



Ride to Work Day™ 4 October 2006

Post-event Report

December 2006

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

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1. Executive Summary

1.1. Increased participation

Ride to Work Day™ is a regular and much anticipated event on the workplace calendar throughout Victoria. The 13th annual Ride to Work Day™ on 4 October 2006 attracted record registrations. Registration was up by 49% from last year and has grown more than fivefold since 2002.

- Total registrants = 10,181 (estimated total participation more than 30,000)
- Estimated total distance ridden by registered riders was 239,878 km (return)
- Estimated total km diverted from car travel by registered riders = 88,755 kilometres¹
- Estimated greenhouse gas reduction on the event day by registered riders = 26.64 tonnes²
- 1264 registered Workplace Coordinators
- More than 800 workplace breakfasts
- 29 community breakfasts

1.2. Successful national pilot

This year Bicycle Victoria worked with state and territory cycling organisations around Australia to pilot the event interstate. The intention was to offer the event to around ten workplaces in each state and territory and to monitor and evaluate participation in preparation for the inaugural National Ride Day in 2007. The enthusiasm generated by other cycling organisations and Bicycle Victoria's own out-of-state members for a national event resulted in a much higher interstate participation of 20% and CBD breakfast events in Sydney and Hobart.

1.3. Profile of participants

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

- 25% of registered participants rode to work for the first time in 2006; more than 60% of these participants reported that they normally travelled to work by car.
- Target audience: a broad representation of ages reflecting workplace demographics. The predominant age of participants in 2006 was 21-50 years, with this age group representing 84% of registered riders; of that group, 33% were between the ages of 31 and 40. Female workers represented 37% of participants and 63% of participants were male.

¹ Based on registered riders and details they provided about trip distance

² Note that this is a conservative estimate: it only includes kilometers travelled by those who normally travel by car and it does not take into account the significant long-term impact of new riders who continue to ride after the event. The calculation is based on Australian Greenhouse Office formula whereby total savings for those normally travelling by car alone (assuming average car) amounts to 23.74 tonnes and total savings for those normally travelling by car with others (assuming two passengers) amounts to 2.64 tonnes.

1.4. Behaviour change impact

The Ride to Work Day event encourages people to contemplate, prepare for and trial the ride-to-work experience, then to maintain that behaviour after the event. Bicycle Victoria's research demonstrated that 27% of first-timers from 2004 and 27% of first-timers from 2005 were still riding to work five months after the event.

1.5. Highlights in 2006

- **Strong interest from other states and territories**, exceeding expectations and amounting to 20% of participation
- **Inaugural CBD breakfasts in Sydney and Hobart** organised by state cycling organisations in conjunction with corporate and government sponsors
- **Increase in number of community breakfasts** throughout Australia: 29 breakfasts this year compared with 12 in 2005.
- **New branding** well received in Victoria and interstate
- ***Everything you wanted to know about riding to work but were afraid to ask...*** flyer sponsored by the Australian Government Department of Environment and Heritage and the Australian Government Department of Health and Ageing and distributed to registrants and Workplace Coordinators. The flyer, aimed at first-time riders and their bike buddies, was based on a photocopied hand-out pilot tested as part of Ride to Work and Beyond! research project.
- **Breakfast at Federation Square in Melbourne** hosted by the Victorian Farmers Federation for the first time, with celebrity MC Hilary Harper, ABC Radio Producer and Traffic Reporter.
- **Free Better Health Channel Ride to Work Day™ t-shirts mailed to the first 3000 online registrants prior to the event.** This new initiative introduced in 2005 has increased on-line registration from 71% of total registrations in 2004 to 98% in 2006.

1.6. Supporters

The enduring success of Ride to Work Day is largely due to the enthusiasm and drive of Workplace Coordinators and other “champions” who encourage their friends, colleagues and others to “give it a go”. Many individuals volunteer their time to help with event administration and promotion at Bicycle Victoria and by organising community breakfasts and instigating media coverage in their local area.

Bicycle Victoria wishes to acknowledge the considerable ongoing support of TravelSmart, the Better Health Channel, the RACV, EPA Victoria, the City of Melbourne, supporting and in-kind sponsors, and the many volunteers who make the event an annual success. Bicycle Victoria would also like to welcome the new in-kind breakfast sponsor, the Victorian Farmers Federation.

In 2006, Bicycle Victoria worked with state and territory cycling organisations around Australia including Bicycle New South Wales, Bike North (North Sydney), Pedal Power (ACT), Bicycle SA, Bicycle Queensland, Bicycle Transportation Alliance (WA) and Cycling South (Tas) and the Tasmanian Bicycle Council.

1.7. Recommendations

- Establish an Australia-wide event date that falls outside all school holidays (actioned)
- Identify clear roles for state/territory cycling organisations and develop a manual for state/territory cycling organisations.
- Refine the kit for regional and suburban community events and commence active promotion to councils throughout Australia in April 2007.
- Interview Workplace Coordinators from 2006 to obtain feedback on content and delivery of support material.



Riders from Sustainability Victoria

2. Bicycle Victoria

The Ride to Work Day™ event is managed by Bicycle Victoria, a dynamic, not-for-profit community organisation with the mission of *More People Cycling More Often*. Bicycle Victoria, Australia's largest and fastest growing cycling organisation, has 40,000 members and organises rides that attract over 20,000 participants per annum.

In 2006, Bicycle Victoria employed an event manager and event assistant and coordinated voluntary help for tasks such as Cycle Angels™, mail-outs, promotion and organisation of workplace and community breakfasts, event set-up, customer service and waste management at Federation Square.

3. History of the event

Wednesday 4 October 2006 was the 13th Ride to Work Day™ run by Bicycle Victoria. The event has long been recognised as a core activity highly regarded by Bicycle Victoria's membership and workplaces throughout Victoria.

Historically there were two Ride to Work Day™ events, one held in November and one in March/April. The event has been held in early October for a number of years and continues to grow. See **Table 1** for details.

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

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

The event is timed as a 'call to action' at the beginning of the warmer months and 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.

Table 1: Ride to Work Day™ historical comparison

Year	1994	1994	1995	1995	1996	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Date	Early#	Nov	Mar	Nov	Mar	Nov	Nov	Oct	Oct	Oct	Oct	Oct#	8 Oct#	6 Oct	5 Oct	4 Oct
Registered participants	615#	1,363#	1,600#	2,026#	2,039#	NR	NR	1,943#	NR	NR	1,763#	1,409#	3362	5,577	6,811	10, 181
Registered first-time riders	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	176*	553	1,233	1,454	2,518
Workplace Coordinators	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	103	364	664	850	1,264
Community breakfasts	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	5	11	12	29
Male/Female % participation	68/32	73/27#	74/26#	70/30#	72/28#	NR	NR	68/32#	NR	NR	66/34#	67/33#	64/36#	60/40	60/40	63/37

Data source:

Deakin University, Burwood, School of Health and Social Development, Revolutions for Women research project

NR = no records

*based on 12.5% first-timer participation figure from follow-up surveys

4. Methodology and research

4.1. Ride to Work and Beyond!

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

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 (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

4.2. Effective behaviour change tool

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

- 1 A thought-provoker for those who are yet to commence riding to work
- 2 An opportunity to prepare for and trial the experience for those who have been giving riding some thought
- 3 A deadline to get ready for those who have already begun preparing
- 4 A reminder or prompt to get back into riding for seasonal or lapsed riders (maintenance)
- 5 Behaviour reinforcement (maintenance) and an opportunity to support new and returning riders for regular riders

Bicycle Victoria’s research demonstrates that:

- 25% of registered participants in 2006 and 21% in 2005 were riding to work for the first time
- More than 60% of first-time riders in 2006 reported that they normally travelled to work by car and most of those normally drive alone
- 27% of first-timers from 2004 and 27% of first-timers from 2005 were still riding to work five months after the event

5. Sponsors

5.1. National sponsors

In 2006, Bicycle Victoria received national funding from the Department of Health and Ageing and the Department of Environment and Heritage (Australian Greenhouse Office) to support the development of a National Ride to Work Day in 2007.

5.2. Major Victorian sponsors

TravelSmart

TravelSmart is an innovative program of the Department of Infrastructure designed to help Victorians to reduce their dependency on the car and choose sustainable travel alternatives such as cycling, walking or catching public transport. It involves State and local Governments working with individuals, households and organisations to identify and promote these alternatives where possible.

TravelSmart has been a Ride to Work Day™ supporter since 2002 and also co-funded the Ride to Work and Beyond! project with the Australian Greenhouse Office.

Better Health Channel

Better Health Channel (www.betterhealth.vic.gov.au) was established by the Victorian Government in 1999 to provide online access to health-related information which is: quality assured, reliable, up-to-date and locally relevant. Articles on the Better Health Channel are produced in consultation with reputable content partners including Bicycle Victoria. Better Health Channel became a Ride to Work Day™ supporter in 2004. 'Go For Your Life' is a Victorian Government initiative to get Victorians physically active, eating healthily and involved in the community.

RACV

The RACV (Royal Automobile Club of Victoria) is a regular sponsor of Ride to Work Day™. In 2004, RACV used Ride to Work Day™ to launch and promote its new road service product, Bike Assist, by sponsoring Cycle Angels™. The service helps cyclists who experience difficulties and require roadside assistance. If a puncture cannot be repaired at the roadside or the bicycle cannot be ridden due to a mechanical problem such as a broken chain or damage from an accident, a taxi will be dispatched to transport the bicycle and the rider to their home address or chosen destination. RACV has supported Ride to Work Day™ since 1998 to encourage cycling to work to save fuel and help the environment.

City of Melbourne

The City of Melbourne has been a regular supporter of Bicycle Victoria events including Ride to Work Day™ since 1998. Council is the guardian and administrator of the City of Melbourne. It has a local, national and international role in stimulating and shaping Melbourne as the 'world's most liveable city'. It does this by building partnerships with the community, business and government to promote the growth, prosperity and quality of Melbourne. It also has a strong commitment to ensure excellence in serving its direct customers, ratepayers and, in its role as Capital City of Victoria, the wider community.

EPA Victoria

Ride to Work Day™ is in synergy with EPA Victoria's values which include: passion for the environment, sound science, respect for people, community focus, integrity, co-operation and openness, and creativity and learning. EPA Victoria has been a Ride to Work Day™ supporter since 1998. EPA Victoria extended its sponsorship of Ride to Work Day™ in 2006 to promote the EPA Workplace Challenge to rewarded workplaces for outstanding participation in the event.

5.3 Food sponsor in Melbourne

Victorian Farmers Federation

In 2006 the Victorian Farmers Federation is hosted a huge free breakfast for cyclists at Federation Square in Melbourne. The Victorian Farmers Federation has around 21,000 members making it the largest farmer organisation in Australia. The eight commodity groups represented are: livestock, horticulture, grains, chicken meat, pigs, UDV-dairy, eggs and flowers.

5.4 Venue sponsor in Melbourne

Federation Square

Federation Square is 'Melbourne's meeting place'. Venue sponsorship by Federation Square has allowed this central and high-profile location to be the city focus for Ride to Work Day™ since 2003.

5.5 Postcard sponsor

Avant Card

Avant Card has been a supporting sponsor of Ride to Work Day™ since 2004. Avant Card is the largest free postcard-advertising company in Australia with more than 1200 distribution points. The company prides itself on working with clients that share its values for a fairer, greener and more peaceful world.

Promotional partner

Cyclecover Insurance Bicycling Australia Show (14-15 October, Melbourne)

5.6 Prize sponsors

AllTrails, Cyclecover Insurance, Bicycling Australia Show, Gran Prix Bicycles (Caulfield), PMS Lithography, Kathmandu, Active Planet, Lonely Planet, Safe Turn Indicator, Freedom Machine, Open Spaces Publishing, Grinders Coffee, Avanti, Reebok, Tuff Gloves, Ron D Swan, Sonecca Sportswear, Flo Carshare, The Living Room@GPO

6. Towards National Ride to Work Day 2007

6.1. National pilot

As part of the preparation for the inaugural National Ride to Work Day, Bicycle Victoria opened the 2006 event to what was intended to be a limited number of workplaces from other states and territories. The aim was to pilot the event in around ten workplaces in each state/territory. The enthusiasm generated by other state/territory cycling organisations and Bicycle Victoria's own out-of-state members resulted in a broader participation that was difficult to limit. This placed some strain on resources, but is a very positive indicator of the level of interest and augurs well for the official national launch in 2007.

When registrations closed on 19 October 2006, 20% of registrants were from interstate. In addition to this, two state/territory cycling organisations (Tasmanian Bicycle Council and Bicycle New South Wales) went beyond the initial brief to promote workplace breakfasts and organised high-profile CBD breakfasts.



**Department of Environment and Conservation and the Attorney-General's Department,
NSW**

Table 2: Ride to Work Day™ 2006 state/territory participation

State	Vic	NSW	ACT	NT	Qld	Tas	WA	SA	O/S³	Total
Registered participants	8,126	938	529	29	257	40	43	204	15	10,181
Registered first-time riders	26% (2116)	24% (227)	13% (69)	24% (7)	20% (51)	10% (4)	28% (12)	14% (28)	27% (4)	25% (2,518)
Workplace coordinators	1010	120	44	2	35	15	10	27	1	1264
Registered workplaces	894	111	42	2	32	15	10	25	1	1,132
Community and CBD breakfasts	28	3	0	0	0	1	0	0	0	32
Male/Female % participation	63/37	69/31	58/42	69/31	67/33	68/32	60/40	71/29	60/40	63/37
Total km travelled (return)	195,979	21,330	11,186	550	5,184	634	1060	3,765	190	239,878

³ Most overseas participants were at the Australian Embassy, Laos

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

Key findings were:

- Strong support for a national event managed by Bicycle Victoria with participation from cycling organisations in all states and territories.
- Recognition of the need to establish a common Australia-wide date for the event that did not fall within any Australian school holiday periods.⁴
- 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 modifications to questions in each state e.g. with the potentially expansive list of regional breakfasts, it would be good to have a separate list for each state/territory.

In December 2006, Bicycle Victoria launched the National Ride to Work Day Ambassadors initiative on www.ride2work.com.au and to all Workplace Coordinators who registered for the 2006 event. See **8.1 Ongoing promotion of riding to work**.

7. The event components

The Ride to Work Day™ event had ten main components this year: workplace registration, individual registration, the EPA Workplace Challenge, the Federation Square event in Melbourne, interstate CBD breakfasts in Sydney and Hobart, community breakfasts in 29 suburban and regional centres, workplace breakfasts held throughout Australia, Cycle Angels™ and the Mayors on Bikes event for local councillors and mayors in Victoria.

The enduring success of Ride to Work Day is largely due to the enthusiasm and drive of Workplace Coordinators and other “champions” who encourage friends, colleagues and others to “give it a go” through personal encouragement, support and local PR campaigns.

Formal volunteer participation included: Workplace Coordinators (1264), Cycle Angels™ (40), Office volunteers (10), Federation Square event volunteers (26) and Community breakfast organisers (29+).

⁴ The inaugural event date has now been set accordingly on 17 October 2007.

7.1. Workplace registration

Over 1100 workplaces registered for the event. See **6.1 'National pilot'** for a breakdown of state-by-state participation. See **Appendix 14.5** for list of participating workplaces grouped by workplace size.

7.2. Individual registration

All participants in Ride to Work Day™ were encouraged to register. Incentives for registration included:

- Free Ride to Work Day™ t-shirt mailed to the first 3000 Victorian registrants
- National prize draw for all registrants with the following prizes:

Avant Card postcards promoted these incentives and workplace coordinators were provided with scripted emails to encourage colleagues to register. Entry was free, easy and online, with a paper option for those without web access. All workplace organisers were supplied with a paper template to photocopy if necessary, although they were encouraged to promote online registration wherever possible. Registration was open until 19 October 2006.

Despite all of the above, it is still widely accepted that participation in the event far exceeds registration and one of the challenges of the event will be to continue to find new ways of encouraging registration. An informed estimate is that total participation is more than three times greater than registered participation.

Since online registration was introduced in 2004, there has been a strong shift towards this and away from paper registration. Online registration is more cost-effective, accurate and use of compulsory questions results in more comprehensive data.

Table 3: Method of registration

Year	Paper registrations:		Online registrations:	
	Number	%	Number	%
2004	1,592	29%	3,983	71%
2005	803	13%	5,619	87%
2006	204	2%	9977	98%

7.3. Launch

This year the event was launched at an evening function held at BMW Edge, Federation Square, in early August. Workplace Coordinators were invited to attend the event to network, meet the sponsors, collect their free Ride to Work Day™ promotional kits and receive a briefing on the EPA Workplace Challenge. The launch was attended by over 200 Workplace Coordinators; other invitees included sponsors and media. A journalist from The Age newspaper Careers section interviewed Workplace Coordinators and subsequently published a feature article on cycle-friendly workplaces.

7.4.EPA Workplace Challenge

This year, the EPA Workplace Challenge rewarded workplaces for outstanding participation in the event, in particular those with the largest number of first-time riders and the largest percentage of riders in their size category.

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

EPA Workplace Challenge winners were declared as follows and invited (along with sponsors and potential sponsors) to an award ceremony at EPA Victoria in early December:

Largest number of 1st time riders for each size category	<i>Prize pack valued at \$1000</i>
Less than 25 employees	ISIS Primary Care, Hobson's Bay/Altona Meadows
25-100 employees	Gekko Systems Pty Ltd, Ballarat
100-250 employees	Djerriwarrh Health Services, Bacchus Marsh
More than 250 employees	Department of Human Services, 50 Lonsdale Street, Melbourne
Regional workplace	Department of Human Services, Bendigo
Schools (staff and students combined)	Lara Secondary College, Lara
Largest percentage of riders for each size category	<i>Prize pack valued at \$1000</i>
Less than 25 employees	Alluvium Consulting, South Melbourne
25-100 employees	MAB Corporation, St Kilda
100-250 employees	Sustainability Victoria, Melbourne
More than 250 employees	Lonely Planet Publications, Footscray
Largest participation regional workplace	MasterFoods, Ballarat
Schools (staff and students combined)	Apollo Bay P-12 College, Apollo Bay
Gas-buster award for Greenhouse Gas Reduction	<i>Corporate bike maintenance workshop - Gran Prix Bicycles</i>
Total km	University of Melbourne, Parkville
Max gas (avoided car trips)	CSL, Parkville
Best Ride to Work Day™ Photo	<i>Corporate bike maintenance workshop - Gran Prix Bicycles</i>
Best workplace photo	Municipal Association of Victoria
Best Ride to Work Day™ Story	<i>Corporate bike maintenance workshop - Gran Prix Bicycles</i>
Best workplace story	Siemens, Bayswater

7.5. Federation Square breakfast

An estimated 6,000⁵ cyclists attended the breakfast hosted by the Victorian Farmers Federation at Federation Square. The morning was sunny and warm with fine weather forecast for the day. There was no rain recorded in Melbourne on 4 October, with a maximum temperature of 29°C and no strong winds in the morning – ideal conditions to attract first-time riders.



Victorian Farmers Federation breakfast and music by Wes Snelling

The MC was Hilary Harper, ABC Radio 774 Traffic Reporter and Producer. Speakers included the Hon Peter Batchelor (Minister for Transport), Councillor Fraser Brindley (City of Melbourne), Harry Barber (CEO, Bicycle Victoria) and Don Burke (on behalf of the President of the Victorian Farmers Federation). A Ride to Work Day™ commuting DVD produced by Happy Pixel was displayed on the Big Screen throughout the morning, with handlebar-cam footage of Melbourne's key commuter routes and acknowledgement of the major sponsors.

Speakers, sponsors and other Bicycle Victoria supporters were invited to breakfast at the Movers and Shakers tent near the stage. Entertainment included live music by Wes Snelling and bike stunts courtesy of the Cyclecover Insurance Bicycling Australia Show. Free activities included: bike engraving (Victoria Police), health

⁵ Based on headcount during three hours from 6-10am

checks by Better Health Channel, an RACV Bike Assist competition, massage (Australian Shiatsu College) and Helmet Hair Repair (Toni&Guy Hairdressing). There were sponsored spot prizes awarded by the MC and red flashing light giveaways at the EPA Victoria marquee, reflective leg bands at the City of Melbourne marquee and drought resistant seedlings courtesy of the Victorian Farmers Federation.

The following organisations were represented at Federation Square: Bicycle Victoria, Victorian Farmers Federation, RACV, Better Health Channel, EPA Victoria, City of Melbourne, Cyclecover Insurance Bicycling Australia Show, Victoria Police, Flo Carshare, Australian Shiatsu College, Kona, Avanti, Sonecca Sportswear, Local Bicycle User Groups, Toni&Guy Hairdressing, St John Ambulance Australia and Grinders Coffee. The event was documented by photography students Lindi Huntsman and Tinna Keltanen.



Helmet Hair Repair by Tony&Guy Hairdressing and bike engraving by Victoria Police

The Federation Square breakfast was an accredited Waste Wise event for the second time in 2006, upgrading from a 1-star rating in 2005 to a 4-star rating this year. In total, only 1,040 litres (17% total waste) of waste was sent to landfill and 5,160 litres (83% of total waste) of commingled waste was processed for recycling.

A Waste Wise report was submitted to Metro West Waste, resulting in Waste Wise accreditation. The Waste Wise program proved to be a worthwhile exercise that raised vendor awareness about reduced packaging and encouraged recycling by participants. This was made possible with strong support from volunteer waste auditors on the morning.

7.6. Interstate CBD breakfasts

This year, local cycling organisations in Hobart and Sydney organized and obtained sponsorship for their own CBD breakfasts on Ride to Work Day™.

Ride to Work Day™ 2006 interstate CBD breakfasts			
City	Location	Host	Number of participants
Hobart	Mawson Place	Hobart City Council/Tasmanian Bicycle Council/ Bicycle Tasmania	150
Sydney	Bovis Lend Lease Headquarters at The Bond, 30 Hickson Road, Millers Point	Bicycle New South Wales / Bovis Lend Lease	600

7.7. Suburban and regional community breakfasts

Community breakfasts were held at the following 29 locations:

Ride to Work Day™ 2006 community breakfasts			
Community	Location	Host	Number of participants
Apollo Bay, Vic	Apollo Bay Surf Club (on foreshore)	Apollo Bay P-12 College	150
Ballarat, Vic	10 Learmonth Rd, Wendouree	Ballarat Community Health Centre	60
Bairnsdale, Vic	Bairnsdale Advertiser carpark - Cnr Macleod and Baley street	East Gippsland Newspaper (Bairnsdale)	80
Bendigo, Vic	Town Hall	City of Greater Bendigo	260
Castlemaine, Vic	Victory Park BBQ area and Ray Bradfield RMS	Mt Alexander BUG; Mt Alexander Sustainability Group & CHIRP	60

Ride to Work Day™ 2006 community breakfasts cont.			
Community	Location	Host	Number of participants
Central Goldfield Shire, Vic	Maryborough, Cnr of Nolan St and Elma St. (afternoon tea)	Central Goldfields Shire Council	220
Dandenong (City of), Vic	Dandenong Council Offices, Cnr of Clow St. and Stuart St. (grassed area)	City of Dandenong	20
Port Phillip (City of), Vic	Beaconsfield Pde opp. Armstrong St. (former Middle Park Lifesaving Club site)	City of Port Phillip	160
Geelong, Vic	Cnr Moorabool & Little Malop St Geelong	Volunteer organiser, Peter Mitchell	300
Golden Plains Shire, Vic	Shire Offices, Cnr of Shelford Bannockburn Rd. Midland Hwy	Golden Plains Shire	10
Hobsons Bay, Vic	Logan Reserve, Altona	Hobsons Bay Council	65
Inverloch, Vic	10 Williams Street	Forster and Clark Accountants	4
Maribyrnong (City of), Vic	Footscray Town Hall	City of Maribyrnong	90
Mildura, Vic	City Heart Mall	Mildura Rural City Council	70
Moonee Valley, Vic	Queen Park (opp.Council Civic Centre)	City of Moonee Valley	70
Moreland, Vic	Victoria Mall, Coburg	Moreland City Council	100
Morwell, Vic	Internation Tower Traffic School, Brisbane St	Latrobe City Council	75
North Sydney, NSW	Bradfield Park, Milsons Point	North Sydney Council in conjunction with Bike North volunteers	400
Northcote, Vic	Northcote Aquatic and Recreation Centre, 180 Victoria Rd	Nortcote Aquatic Centre	50
Orbost, Vic	Forest Park	Orbost Regional Health	25

Ride to Work Day™ 2006 community breakfasts cont.			
Community	Location	Host	Number of participants
Pakenham, Vic	Main Street, next to supermarket carpark entrance	Volunteer organiser, Shane Stanley, working with Casey-Cardinia HPV Club	40
Port Phillip (City of), Vic	Bay Trail, opposite Armstrong St, Middle Park	City of Port Phillip	130
Ryde, NSW	Adjacent to Shrimptons Creek Cycleway BBQ Breakfast in Wilga Park	Ryde City Council in conjunction with Bike North volunteers	50
Trafalgar, Vic	Highway rotunda	Trafalgar Bendigo Bank and Chamber of Commerce of Trafalgar	30
Warragul, Vic	Civic Park	Shire of Baw Baw	60
Warrnambool, Vic	Archie Graham Dining Room (Warrnambool Council building)	City of Warrnambool	108
Yarra (City of), Vic	Victoria Gardens Shopping Centre (Cnr of Victoria and Burnley St, Richmond)	City of Yarra	200



Ride to Work Day breakfast at Geelong, Victoria

7.8. Workplace breakfasts

More than 800 of the 1132 registered workplaces hosted Ride to Work Day™ breakfasts.

7.9. Cycle Angels™

Now in its third year, the Ride to Work Day™ Cycle Angel™ promotion was implemented by 40 Bicycle Victoria volunteers and sponsored by RACV Bike Assist. The Cycle Angels™ were located on twenty major cycling routes leading to the Federation Square breakfast. Locations were detailed on the TravelSmart Melbourne map.



Cycle Angels™ finish the morning at Federation Square

Cycle Angels™ performed a dual role:

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

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

7.10. Mayors on Bikes

Mayors on Bikes has been a component of the Ride to Work Day™ event since 2002. The aim is to increase understanding of bicycle policy and inspire Mayors and Councillors to promote cycling within their local communities. It is jointly organised

by the VLGA (Victorian Local Governance Association) and Bicycle Victoria. This year's Mayors on Bikes featured a circular route Maribyrnong Town Hall to Pipemakers Park. This was followed by presentations, discussion opportunities and lunch sponsored by the Maribyrnong City Council. Presentation topics included:

- Maribyrnong Mayor Janet Rice – Maribyrnong cycling initiatives
- Jason den Hollander from Bicycle Victoria – how Councils can improve cycling in their area
- Rob Moody, VicHealth CEO – importance of physical activity as a preventative health measure

There were 21 Mayors and Councillors involved in the successful 2006 event.

8. Post-event activities

There are two aspects to the Ride to Work Day™ post-event activities: ongoing promotion of riding to work through Workplace Coordinators and evaluation of behaviour change impact.

8.1. Ongoing promotion of riding to work

Individual promotion: benefits of continuing to ride to work

On 11 October, one week after Ride to Work Day™, all registered participants with valid email addresses were sent congratulatory emails prompting them to think about the health, financial and environmental benefits of continuing to ride to work. The email contained a link to a new 'benefits' page on www.ride2work.com.au including financial and fitness calculators for those who were interested.

Workplace BUGs

Since 2002 Bicycle Victoria has actively promoted the formation of Workplace Bicycle User Groups (BUGs) as a follow-up to Ride to Work Day™. Workplace BUGs are a community development strategy designed to raise the profile of cycling in the workplace, providing year-round inspiration and support for new and regular riders. The aim of this promotion is to build on the interest and internal workplace networks generated by the event. Instead of initiating contact once a year in the lead-up to Ride to Work Day™, Bicycle Victoria maintains contact with the Workplace BUGs throughout the year, providing seasonal prompts, incentives and support material.

National Ride to Work Day Ambassadors 2007

On 8 December 2006, a certificate of participation was sent to all workplace coordinators along with an invitation to start a National Workplace BUG and invite senior managers to endorse organisation-wide participation in National Ride to Work Day™ 2007. This was followed by an email on 13 December containing a scripted email to be personalised and forwarded to senior management extending that invitation.

National Ride to Work Day™ Ambassadors have 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, National Ride to Work Day™ Ambassadors are encouraged to:

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

More than sixty Ambassadors (representing thirty organisations) signed up for the National Ride to Work Day™ Ambassadors program in December. They include –

- David Borthwick, Department Secretary, Australian Government Department of Environment and Heritage, who will promote the event to over 2000 employees at 15 sites around Australia.
- Darrell Wade, Intrepid Travel CEO, who is going one step further and planning an International Ride to Work Day™ to include Intrepid's London and Auckland offices.
- Mark Paterson, the Australian Government Department of Industry, Tourism and Resources Department Secretary, who will encourage participation by employees in 12 offices nationwide.
- Corey Simpson, National HR Manager, Golder Associates, who will support the new national Golder BUG with the offer of a Golder jersey to all of those who ride to work on a company-wide Golder Ride to Work Day in February 2007.
- Bruce Dawson, EPA Victoria's Executive Director Regional Services, who has undertaken to promote the event in EPA's seven sites throughout Victoria
- Peter Daly, the RACV's Chief Engineer - Traffic and Roads
- Cr Janet Bolitho, City of Port Phillip, the first Mayor to become a National Ride to Work Day™ Ambassador. The Mayor joins Dave McCaffrey, Sustainable Transport Officer, organiser of City of Port Phillip's popular Bay Trail breakfast on Ride to Work Day™ 2006. Dave is already planning the 2007 breakfast which is open to anyone who lives in or rides through Port Phillip on the morning of 17 October.

8.2. Ongoing evaluation

March 2007

Since Ride to Work Day™ 2003, a post-event follow-up survey of registered participants has been implemented in March of the following year, five months after the event. A similar survey will be implemented in March 2007 as part of the ongoing evaluation of Ride to Work Day™ 2006. The aim of the survey is to evaluate the medium-term behaviour change impact of the event.

Results from 2005 demonstrated that 27% of first-time riders were still riding in the survey week. The same survey highlighted positive self-reported attitudes to riding to work and linked this to participation in the Ride to Work Day™ event. This survey provided interesting insights into the relative importance of different aspects of the event with social proof and social opportunities far outweighing prizes and even free food as the main motivators.

9. Promotions

9.1. Workplace promotions

There were 1264 Workplace Coordinators promoting the event from August to October 2006. This is an increase of 33% from 2005.

This role was promoted to Bicycle Victoria members through Ride On magazine and In the Loop e-news, to previous Workplace Coordinators by email, through www.ride2work.com.au and by the state/territory cycling organisations in their newsletters and e-news publications.

A free promotional pack was mailed to 1264 registered Workplace Coordinators – see **Appendix 14.5**. In addition to printed promotional material, all Workplace Coordinators received information sheets outlining ways they could make the event a success in their workplace: *Planning your Ride to Work Day™, 4 October 2006*.

All promotional material was featured as pdfs on www.ride2work.com.au and Ride to Work logos and photos were available for use on company and council websites on application and subject to approval.

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 using direct web-links. (See **9.3 'Evaluation of promotion'** for results).

9.2. Promotional material

A complete package of promotional and support material was developed and distributed in the two months prior to the event (see **Appendix 14.2** for details). All

of the following items, with the exception of one side of the TravelSmart map and the t-shirt, were also available online at www.ride2work.com.au:

- A3 poster: Melbourne CBD (6,500)
- A3 poster: Community and workplace breakfasts Australia-wide (11,500)
- Postcards (50,000)⁶
- Registration forms (1350)
- T-shirts (3,000)
- *'Everything you wanted to know about riding to work...'*, flyer (35,000)
- TravelSmart Melbourne Map (25,000)

The Ride to Work Day™ 2006 image was a departure from the 2004/5 image which featured a group bike stunt performed by Circus Oz. The 2006 image was more naturalistic, but emphasized the same social, fun theme, identified as a the main motivator for participating in Ride to Work Day™. The image features a group of happy, healthy cyclists in comfortable but stylish work clothes, sociable and smiling in front of a medium-rise, unidentifiable office building. Care was taken to select models who looked fit but not impossibly so and their clothing and gear was deliberately non-sporty, to dispel the myth that you need to wear lycra and own an expensive road bike to ride to work.

A new edition of the *TravelSmart Map* was developed for Melbourne Inner City and beyond. This map was an overlay map of Melways extending 15 km around the CBD featuring on- and off-road bike routes and informal bike routes to Federation Square/CBD, description and location of Cycle Angels™ on Ride to Work Day™, and tips on riding including: cycling in traffic, locking your bike, car doors, cycling at night, road rules, roundabouts and cycling in the wet.

'Everything you wanted to know about riding to work ...' is a six-panel DL format colour flyer covering 10 frequently asked questions about practical aspects of riding to work such as equipment, clothing, traffic, rain and puncture repair. It was designed to assist with preparation for Ride to Work Day™ or for new riders at any time of the year and includes a '5-Step Prep' which breaks preparation down into five easy stages. This printed flyer is based on a photocopied information sheet pilot tested as part of Ride to Work and Beyond!

9.3. Media

Media interest in the event continues to grow strongly with positive articles highlighting the benefits of riding to work and encouraging participation in the Ride to Work Day™ event.

⁶ 25,000 printed and distributed by Avant Card on their card racks in cafes, universities and entertainment venues as in-kind sponsorship; 25,000 run-on distributed by Bicycle Victoria through workplace organisers and state/territory cycling organisations.

This year's media campaign by MediaWise focused on the rise in petrol prices, Cycle Angels™ sponsored by RACV Bike Assist, Helmet Hair Repair activities at Federation Square and statistics demonstrating the long-term impact of the event.

Interestingly, another aspect of the media release that was heavily used in the media was data from the follow-up survey that showed first-time riders are still riding five months after the event. This strong uptake might reflect media interest in quantitative data generally or an interest in the long-term impact of the event.

Following the event a media report and media clips was generated by MediaWise as follows:

Print (118 items)

Herald Sun, Health & Fitness, article & photo, 31 July, page 93

Herald Sun, Health & Fitness, brief, 14 August, page 94

The Age, My career, article & two photos, 26 August, page 1 & 14

Preston Leader, article & photo, 29 August, page 18

RoyalAuto (RACV), article & photo, September, pages 62 - 63

Geelong Business News, What's On, listing, September, page 50

Australian Cyclist, article & photo, September - October, page 30

Australian Cyclist, What's On listing, September - October, page 31

Pakenham Gazette, article & photo, 6 September, page 7

Bendigo Weekly, article & photo, 8 September, page 20

Stonnington Leader, article, 12 September, page 11

Altona Laverton Mail, two articles & photo, 13 September, page 5

Ballarat Courier, article, 13 September, page 29

Bendigo Advertiser, article, 13 September, page 45

Williamstown Advertiser, article, 13 September, page 1

Mail - Maribyrnong, article, 13 September, page 10

Bairnsdale Advertiser, article, 18 September, page 5

Star (Whittlesea – Wallan - Kilmore), article & photo, 19 September, page 29

Waverley Leader, article, 19 September, page 25

Star (Werribee – Hoppers Crossing), article & photo, 19 September, page 15

Star (Keilor – Taylors Lake - Sydenham), article & photo, 19 September, page 7

Warragul Gazette, article & photo, 19 September, page 29

Star (Thomastown – Epping - Lalor), article & photo, 19 September, page 29

Star (Roxburgh Park - Craigieburn), article & photo, 19 September, page 9

Heidelberg Leader, brief, 19 September, page 3

Star (Hume), article & photo, 19 September, page 9

Maryborough Advertiser, article & photo, 19 September, page 7

Northcote Leader, article & photo, 19 September, page 9

Star (Footscray - Yarraville), article & photo, 19 September, page 7

Star (St Albans – Deer Park – Caroline Springs), article & two photos, 19 September, page 7

Star (Sunshine – Ardeer - Braybrook), article & photo, 19 September, page 7

Manningham Leader, article & photo, 20 September, page 16

Snowy River Mail, article, 20 September, page 5

Snowy River Mail, article, 20 September, page 10

Melbourne Leader, article, 20 September, page 9

Mail – Maribyrnong, brief, 20 September, page 6
 Pakenham Gazette, article & photo, 20 September, page 20
 Castlemaine Mail, article & two photos, 22 September, page 5
 Castlemaine Mail, article, 22 September, page 5
 Geelong Advertiser, article & photo, 22 September, page 21
 Swan Hill Guardian, brief, 22 September, page 16
 Torquay Surfcoast Times, article, 25 September, page 4
 Moonee Valley Leader, article & photo, 25 September, page 11
 Dandenong Leader, article & photo, 25 September, page 5
 Brimbank Leader, article & photo, 26 September, page 16
 Heidelberg Leader, brief, 26 September, page 4
 Hume Leader, article & photo, 26 September, page 9
 Western Times, brief, 26 September, page 3
 Heidelberg & Valley Weekly, brief & photo, 26 September, page 8
 Express Telegraph (Fairfax), article & photo, 26 September, page 4
 Hume Weekly, article & photo, 26 September, page 4
 Melton Leader, article & photo, 26 September, page 19
 Community News – Moonee Valley, article, 26 September, page 11
 Heidelberg Weekly, brief & article, 26 September, page 8
 Moorabool Leader, article & photo, 26 September, page 19
 Melbourne Weekly, article & photo, 27 September, page 8
 Numurkah Leader, article & photo, 27 September, page 8
 Melbourne Weekly Bayside, article & photo, 27 September, page 8
 Shepparton Adviser, article & photo, 27 September, page 11
 Launceston Examiner, article & photo, 27 September, page 9
 Diamond Valley Leader, brief, 27 September, page 14
 Melbourne Times, article & photo, 27 September, page 7
 mX, Life, article & four photos, 27 September, page 19
 Herald Sun, Healthwatch, article & two photos, 29 September, page 34
 The Age, If you do one thing, listing & photo, 29 September, page ?
 Casterton News, article, 27 September, page 9
 Berwick - Pakenham Gazette, article, 27 September, page 23
 Pakenham Gazette, article, 27 September, page 23
 Seymour Telegraph, article, 27 September, page 19
 Bendigo Advertiser, article & photo, 27 September, page 7
 Wangaratta Chronicle, brief & photo, 27 September, page 7
 Riverine Herald, brief, 27 September, page 9
 Bendigo Weekly, article & photo, 29 September, page 3
 Ballarat Courier, article & photo, 30 September, page 5
 Hamilton Spectator, article & photo, 30 September, page 7

 RoyalAuto (RACV), article & photo, October, page 75
 Melbourne Magazine, Calendar, listing, October, page 29
 Victorian Lifestyle, article & photo, October, page 41
 The Sunday Age, M – Upfront – Eightdays, listing, 1 October, page 7
 Swan Hill Guardian, article & photo, 2 October, page 13
 Portland Observer, article, 2 October, page 2
 Mordialloc Chelsea Leader, article & photo, 2 October, page 9

Dandenong Leader, article & photo, 2 October, page 6
 Progress Leader, joint walk/ride article & photo, 3 October, page 13
 The Age, feature article on cycling included RTWD in intro, 2 October, page 9
 Maroondah Leader, article, 3 October, page 8
 Maryborough Advertiser, article & photo, 3 October, page 3
 The Age, article, 4 October, page 7
 The Age, opinion piece by Harry Barber with photo, 4 October, page 21
 Herald Sun, brief, 4 October, page 27
 Riverine Herald, brief, 4 October, page 5
 Werribee Banner, RTWD/ATB article & photo, 4 October, page 6
 Wimmera Mail Times, article & photo, 4 October, page 5
 Sunraysia Daily, article & photo, 4 October, page 5
 Geelong News, brief, 4 October, page 13
 Berwick - Pakenham Gazette, article & photo, 4 October, page 9
 Bendigo Advertiser, article & photo, 4 October, page 35
 Star (Springvale – Noble Park), article & photo, 5 October, page 14
 Herald Sun, article, 5 October, page 17
 Warrnambool Standard, article & photo, 5 October, page 10
 Star (Dandenong), article & photo, 5 October, page 14
 Frankston Standard Leader, article & photo, 9 October, page 10
 Moreland Leader, article & photo, 9 October, page 4
 Hastings Leader, article & photo, 9 October, page 10
 Kyabram Free Press, article & photo, 10 October, page 8
 Western Times, article & photo, 10 October, page 3
 Macedon Ranges Telegraph, article & photo, 10 October, page 8
 Maroondah Leader, mentioned in article, 10 October, page 25
 Star (Footscray - Yarraville), brief, 10 October, page 7
 Heidelberg Weekly, brief & two photos, 10 October, page 22
 Warragul Gazette, article & photo, 10 October, page 19
 Sunbury Telegraph, article & photo, 10 October, page 8
 Kilmore Free Press, article & photo, 11 October, page 9
 Ballarat Courier, brief & article, 11 October, pages 35 & 37
 Berwick - Pakenham Gazette, letter, 11 October, page 6
 Pakenham Gazette, letter and article & two photos, 11 October, pages 6 & 13
 Melbourne Times – Northern Edition, brief & photo, 11 October, page 5
 Melbourne Times, letter, 18 October, page 16

Online (27 items)

Theaustralian.news.com.au/story – 3 October
Theage.com.au/news, article and photo, 3 October
Theage.com.au/news, article and photo, 5 October
 Warrnambool Standard on 4 and 5 October – two articles with photos
News.com.au/heraldsun/story – 5 October
Starnewsgroup.com.au/story/26748
Bicyclingaustralia.com
 That's Melbourne
Vicnet.net.au
 Casey-cardinia hpv and cycling club, cchpvcc.org.au

Events.takeabreak.com.au
 Active Melbourne, September newsletter
Bgonews.com. (Bendigo News)
 ABC Central Victoria, 27 September
 ABC Central Victoria, 2 October
 Victoria Police, media release 3 October
Goforyourlife.vic.gov.au
 City of Stonnington
 City of Port Phillip
 Victorian Farmers Federation
 Baw Baw Shire
 Maribyrnong City Council
 City of Greater Bendigo
Sustainableliving.com.au/national-ride-to-work-day/ with link to bv.com.au
Geelongaustralia.com.au/events
Epa.vic.gov.au/News
Melbourne.indymedia.org/news/2006/10/124807

Radio – INTERVIEWS (14 items)

ABC Bendigo, Jonathan Ridnell, interviewed Mark Powell week before RTWD
 Sport 927, Trevor Himstedt, Heidi Marfurt interviewed, to air 1 October
 774 ABC Melbourne, Breakfast, Red Symons, leading into 4 October (including 2 October at 7.15am)
 Bay FM, Laurie Atlas and Paula Kontelj, Heidi Marfurt interviewed, 2 October, 7.40am
 ABC Bendigo, Jonathan Ridnell, Charles Chambers interviewed, 2 October
 774 ABC Melbourne, Drive, Lindy Burns, Heidi Marfurt interviewed, 3 October, 5.50pm
 ACE Network, Mark Watson, Heidi Marfurt interviewed, to air 3 October
 ABC Mildura - Swan Hill, Louise Ray, Chris Johnston interviewed, 3 October
 ABC Ballarat, Dominic Brine, Simon Carroll interviewed, 3 October, 6.15am
 Star FM, mentioned Trafalgar and Pakenham breakfasts
 ABC Mildura - Swan Hill, Louise Ray, Chris Johnston interviewed, 4 October
 ABC Goulburn Murray, 30 September and 4 October
 ABC Bendigo, Jonathan Ridnell, Charles Chambers interviewed, 4 October
 ABC Gippsland, Peter Eustace, Bob Yeates interviewed, 4 October, after 7am

Radio – NEWS (4 items)

3AW / Macquarie Network, News (pre-record 3/10), Heidi Marfurt, 5 October
 NOVA / Vega, News (pre-record 3/10), Heidi Marfurt, 4 October
 MIX & GOLD, News, (pre-record 3/10), Heidi Marfurt, 4 October
 FOX and Triple M, News (pre-record 3/10), Heidi Marfurt, 4 October
 Others that have not been recorded, including FM breakfast stations.

TV (3 items)

Channel 2, News, two weather promos, 3 & 4 October, 7.29am
 Channel 10, News, 4 October, 5.28pm
 WIN TV News, 4 October

9.4. Suburban and regional community breakfasts

There were three parts to the recruitment and promotion of community breakfasts in 2006:

- In May 2006 a new *Planning your Ride to Work Day™ Community Breakfast* information sheet was posted as a pdf on the Ride to Work Day™ section of the website.
- In June 2006, the list of 2005 community breakfast organisers were contacted and invited to take part in Ride to Work Day™ 2006 and participating events and contacts were listed on the Bicycle Victoria website.
- Packs containing the *Planning your Ride to Work Day™ Council Community Breakfast* information sheet and posters, postcards, flyers and a registration forms template were distributed in early August 2006.
- MediaWise prepared regional media releases for the advertised events in September 2006 and facilitated local radio interviews and print media coverage featuring local organisers and participants.
- Spot prizes were supplied to the event organisers for distribution to participants on the day.



Bendigo Bicycle User Group lent a helping hand to local riders

9.5. Evaluation of promotion

The following question was added to the registration form this year as part of an evaluation of the new promotional material. Respondents were invited to select all applicable options. Clearly, internal office promotion was the most powerful mode, whether it be by email or word-of-mouth.

Table 4: Evaluation of promotion

'How did you find out about the event?'		
Email from someone in my workplace	3178	31%
I've known for years	2827	28%
Word of mouth	2606	26%
My workplace intranet	1743	17%
Ride to Work Day™ poster	1399	14%
www.bv.com.au	1399	14%
Bicycle Victoria's Ride On magazine	1247	12%
Bicycle Victoria's In the Loop e-news	1207	12%
Newspaper/newspaper article	626	6%
Ride to Work Day postcard	446	4%
www.ride2work.com.au	304	3%
Radio	229	2%
Other - other organisation	142	1%
Other - Workplace	138	1%
Other - Bicycle NSW	105	1%
Other - Union/professional association newsletter	96	1%
Other - BUG	58	1%
Other - Pedal Power ACT	52	1%
Other - flyers	51	1%
Other - Bicycle QLD	40	0%
Other - Email	33	0%
Other - Bicycle SA	19	0%
Other - Bike shop	16	0%
Other - Internet	13	0%
Other - Bike North	12	0%
Other - Bicycle Tasmania	2	0%

10. Profile of participants and travel behaviour

Both online and paper registration for the event included survey questions relating to demographics, distance travelled and regular travel behaviour, providing the basis for a detailed analysis of the behaviour change potential of the event.

Overall, the profile of participants was consistent with that of registrants in Ride to Work Day™ 2005 and 2004, providing a reliable basis for future projections:

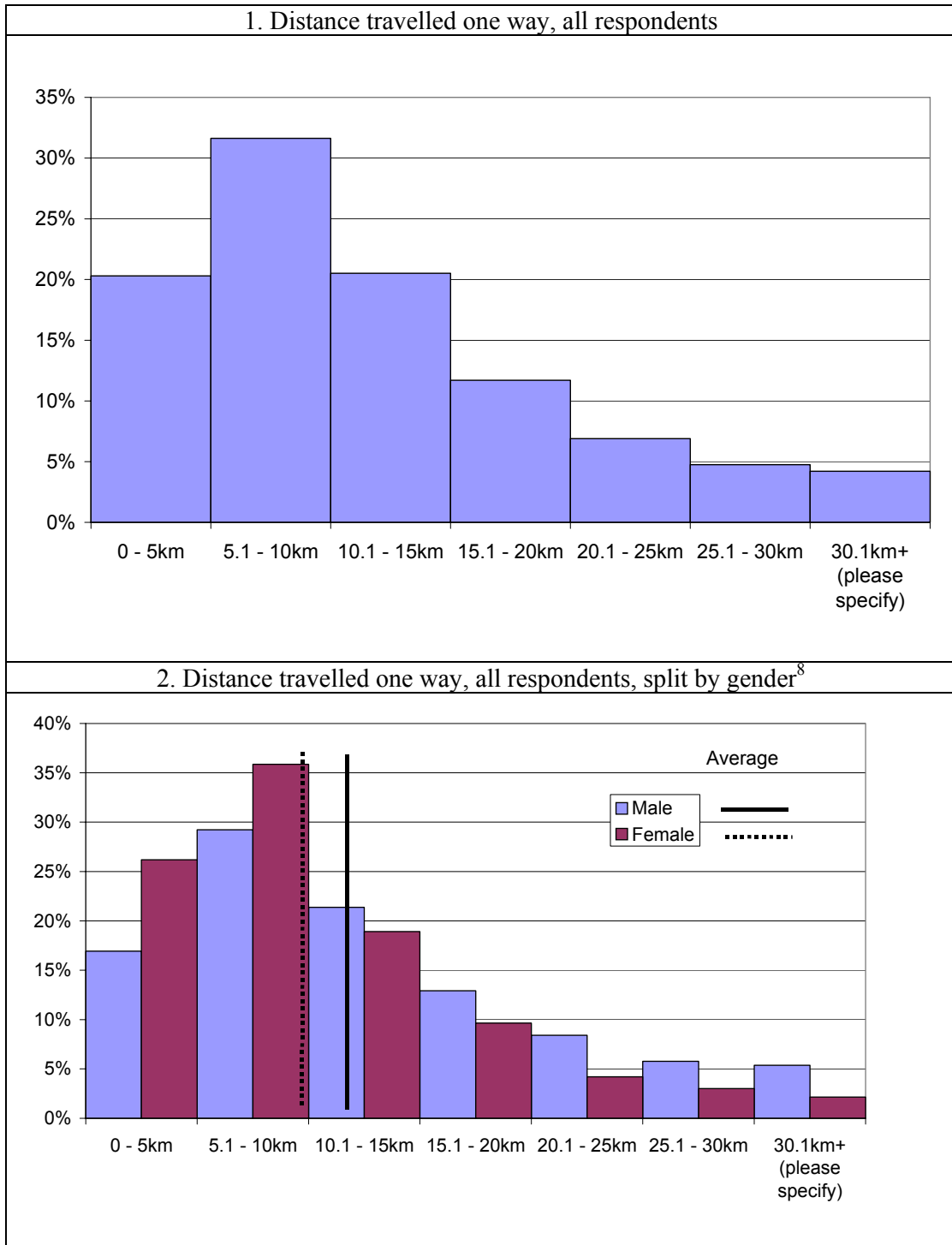
- 25% of participants rode to work for the first time in 2006; more than half of these new riders were female. The number of first-time riders identified grew strongly in proportion to total registration, with 2,518 participants reporting that they were riding to work for the first time.⁷
- Registrants represented a broad range of ages reflecting workplace demographics. The predominant age of participants was 21-50 years, with this age group representing 84% of registered riders; of that group, 33% were between the ages of 31 and 40.
- More than 60% of first-time riders in 2006 reported that they normally travelled to work by car and most of those normally drive alone.

Table 5: Rider type and gender split

Total registrants	10,181	
Rider type	First-time riders (2,518)	25%
	Not riding for first time	75%
All riders gender split	Male	63%
	Female	37%
First-time rider gender split	Male	53%
	Female	47%

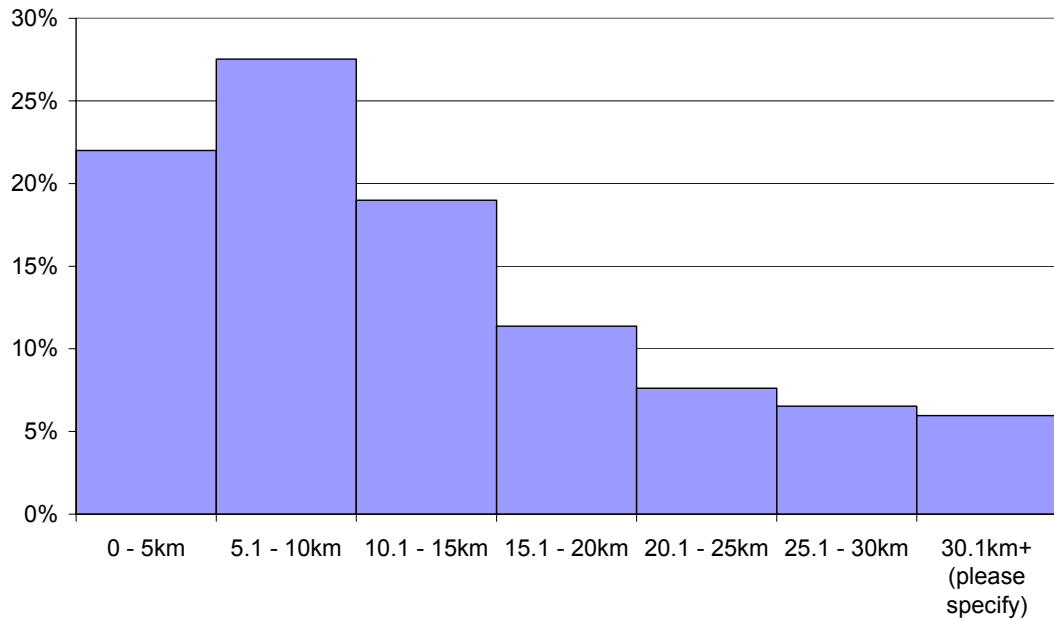
⁷ Question: 'Are you riding to work for the first time on Ride to Work Day?' First-time riders replied 'Yes' or 'No, I'm planning to ride to work for the first time in the lead up to Ride to Work Day'. Note that there was only a 'Yes' or 'No' option in previous years and the third option was added in response to feedback from workplace coordinators.

Ride to Work Day™ 2006 data graphs

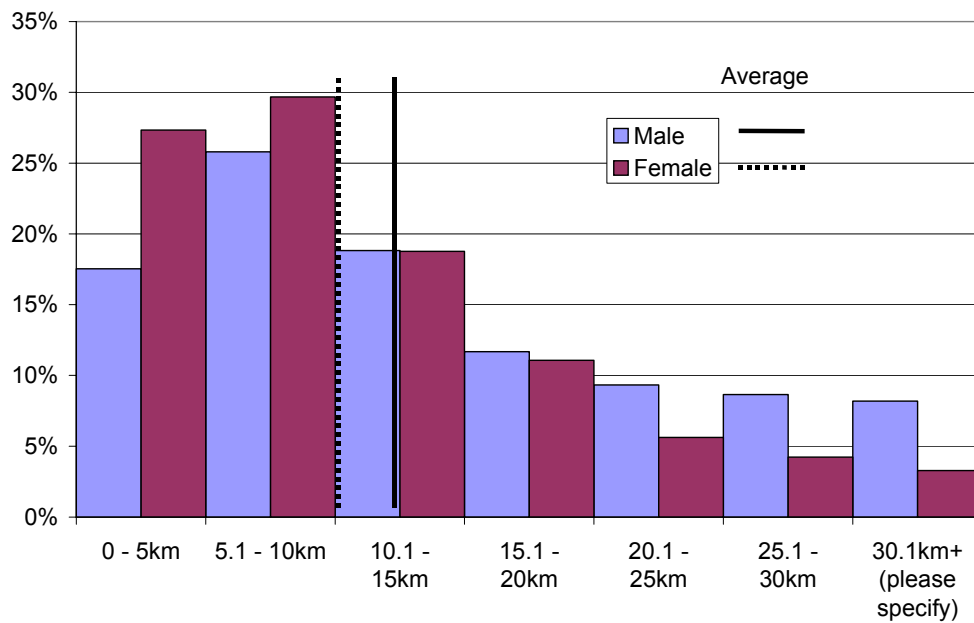


⁸ Note that the averages (for Graph 2 and Graph 4) are calculated based on distances less than 31km, this removes those outliers that would skew the average distance results that live large distances from work. <31 km is 4% of the national data set.

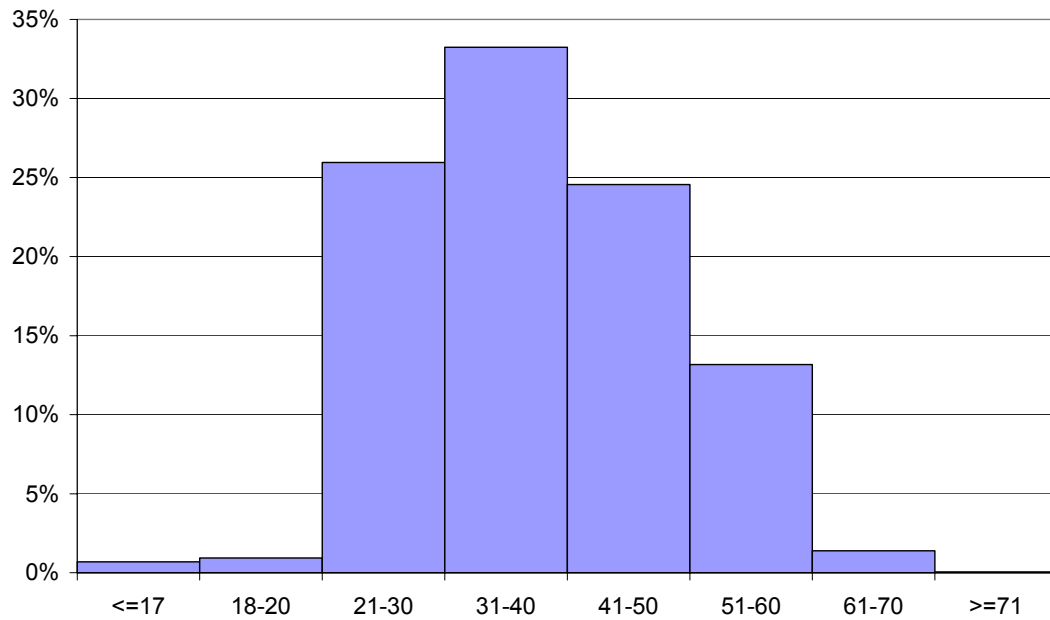
3. First-time riders distance one way



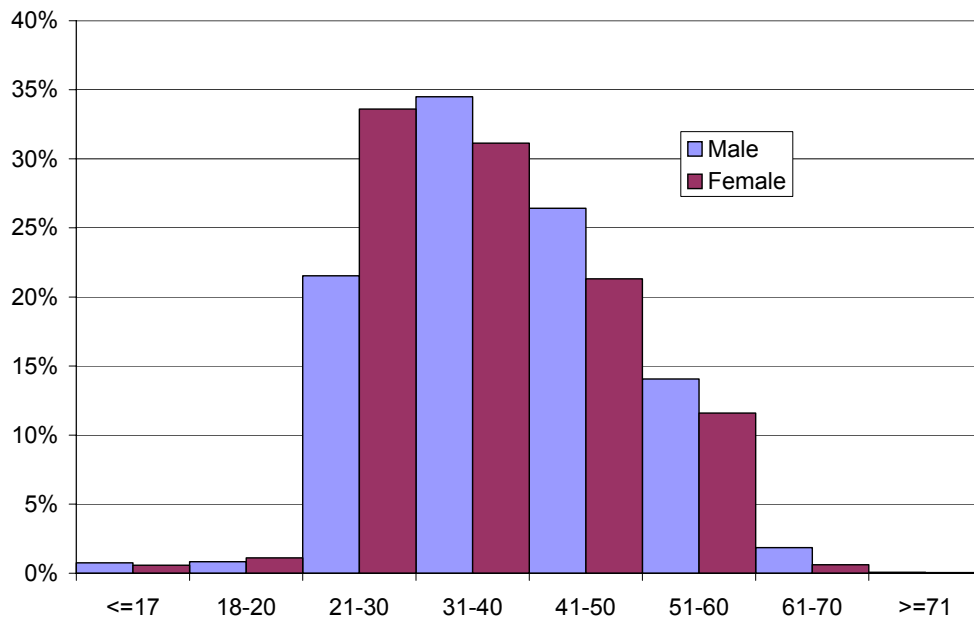
4. First-time riders distance split by gender



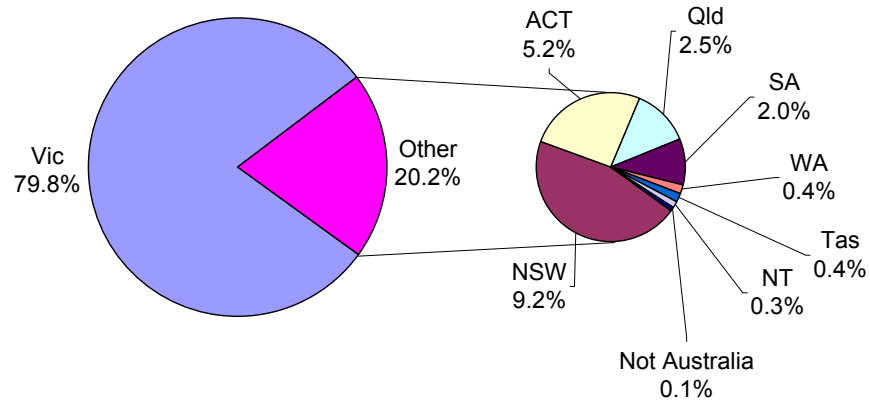
5. Age groups, all respondents



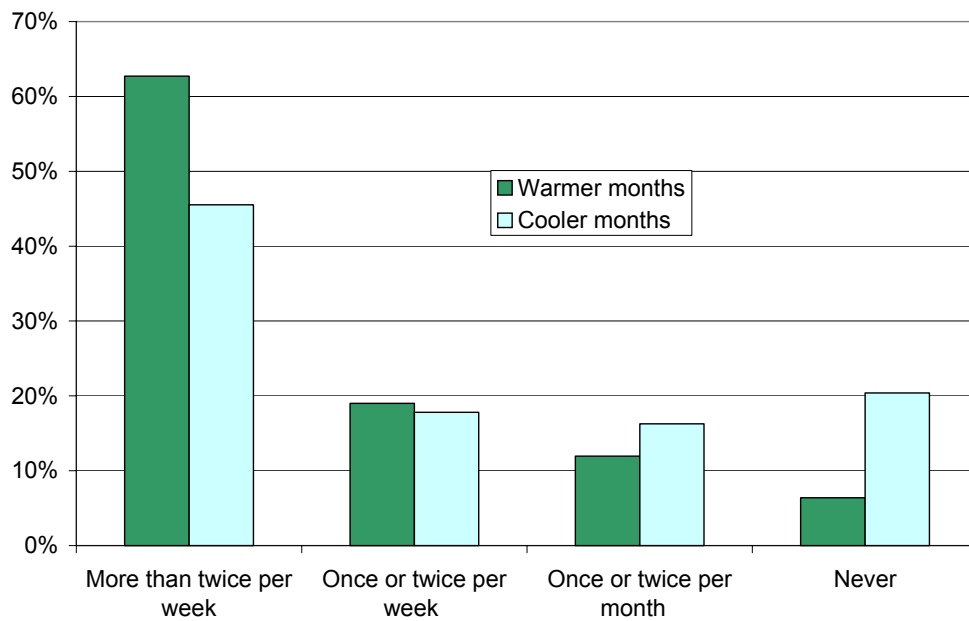
6. Age group, all respondents, split by gender



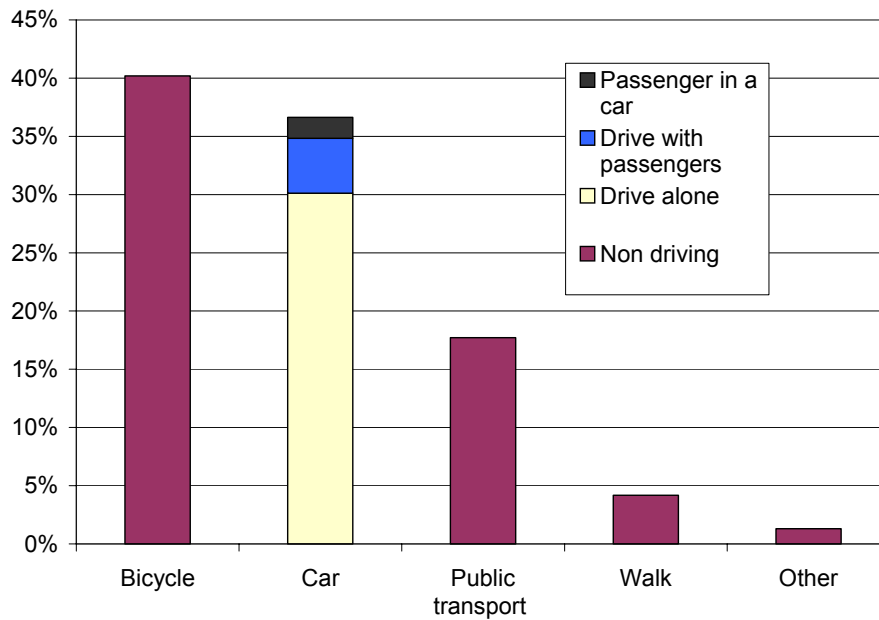
7. Relative state registrations



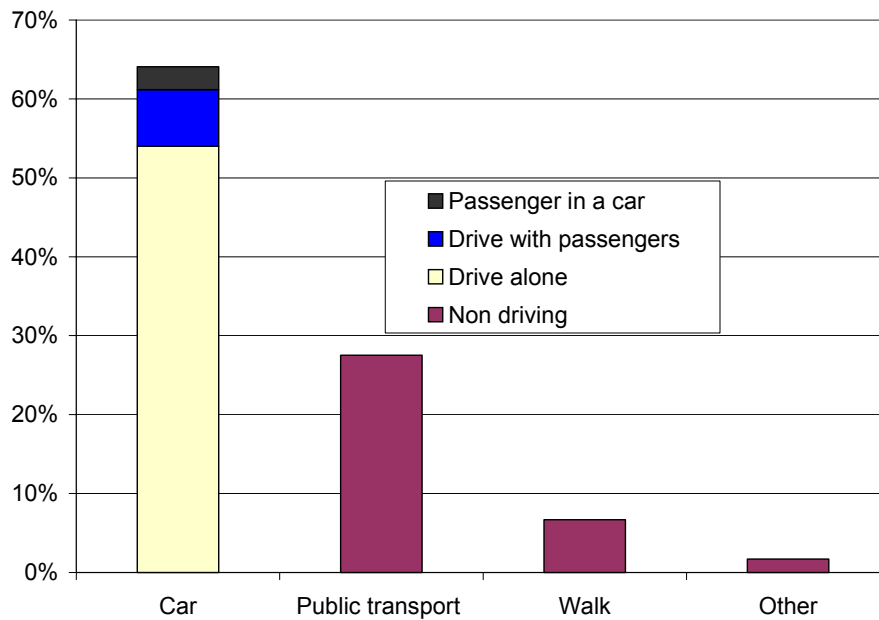
8. Not first-time riders, frequency of riding

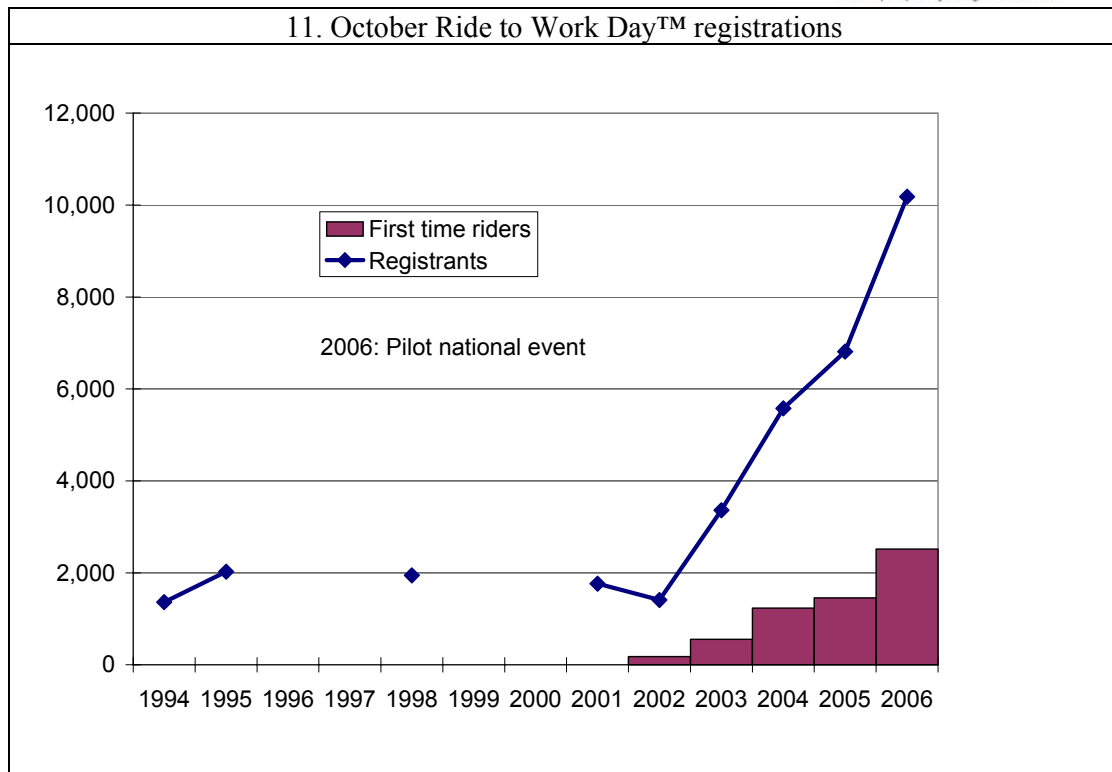


9. Normal transport mode (ranked), all respondents



10. Normal transport mode (ranked), first-time riders





11.Greenhouse Gas Savings

- Based on registered riders and details they provided about trip distance, 239,878 were cycled (return trip).
- The event diverted 88,755 kilometres that would have normally been travelled by car: 30% of registrants reported that they normally drove alone, accounting for an estimated distance of 71,964 kilometres; 7% of registrants reported that they normally travelled by car with others, accounting for an estimated distance of 16,792 kilometres.
- Using this data, we can calculate that the total Greenhouse Gas Savings on the event day alone amounted to 26.64 tonnes.⁹ This does not take into account the significant long-term impact of new riders who continue to ride after the event.

⁹ Based on Australian Greenhouse Office formula whereby total savings for those travelling by car alone (assuming average car) amounts to 23.74 tonnes and total savings for those travelling by car with others (assuming two passengers) amounts to 2.64 tonnes.

12. Recommendations

- Establish an Australia-wide event date that falls outside all school holidays (actioned)
- Develop clear roles for state/territory cycling organisations
- Develop a manual for state/territory cycling organisations. Include suggested timeline and guidelines for making the event successful in each states/territory. Encourage other state/territory cycling organisations to establish successful new elements from 2005 and 2006 including: CBD breakfasts, Melbourne TravelSmart map, RACV Bike Assist Cycle Angels™ program in Melbourne and Better Health Channel Ride to Work Day™ t-shirts as an incentive for early online registration by Victorian participants.
- Consider ways of incorporating state/territory identity in registration process with state-based incentives and support material
- Refine the kit for regional and suburban community events and commence active promotion to councils throughout Australia in April 2007. Include an event report form in the promotional pack to ensure standardised event evaluation.
- Interview Workplace Coordinators from 2006 to obtain feedback on content and delivery of support material. Use this as a basis for refining promotional material for 2007. Design a survey of Workplace Coordinators as part of the 2007 event evaluation.

13. Conclusion

Ride to Work Day™ continues to be a highly successful community-based social marketing event. The event enjoys extensive grassroots involvement and management endorsement by workplaces and local government throughout Victoria.

The mainstream appeal of the event was demonstrated by an impressive number of first-time riders and a broad representation of the workplace demographic. Registrations rose by 49% in 2006, totalling 10,181, with an estimated total participation of more than 30,000.

Enthusiasm for the small-scale pilot of the event interstate proved difficult to contain, resulting in 20% of registrations from outside Victoria. Resources were stretched but commitment from state/territory cycling organisations and capacity to work together on such an event was evident. This augurs well for the official launch of National Ride to Work Day™ in 2007.

A follow-up survey of participants from Ride to Work Day™ 2005 highlighted the ongoing behaviour change impact of this event and a similar survey in March 2007 will gauge the behaviour change impact of the 2006 event.

On all measures Ride to Work Day™ 2006™ was a well-supported event: participation by both regular and first-time riders, volunteer involvement (particularly in the workplaces), media profile, and support by government and business organisations in Victoria and interstate.

14. Appendices

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

14.1. Related reports

Ride to Work Day™ 2005 Post Event Report, December 2005,

Ride to Work Day™ 2006 Waste Wise Report, October 2006

Ride to Work and Beyond!, Report of follow-up survey of Ride to Work Day™ 2005 registered participants, 27 February- 3 March 2006

14.2. Ride to Work promotions

Ride to Work Day™ 2006 TravelSmart Map

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

Registration form templates

Postcards

T-shirt (for Victorian participants only)

Poster: Federation Square Breakfast

Poster: Workplace and community breakfasts throughout Australia

14.3. Workplace Organiser information

Planning your Ride to Work Day™, 4 October 2006

14.4. Council Community Breakfast information

Planning your Ride to Work Day™ Community Breakfast

14.5. Workplace registrations

Workplaces with less than 100 employees

Workplaces with 100 to 500 employees

Workplaces with 500 to 1000 employees

Workplaces with more than 1000 employees