



**Bike**  
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# chainletter

The Bike Wise Newsletter

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## HSC SAYS GOODBYE AS BIKEWISE ROLLS ON

**For 13 years, the Health Sponsorship Council (HSC) has been helping get New Zealanders on bicycles. However as of 30 June 2007, HSC will no longer be running the Bike Wise Programme.**

Although a new provider is yet to be announced, the Bike Wise Programme is expected to continue with support from Land Transport NZ and the Ministry of Health.

The Bike Wise programme would not be the success it is without the contribution of the Bike Wise network. HSC wishes to acknowledge and thank everybody involved with the Bike Wise Programme for your efforts and energies over the years.

Recently the programme has taken off. In 2003, participation in Bike Wise Week was 40,000 and 170 organisations ran Bike Wise events. This year approximately 100,000 people took part in 533 events.

In 2003, 1000 cyclists took part in the Business Battle. This year, a phenomenal 10128 participants pedaled 801,836 kilometres! What's more over a quarter of these people were first time or very infrequent cyclists and evaluation shows us that these people are likely to keep cycling and get out of their cars in order to do so.

Last year we introduced two new stars to the Bike Wise stable - the Mayoral Challenge and the Community Partnership

Programme - and we made the finals of the NZ Marketing Awards as a result.

Furthermore, we are generating visibility, getting cycling on the radio, in the papers and on TV. Did you know that this year's Bike Wise Week generated over \$389,000 in free publicity? This included multiple 30-second spots on One National Network and TV3 news, a piece on Close Up, a live cross for TV One's Breakfast and an appearance on Good Morning.

Together with the Bike Wise network we are achieving the holy grail of social marketing - we are affecting behavioural change. We are getting more people cycling more often.

So once again, thank-you and goodbye from the HSC Bike Wise Week team.

### KEY DATES

**Bike Wise Week** - 23 February to 2 March 2008.

**Go By Bike Day** - Wednesday 27 February 2008.

**Bike Wise Business Battle** - 18 February to 2 March 2008.

**Mayoral Challenge** - Sunday 17 or 24 February 2008. 2 March given as alternative but not preferred.

*These dates are tentative. Keep an eye on the website [www.bikewise.org.nz](http://www.bikewise.org.nz) for confirmation.*

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### Who do you contact in the future?

All Bike Wise enquiries will eventually be directed to the new provider. From 1 July 2007, please contact:

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## BUSINESS BATTLE EXPLODES

**For two weeks in February, New Zealand companies encouraged their workers to get a firm hold on their handlebars and their backsides onto bike seats.**

The Bike Wise Business Battle is the rising star of the Bike Wise stable growing by 146% in 2007. This year participants pedalled 801,836 kilometres as 505 companies vied for the prizes on offer.

The Battle is one of the only cycling initiatives globally that gets people out of cars, onto bikes and keeps them there. This year the proportion of new or infrequent cyclists participating rose to 27%.

Christchurch City Council (CCC) made the Battle part of their Summer of Cycling promotion and actively marketed the event with great success. According to Katrina Beatson of CCC, "the most effective method of promotion was hiring a temp for a week to cold call and personally sell the concept to businesses in the CBD. The temp was asked to seek out workplace champions who were willing to coordinate and promote the battle to their colleagues". Christchurch also got Radio Network and Radio Works on board with lots of adlibs and Outside Broadcast crossovers.

Bike Wise found that the most effective way to distribute the Battle fliers (DLE's) is to attach two lollies to a flier and attach them to parked bicycles. This generated an 18% response rate.

Bike Wise expects exponential growth in the Battle over coming years.

## MAYORAL CHALLENGE SUCCESS

Twenty-six centres around New Zealand squared off in this year's Mayoral Challenge. This is the second year that the Mayoral Challenge has run. Last year 8,400 cyclists took part in just 18 centres.

Bike Wise Programme Manager, Brent Skinnon, said he was thrilled at the way the event has grown.

"The Mayoral Challenge is all about getting out and having fun on a bike, and I'm pleased that so many people got behind the idea and came out to enjoy themselves. Even the mayors had a great time."

The awards are given each year to the centres that can muster

the most cyclists to ride behind their mayors. The event, part of Bike Wise Week, involved almost 10,500 cyclists nationwide.

Although they didn't win, Rodney District's bid to be the cycle maddest area in NZ was a huge success. Transit closed down part of State Highway One to allow 1,400 people to line up behind Mayor John Law and complete the 2km ride along the Hibiscus Coast Highway.

When asked if there is one piece of advice she'd give to organisers of Mayoral Challenges, Belinda Matheson of Rodney District Council said it all came down to planning. "Plan early and get as much support as possible from across the community. Churches and other community groups are often very keen to help so book in early with them, and involve them in planning as they have often participated in loads of past community events."

Belinda started planning six months prior to the event and set about selling the concept and rallying support from the council, schools, Transit, local businesses, police and the Lions club. Even Austin Powers was sold on the benefits of the event and threw in his own peculiar bent on cycling.

Although the event took place on the weekend, many schools in the region participated, seeing it as a great opportunity to get involved with the wider community. The Principal of Red Beach School, Lesley Tait, said her students were very motivated to participate in the event. "They liked the official aspect of it. They were excited about getting on their bikes and going for a ride with their Mayor." Red Beach School got involved because the Mayoral Challenge aligned with their philosophy of healthy body, healthy mind. They also saw it as an opportunity to involve parents and caregivers in a school activity.

Information on the Mayoral Challenge can be found on the Bike Wise website [www.bikewise.org.nz](http://www.bikewise.org.nz)



## BIKE WISE AND SCHOOLS

The beginning of the year is a busy time for schools. The team at Bike Wise understand this and will be considering the timing of Bike Wise Week when planning beyond 2008. However, for 2008, Bike Wise Week will be held from 23rd February to 2nd March.

Approximately 280 schools participated in Bike Wise Week 2007. This 15% increase on 2006 is due to increased awareness that the promotion and implementation of safe cycling programmes is an important way to increase physical activity amongst students and to get more students cycling safely, more often.

According to research, almost all coordinators who participated in Bike Wise Week 2006 said they found it a valuable mechanism for promoting cycle safety in their school community.

To find out how to get involved, go to: <http://www.bikewise.co.nz/Site/bikewiseweek/default.aspx>

## Bike Wise Week and Feet First

Walk to School or Bike Wise Week? With the two events following so closely each year, stakeholders often ask us which they should choose.

The two events are not mutually exclusive. The two modes are complementary.

At this stage, no formal links have been made between the two events but our advice is that schools run cycle skills training during Bike Wise Week such that children can ride safely to school during Walk to School Week, if they so choose. Children can get Feet First credits for cycling to school.

## BIKE WISE WEEK COORDINATOR REGISTRATIONS

Registrations for Bike Wise Week 2008 event coordinators should open later this year. All registered 2007/ 2006 coordinators and current Chainletter recipients will be informed by e-mail when registration is open. In the interim, keep an eye on the website [www.bikewise.org.nz](http://www.bikewise.org.nz)

## BIKE WISE BRANDING



An objective of Bike Wise Week is to provide participants in the regions with the sense that they are participating in a nationwide event. To help with this, Bike Wise have a Bike Wise logo and Bike Wise brand style guide. The Bike Wise brand style guide is an important way of anchoring regional activity within a national brand identity. While this brand style guide is suggested use only, we see it as beneficial to the goals of Bike Wise on a local and national level to help ensure that all material carrying the Bike Wise branding displays it in a consistent and appropriate manner.

Go to [http://www.bikewise.co.nz/Site/bikewiseweek/more\\_info.aspx](http://www.bikewise.co.nz/Site/bikewiseweek/more_info.aspx) to download logos and the Bike Wise Brand Style Guide.

For more information contact [info@bikewise.org.nz](mailto:info@bikewise.org.nz)

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 GO TO [www.bikewise.org.nz](http://www.bikewise.org.nz)  
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## BIKE WISE RESOURCES AND MERCHANDISE



Bike Wise has a range of resources available for your use. These can be downloaded for free and purchased through: <http://www.bikewise.org.nz> and click on the merchandise tab.

