

# chainletter

The Bike Wise newsletter

May 2009

## 'Spot the Cyclist' campaign in Taupo

The Bike Taupo team were looking for a way to promote and recognise urban cycling in Taupo during Bike Wise Month. They wanted to reward cyclists for their daily commutes rather than specific event rides.

The Bike Taupo committee were briefed with the task of spotting five cyclists per week during Bike Wise Month. The council teamed up with four local bike shops - Avanti Corner Shop, Top Gear Cycles, Huka Cycles Taupo and Life Cycles - to put together 20 goody bags. The 'spotted' cyclists were then approached to have their pictures taken for the local paper and given a goody bag in return.

The bags included a \$20 voucher for one of the local bike shops and lots of Bike Wise goodies such as puncture repair kits and reflective snap bands.

The mix of cyclists photographed included students cycling to school, commuters and people off to do their weekly shop. Feedback was extremely positive with most people very grateful to win a prize and happy to have their pictures taken. Based on the success of the promotion, Bike Taupo will be continuing the promotion for the 2010 Bike Wise campaign.

Any queries or advice on running a Spot the Cyclist campaign can be directed to Richard Hine or Thomas Schwarz by email: [bikewise@biketaupo.org.nz](mailto:bikewise@biketaupo.org.nz).



Wayne Martin, riding to work in the Heu Heu cycle lanes

## Avanti bike winners

Three lucky people won new Avanti bikes when they participated in the Bike Wise Battle. Here are a couple of them with their lovely looking new steeds!



Amanda Bond, riding to Acacia Bay on the cycle path over Control Gates Bridge



Gary Small from Opus in Christchurch, winner of the Avanti Vivace



**Bike**  
wise

[www.bikewise.co.nz](http://www.bikewise.co.nz)





Tamara Scott from Sport Manawatu, winner of the Avanti Black Thunder

## Road Safety Innovation and Achievement Awards

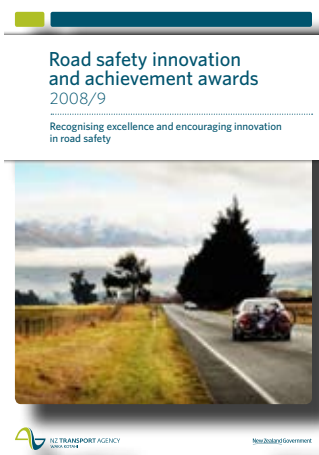
Can you show proven innovation, achievement, commitment and sustainability in your road safety initiatives? If so, let us know and earn recognition for your efforts.

Entries for the 2008/09 Road Safety Innovation and Achievement Awards open on May 9, closing at 5pm on July 8.

There are five award categories this year:

- » Education
- » Community
- » Organisations
- » Vehicle-based
- » Engineering.

The winner in each award category will receive a cash prize of \$2500. A representative from each winning entry will receive free travel to attend the awards ceremony in Auckland.



Since 2003, these awards have recognised road safety innovations initiated by individuals, organisations and communities. For an entry form and more information, please go to [www.roadsafetyinnovationawards.org.nz](http://www.roadsafetyinnovationawards.org.nz) or for queries email [roadsafetyawards@nzta.govt.nz](mailto:roadsafetyawards@nzta.govt.nz).

## Tokoroa North School - How to be safe on a bike

by Karen Tyrell, Teacher, Tokoroa North School

During Bike Wise Month, Tokoroa North School held a Bike Day and it was a huge success. Our unit focused on how to be safe on a bike. Prior to our Bike Day, Murray Bishop from RoadSense presented a lesson to each class on the importance of wearing helmets.

On Bike Day all the children from five classes brought their bikes to school. We had five activities set up to help them practice and improve their skills. They were: riding in a figure 8, slow bike races, an obstacle course riding around cones, an obstacle course involving jumps provided by Taki Morehu-Cookson and his team from Project Energise and a fun group activity creating a bike from newspaper, masking tape, ice-block sticks and string.

We used some of your goodies to provide prizes for the Create a Bike competition and for a Design a Dream Bike competition as well as some being awarded on the day. By the end of the day, although the children were very tired, they had all improved their bike handling skills, knew the importance of wearing a helmet and most could use hand signals.



Students practice their bike handling skills and hand signals



Students show their creative talents, making bikes from newspaper and ice-block sticks

## Share your stories

With so many exciting Bike Wise events being held this year we want to hear what happened in your region. Did you attend a successful event, win a prize or encourage someone who hasn't ridden for a while to give cycling a go? We're on the lookout for pictures too.

If you have a story you would like to share please email [bikewise@nzta.govt.nz](mailto:bikewise@nzta.govt.nz) and someone will be in touch.

## Council staff bike their way to record books

by Colleen Irvine, Communications Officer, Horowhenua District Council

Nearly 80 percent of Horowhenua District Council staff took part in a Big Bike Day during February's Bike Wise Month. Coordinator and Horowhenua District Council Facilities Asset Manager Peter Shore said participants biked around the Levin Domain Velodrome starting at 7.30am and finishing at 5.00pm.

'We clocked up an impressive 720km, further than Wellington to Auckland, and as a result have claimed a New Zealand record for the greatest distance cycled by council staff within a normal working day.'

Some staff cycled to work in the weeks leading up to the big day, but 64 staff plus Mayor Brendan Duffy and Cr Barry Judd cycled in on the big day - which was fabulous.

The time, distance and participation was validated by Southend Cycles owner, NZ bike coach Brian Gilbert and Sport Horowhenua coordinator Ra Jarden-Osborne.

Mr Shore said staff could rightly feel pretty pleased with their efforts and an additional bonus was that many staff were determined not to make it a one-off exercise event.



Horowhenua District Council's customer services team - ready to ride

### Zen proverb

A Zen teacher saw five of his students returning from the market, riding their bicycles. When they arrived at the monastery and had dismounted, the teacher asked the students, 'Why are you riding your bicycles?'

The first student replied, 'The bicycle is carrying this sack of potatoes. I am glad that I do not have to carry them on my back!' The teacher praised the first student. 'You are a smart boy! When you grow old, you will not walk hunched over like I do.'

The second student replied, 'I love to watch the trees and fields pass by as I roll down the path!' The teacher commended the second student, 'Your eyes are open, and you see the world.'

The third student replied, 'When I ride my bicycle, I am content to chant nam myoho renge kyo.' The teacher gave his praise to the third student, 'Your mind will roll with the ease of a newly trued wheel.'

The fourth student replied, 'Riding my bicycle, I live in harmony with all sentient beings.' The teacher was pleased and said to the fourth student, 'You are riding on the golden path of non-harming.'

The fifth student replied, 'I ride my bicycle to ride my bicycle.' The teacher sat at the feet of the fifth student and said, 'I am your student.'

