845141/National+Ride+to+Work+Day/page/2>
<http://www.sustainablemelbourne.com>
<http://www.sustainableliving.com.au/events/national-ride-to-work-day/>
<http://www.travelsmartnoosa.com.au/events/2008/NationalRideToWorkDay.shtml>
<http://www.thatsmelbourne.com.au>
<http://www.travelsmart.gov.au/events/news.html>
<http://www.travelsmart.vic.gov.au/auws.html>
<http://www.thatsmelbourne.com.au/Whatson/Sport/Participate/Pages/0db67d17-36ce-4a46-b3ba-9e6286f2391b.aspx>
http://www.uq.edu.au/events/event_view.php?event_id=4098
<http://www.vic.greens.org.au/front-page-stories/ride-to-work-day>
<http://www.whatson.health.wa.gov.au/popup.cfm?id=668>
<http://www.whatson.health.wa.gov.au/popup.cfm?id=668>
<http://www.yarrabug.org/2007/10/>
<http://www.yarracity.vic.gov.au>
 13.10.08 9 to 5, What's On
 13.10.08 What's On... Sydney - Freebies
 15.10.08 What's on in Sydney - Calendar of Events

News = 24

Ballarat Courier Date: 10/10/08 05:21 Ref: I-00042202375 Try pedal power for just one day
<http://www.thecourier.com.au/>

Smart Company Date: 13/10/08 15:36 Ref: I-00042332679 A better cycle to jump on
<http://www.smartcompany.com.au/>

Sunshine Coast Daily Date: 14/10/08 01:46 Ref: I-00042352470 Get on yer bikes!
<http://www.thedaily.com.au/>

Australian Financial Review Author: Hannah Tattersall 14.10.08 A new kind of business cycle
<http://www.afr.com/home/login.aspx?ATL://20081014000030418258§ion=search>

Brisbane Times Date: 14/10/08 01:04 Ref: I-00042351157 National Ride to Work Day
<http://www.brisbanetimes.com.au/>

Business Spectator Date: 14/10/08 08:30 Ref: I-00042368417 A new kind of business cycle
<http://www.businessspectator.com.au/bs.nsf/Article/A-new-kind-of-business-cycle-KDSHS?opendocument&src=rss>

Herald Sun Author: Mary Bolling 14/10/08 12:00 National Ride to Work Day gathers momentum
<http://www.news.com.au/heraldsun/story/0,21985,24491529-2862,00.html>

Herald Sun Author: Keith Dunstan Date: 14/10/08 10:53 Ref: I-00042375873 Beat the rat race at easy pace
<http://www.news.com.au/heraldsun/story/0,21985,24484696-5000117,00.html>

The Age Author: Clay Lucas 14/10/08 In Carolyn's name
<http://www.theage.com.au/national/in-carolyns-name-20081013-4ztc.html?page=-1>

ABC Online Date: 15/10/08 10:40 Ref: I-00042428517 Plea for cycle safety from victim's husband
<http://www.abc.net.au/news/stories/2008/10/15/2391378.htm?section=business>

ABC Online Date: 15/10/08 09:22 Ref: I-00042423858 Govt urged to spend \$800m on bike lanes
<http://www.abc.net.au/news/stories/2008/10/15/2391333.htm?section=justin>

ABC Online Date: 15/10/08 13:57 Ref: I-00042436917 Residents encouraged to ride to work
<http://www.abc.net.au/news/stories/2008/10/15/2391659.htm>

ABC News Online 15.10.08 Residents encouraged to ride to work
<http://www.abc.net.au/news/stories/2008/10/15/2391659.htm>

SMH.com.au National news Online 15.10.08 Sydneysiders ditch cars for bikes
www.smh.com.au

The Age.com.au Date: 15/10/08 01:04 Ref: I-00042402151 Injuries on rise as more cyclists enter city
<http://www.theage.com.au/national/injuries-on-rise-as-more-cyclists-enter-city-20081014-50o4.html>

The Age – Breaking News: Lucy Battersby 15/10/08 11.38 Cycle protest shuts Swanston Street
<http://www.theage.com.au>

The Age Date: 15/10/08 13:18 Ref: I-00042435597 Cycle protest shuts Swanston Street
<http://www.theage.com.au/national/cycle-protest-shuts-swanston-street-20081015-511w.html>

<http://www.smh.com.au/news/national/sydneysiders-ditch-cars-for-bikes/2008/10/15/1223750086269.html>

WA Today.com.au Date: 15/10/08 03:03 Ref: I-00042407139 Injuries on rise as more cyclists enter city

<http://www.watoday.com.au/national/injuries-on-rise-as-more-cyclists-enter-city-20081014-50o4.html>

Yahoo! News Australia Date: 15/10/08 10:15 Ref: I-00042426985 Plea for cycle safety from victim's husband

<http://au.biz.yahoo.com/081014/31/1zy33.html>

15.10.08 Australian Associated Press News Online NSW: Bike riders gather in Sydney to promote pedal power

15.10.08 89.9 Light FM The Morning Wake Up Online The Morning Blog

Ballarat Courier Date: 16/10/08 06:27 Ref: I-00042469630 Fog, not smog, greets Ride to Work Day
<http://www.thecourier.com.au/news/local/news/news-features/fog-not-smog-greets-ride-to-work-day/1334961.aspx>

Canberra Times: 16/10/08 Commuters get on their bikes for health wealth and environment
<http://www.canberratimes.com.au/news/local/news/general/commuters-get-on-their-bikes-for-health-wealth-and-environment/1335027.aspx>

Cobar Age Date: 22/10/08 Mine workers ride to work for good health
www.cobar.yourguide.com.au/news/local/news/general/mine-workers-ride-to-work-for-good-health/1340513.aspx

Footage/Image = 3

Channel Ten News – news.com.au

<http://media.theage.com.au/?rid=42780&category=National%20News>

Channel Ten – 9am with David & Kim interview with Sue Stanley

http://9am.ten.com.au/video.htm?vxSiteId=4a40990c-a06c-401b-8663-6f890bb8f3dc&vxChannel=9amEnvironment&vxClipId=1427_9am_646lg2_131008&vxBitrate=300&CMP=LEC-DANCEgetVideoLink

Ride to work day Hobart images

www.news.com.au/mercury/gallery/0,22927,5035193-5015646,00.html

Articles = 4

Money Magazine, July 08, Get on your bike, save money, cut emissions

<http://money.ninemsn.com.au/article.aspx?id=609473>

University of Woollongong, 15.10.08 On your bike: National Ride to Work Day at UOW a success

<http://media.uow.edu.au/news/UOW051053.html>

The Age Author: Natasha Hughes Date: 20/10/08 21:52 Ref: I-00042676434 Vanity fare

http://blogs.smh.com.au/lifestyle/beautybeat/archives/2008/10/vanity_fare.html#

SMH, Author: Natasha Hughes Date: 20/10/08 21:52 Ref: I-00042676434 Vanity fare

http://blogs.smh.com.au/lifestyle/beautybeat/archives/2008/10/vanity_fare.html#

12.10.08 The Sun-Herald Socialise

Development Opportunities

Celebrity Ambassadors

National Ride to Work Day 2008 saw an increase in celebrity support; there are strong development opportunities in 2009 to expand this further.



Image 1: Federal Environment Minister Peter Garrett

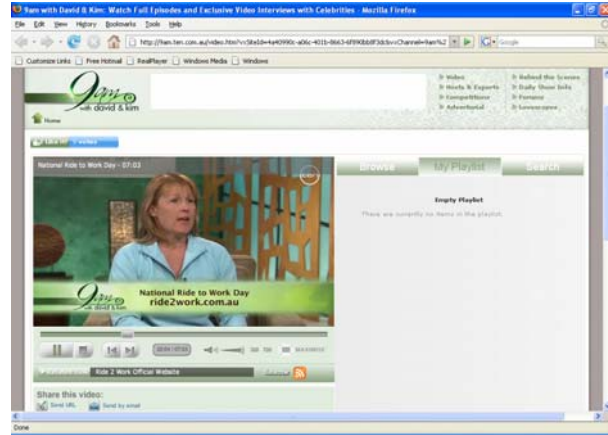


Image 2: Sue Stanley Fitness Expert

MEDIA MONITORS

MX Brisbane
 Tuesday 14/10/2008
 Page: 23
 Section: General News
 Region: Brisbane Circulation: 70,000
 Type: Capital City Daily
 Size: 295.61 sq.cms.
 Published: MTWTF--

Brief: VBK

MEDIA MONITORS

Age
 Wednesday 15/10/2008
 Page: 19
 Section: Metro
 Region: Melbourne Circulation: 208,000
 Type: Capital City Daily
 Size: 225.07 sq.cms.
 Published: MTWTF--

Brief: VBK



Nova's Luttsy (David Luttsy) takes his morning coffee with bike flavour to help launch National Ride to Work Day tomorrow. The radio station will broadcast live from the Transport Information Centre tomorrow and host breakfast for anyone who cycles to work, with around 4000 people expected to help celebrate the day. *Review: j0001001*

Luttsy cyclists are expected to ride in for a latte

Image 3: QLD Nova's Luttsy

A tour of her own

On Ride to Work Day, **Helen Cocks**, mother of champion cyclist Cadel Evans, talks about her two-wheeled commute.

HAVE been riding to work on and off over the past 17 years. It was considered a bit odd back then. One time when I was working for a government department in Melbourne's northern suburbs, I needed to go to a meeting on my way home. It happened to be more convenient riding my bike to the meeting and I remember the startled looks on everyone's faces when I arrived. People simply didn't ride to work on bikes in those days, let alone arrive at meetings on them. Now it's more common practice, particularly for people working for the government.

I live on a small holding on the outskirts of Melbourne, which is about a 1½ hours commute to my work in the city. I leave home at 7:30am, drive to Macleod, where I leave my car, and cycle the rest of the way, which takes me another 40 minutes. This means I'm in the office by 8am.

Cycling to work was the most efficient way of fitting exercise into my working day. I wouldn't be able to do it otherwise. Most importantly it's a lot of fun. I also like to think this is my way of doing my bit towards the environment. And I don't particularly enjoy commuting and getting locked into train timetables. I prefer my own timetable.

I usually wear Cadel's cast-offs — his really old ones. So the fall lycra bit. It is more comfortable. Unfortunately it makes me look like a real professional, which is far from how I feel. I carry my underwear and skirts

in my backpack. Fortunately any excess in my skirts seem to drop out during the course of the day. I usually leave several pairs of shoes and four to five jackets at work. I will bring in a fresh towel too.

(At work) there is a special cage in the basement and all cyclists have their own pass code. It's hard to believe how far things have come in a few years: it was not that long ago that I was locking my bike to a water pipe in the basement of the car park.

There has been a noticeable increase (in bike traffic) over the past five years, particularly in the past two, increasingly I'm coming across bike jays, which I'd never encountered before. I'm also seeing a lot more women biking in. I'm seeing a lot more young women riding to work. What I'm also noticing about the new female riders is that not all of them are dressed in cycling gear and many arrive on their bikes in their office gear, particularly those from nearby suburbs. There's a more European approach about riding to work.

HELEN'S TIPS:

- Make sure your bike fits you properly and select something that is specifically built for your size. Have it custom-built if you can afford it, or at the very least make sure it is fitted to suit your frame.
- Also make sure you have a comfortable seat — a seat designed for women is good.
- Let your ride to work become part of your daily routine and don't allow it to be a big deal.
- Be organised.
- Drink heaps of water and have a snack handy — something healthy and easy to digest.
- If you need to ride on main roads, wear very visible clothing and be obvious about your intentions — signal clearly and ride confidently.



Image 4: Helen Cocks, mother of champion cyclist Cadel Evans

Pre and Post event media coverage

National Ride to Work Day 2008 experienced a significant increase in long lead media coverage before and after the event, commencing in July and concluding* with a feature in an Age advertising feature (below) in November. National Ride to Work Day 2009 presents an opportunity to develop this further as it presents opportunities to influence behaviour change and encourage participation on the day.

*as at the time of the publication of this report.



Sunday Age
 Sunday 16/11/2008
 Page: 1
 Section: Advertising feature
 Region: Melbourne Circulation: 227,500
 Type: Capital City Daily
 Size: 1,323.85 sq.cms.
 Published: ----\$

Brief: VBIK
 Page 1 of 3

