

chainletter

The Bike Wise newsletter

September 2009

Bike Wise Challenge - formerly Bike Wise Battle

The Bike Wise Battle has always been one of our most popular events, with hundreds of organisations and thousands of people taking part every year. It has already undergone one name change since it began in 2002, and now we have made the decision to change the name once again.

From now on the Bike Wise Battle will be known as the Bike Wise Challenge. The competition is not a battle to cycle the most kilometres, it's not a fight to make more trips than your neighbour, and it's not something we expect you to engage in to the death!

We wanted the name to reflect the spirit of the competition - a personal challenge to jump on a bike and give cycling a go, or try replacing car trips with bike trips, or some other personal goal that you want to achieve during the month. It's also an organisational challenge to see how many people within your organisation you can get cycling, and to support cycling as a fun, economical, healthy and sustainable activity.

Bike Wise Month - key information for event coordinators

NUMBER OF EVENTS

Bike Wise has continued to grow in popularity and number of events over the last few years. This has been great, as the benefits of cycling have been spread far and wide around New Zealand. For 2010 we have decided that it is time to grow participation in the existing events, rather than continue to add many more, smaller events with low participation.

We are setting some targets for increasing participation in our main events, and getting new people to try cycling during Bike Wise Month. We hope that you will support our targets and that they will also fit with the aims of the multiple organisations working on Bike Wise in your area.

We will be publishing the targets for all our events on the website next month, and will let you know where to find them in our next Chainletter.

For 2010, we will be supporting a maximum of 50 Go By Bike Day and Mayoral Challenge events each. The first 150 school and 150 general events registered will receive a coordinators kit.



REGISTRATION

Registrations will open on 9 November 2009. You will be able to register your events online at www.bikewise.co.nz during the registration period. Registration periods will differ depending on the event type, to allow us time to order and distribute resources:

DATES FOR REGISTRATION:

- Go By Bike Day** - 9 November to 11 December 2009
- Mayoral Challenge** - 9 November to 11 December 2009
- School and general events** - 9 November 2009 to 22 January 2010

Registrations for the Bike Wise Challenge will open in January 2010 and we are working on establishing a new web address with the new name. We will let you know shortly what that address will be.



MERCHANDISE

We will have a good range of merchandise available again this year, with many of the popular items and some new ones. Due to price increases from suppliers and budget constraints this year, we have not been able to purchase the same quantities of merchandise as in the past. This means we will have limited stock of some items for sale.

We will still be offering fully stocked coordinators kits as in previous years. Details of the kit contents will be available on the website in October.



POSTERS

Our posters are being designed as we speak - we will have a brand new look and feel for 2010. Thanks to your feedback, we have also decided to change the size of the posters. They will now be available in A3 and A4, and you will be able to order the posters that you want, when you register.

We hope the smaller size posters will be able to go up in more places in your community. We are really pleased that we have been able to set up an order system for the posters. This should help us to reduce the number of posters which end up being unused, recycled or thrown away.

Poster templates will be available as usual to download from the website. We are working with the designers to make sure the templates will be easy for you to customise with your own text and local sponsors' logos.

GO BY BIKE DAY

Once again we will be using the supermarket voucher system to support your Go By Bike Day breakfast. This year you will be able to choose vouchers from the supermarket chain you prefer to use.

Please remember that to be eligible to receive the supermarket vouchers, your Go By Bike Day event must be:

- held in a public place and open to the public to attend
- free of charge
- promoted to the general public to participate.

Note: We do not offer vouchers to schools who are holding a Go By Bike Day event for the students and parents.

MEDIA

We will continue to promote Bike Wise Month through a range of media, including radio, print and online. We will have more details of our media campaign available for you over the next couple of months.

QUESTIONS

If you have any questions about Bike Wise Month or any of the information above, please feel free to contact us by emailing bikewise@nzta.govt.nz.

350 International Day of Climate Change Action

24 October 2009

350 Aotearoa is part of an international movement to unite the world around solutions to climate change. Their mission is to inspire communities across New Zealand to act on the climate crisis with a sense of unity, urgency and possibility.

350 Aotearoa is now coordinating action groups in nine regions across Aotearoa and thousands of New Zealanders are connecting and getting behind the 350 vision.

350 Aotearoa is about using creativity and fun to tackle this, the most serious and pressing of the challenges that we collectively face.

On October 24 there will be events happening all around New Zealand and the world. To check out what is happening in your region visit <http://www.350.org.nz/about>.

In Wellington there will be a Great Harbour Way cycle ride, beginning in Eastbourne and finishing at 350 festivities outside Mac's Brewery on the waterfront for the International Climate Day of Action. There will be many pick up points along the way. You can contact Christina for more information and to get riding! christina.bellis3@gmail.com.



BikeNZ 1.5m to survive

BikeNZ and RideStrong have launched 1.5m to survive, demanding for 1.5m when passing a cyclist to become law. 1.5m to survive is a single but powerful idea that unlocks many of the key issues facing cyclists on our roads including improved cycling infrastructure on our roads, and improved driver and cyclists' education.



BikeNZ are calling for all cyclists to stand up now and demand better conditions or the opportunity for a better cycling environment will be lost.

The government is asking for submissions until 2 October for the 2010–2020 road safety strategy, and any hope of gaining political will to make advances in safety for cycling will be dependent on demonstrating widespread public support. Conversely, failure to get a strong response from the cycling community will speak volumes to the politicians that cyclists are a marginal group that can be ignored.

You can sign the 1.5m to Survive petition by visiting the 1.5m to survive campaign page.

If you want to promote the campaign through your own networks, you can contact Benji Hall at BikeNZ. Benji can provide you with images and text for your newsletters and website.

Email Benji at benji@bikenz.org.nz.

Cyclist skills newsletter

The fourth of a series of newsletters to update you on the development of the New Zealand cyclist skills training guidelines is now available at <http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/cyclist-skills-training/docs/issue-4.pdf>.

The guidelines aim to provide a consistent 'best practice' approach to the delivery of cyclist training in New Zealand. The

guidelines cater for a range of trainees and suit both school and adult training environments. They also include a number of outcomes to ensure that demonstrated ability is achieved at each level.



Greater Wellington's Cycling and Walking Journey Planner

Greater Wellington Regional Council has developed a website showing the best route when walking or cycling between any two points in Wellington, and how long it should take. This planner helps make cycling and walking even more convenient by providing you with straight forward directions along a direct route from A to B. Whether you are a seasoned or novice walker or cyclist planning a commute to work or a trip to the local shops or library, simply key in your origin and destination and in seconds you'll have all the information you need about your particular journey!

You'll find out how long your journey will take, how hilly the trip is and get an estimate of how many calories you'll burn! Detailed route directions are also provided in a print or email friendly format. The journey planner will even provide you with the location of bike racks, drinking fountains, toilets and points of interest such as parks. This is the first online cycling and walking journey planner to be developed in New Zealand. You can check it out at www.journeyplanner.org.nz.

