

Bike Wise 2008 went off!!

Congratulations to everyone who took part in Bike Wise activities during 2008 - we hope you had an enjoyable experience and are still out there on your bike!

Bike Wise is a nationally coordinated event that promotes safety and biking as a sustainable, fun, healthy and enjoyable means of transport. Bike Wise is funded by the NZ Transport Agency and the Ministry of Health.

Bike Wise would like to thank all the event coordinators, schools, workplaces and community groups that ran events. Well done and thank you for all your efforts in making Bike Wise a success this year. 2008 was the biggest Bike Wise ever, with over 100,000 people taking part.

Event coordinators, cycling stakeholders and community groups interested in participating in Bike Wise next year should start planning their events and activities to be run between 1 and 28 February 2009 as we move from Bike Wise Week to Bike Wise Month!

You'll be pleased to hear that the Bike Wise team is well ahead of where we were this time last year and the team are really looking forward to providing resources and assisting the Bike Wise event coordinators around the country to run their events in 2009.

Keep reading to see what happened around the country during Bike Wise 2008 and to find out what is in store for 2009.

Bike Wise Month coordinator registrations

Registrations for Bike Wise Month, Go By Bike Day and Mayoral Challenge events will open on 1 November and close on 5 December 2008.

Bike Wise Battle registrations open in January 2009.

Event coordinators will be notified when registrations open and will be able to register their Bike Wise events on the www.bikewise.co.nz website. The first 500 coordinators who register their event/s will receive a free coordinators kit containing Bike Wise merchandise and promotional material.

KEY DATES

Registrations open	3 November 2008
Registrations close	5 December 2008
Bike Wise Month	February 2009
Go By Bike Day	18 February 2009
Bike Wise Battle	February 2009
Bike Wise Mayoral Challenge	Any Saturday or Sunday during February 2009

Bike Wise Week in South Canterbury

By Daniel Naudé, Road Safety Coordinator for South Canterbury

January 2008 was a busy month for the South Canterbury Bike Wise coordinators. It was great to see effective teamwork amid the several organisations involved such as Sports South Canterbury, Public Health, Timaru Police, the South Canterbury District Council, the Cyclery and Howes Cycles who all got together to organise this important annual event.

First, we discussed the successful programmes that we have managed in the past and made a plan for 2008. A lot of work went into organising a number of events and several people were involved in more than one.

The Mayors (Timaru and Waimate) and other celebrities had other commitments too, so we had to work around that. The "Travel the Tracks after 5" event, led by Timaru Deputy Mayor, Michael Oliver, turned out to be lots of fun for everybody when he led the ride on the mountain bike tracks with a road bike! The Mayor of Waimate, John Coles, also showed inspiration and managed to get over sixty people in the community to participate in the ride through town.

We found the Bike Wise information packs and templates were very helpful with our planning. For us all the resources and delivery were on time and the help we got was excellent!

The only improvement that could be made would be to start the distribution of information and processes earlier so we do not end up in a rush at the last minute to get things done.



At the end of the day I think we succeeded with the aim of the project to get more people on their bikes. Thank you to everyone involved and I look forward to Bike Wise 2009.



Timaru Deputy Mayor Michael Oliver leading the ride at Travel the Tracks after Five

Mayoral Challenge 2008

In 2008, 35 towns and cities competed for the title of Cycle Mad City, by getting as many people as possible to follow the mayor on a fun community bike ride. Every participant earned one point, with additional bonus points for any celebrities that took part.

Congratulations to all participants and event coordinators for your efforts. The 2008 year's Cycle Mad Cities were:

- Rodney District Council (category: over 58,000+ population)
- Central Hawkes Bay District Council (category: 11,000-58,000 population)
- Opotiki District Council (category: under 11,000 population).



Thank you to Avanti, Fresh Connection and Dole Superfoods for sponsoring the Bike Wise Mayoral Challenge in 2008. Thirty-five Avanti bikes were awarded as spot prizes to participants throughout the country and thousands of bananas were enjoyed at the event.

Opotiki proves to be the greatest little cycling town

By an unnamed Opotiki author

In case you haven't heard, Opotiki came out tops in the Bike Wise Mayoral Challenge 'under 11,000 category'.

Realising we were up against tough competition from other towns, Mayor John Forbes slipped into his bike shorts, got on his trusty bike and hit the streets. Aply assisted and cajoled by Pathway to Health Coordinator Jacqueline, town folk were quick to follow in his wheel tracks and joined in to form the biggest peloton ever seen ... apart from maybe that ride round Taupo thing. Business people, sports stars, whānau groups, wheelchair athletes, the aged and injured riding tandems, bikes and trikes - they all came out to play!

Through the streets of Opotiki the Mayor led them eventually to cross tracks with the town's cycling speed merchants who were loosening up for their weekly time trial. They joined in and before we knew it, all that could be heard was the deafening 'whirr' as 603 sets of bike tyres rolled by - without a hint of a whiff of petrol fumes!

Celebrations continued into the evening as our peddlers convened on Waioeka Domain for more cycle fun, food and a prizegiving - highlighted by the Chairman of the council's Sport and Recreation Committee, Robbie Peterson taking home the major spot prize of a new bike courtesy of Avanti.

Looking forward to next year!



Go By Bike Day 2008

At Go By Bike Day 2008, thousands of New Zealanders cycled to work, meetings, universities, schools and social engagements and called into designated centres along the way to enjoy a free breakfast and live entertainment.

The events were coordinated by local and regional councils, sports trusts, cycle groups and other organisations with an interest in biking, and were run in 49 centres throughout New Zealand.

Thank you to ABE's Food Company, Barker's Fine Foods, Fresh Connection, Dole Superfoods, Flemings and Peoples Coffee for sponsoring the Bike Wise Go By Bike Day in 2008 and providing breakfast suppliers for the 49 events.



Go By Bike Day in Wellington's Civic Square

By Anne-Maree Delaney, Go By Bike Day Coordinator 2008, Cycle Aware Wellington

In Wellington, almost a thousand people pedalled to Civic Square to share breakfast, music, prizes and to listen to speeches, making it Wellington's biggest Go By Bike Day yet! We don't know if it was the great weather, a desire to get into shape or climate change concerns but there were more bikers than ever.

Cycle Aware Wellington (CAW) has been organising the Wellington Go By Bike Day for the past 12 years. CAW is a member of the Cycling Advocates Network (CAN) the national voice for kiwi cyclists. Check out www.can.org.nz.

Working with an experienced committee and having a large group of CAW volunteers to help out on the day was a great asset for me as first time Coordinator of the event.

Speaking at the breakfast, Minister of Transport Hon Annette King said 'more than a million New Zealanders ride bikes regularly, but while recreational riding is increasing, commuter cycling is stagnating. We know we need to do more to make cycle commuting safe and enjoyable.' She called for a moment of silence 'for those Wellingtonians who are stuck in traffic on their way to the gym to ride an exercycle.'

'Today, however, we are here to celebrate all those people who regularly commute to work by cycle in Wellington and those of you who usually go to work by car but have climbed out of your comfort zone to bike to this morning's event.'



Transport Minister Annette King presents a spot prize

Other speakers included city councillors and a representative from the Cancer Society who covered sustainability and climate change themes and how physical activity has been proven to reduce cancer risk. Information stalls and promotions added to the buzz of the event. Stalls included Transition Towns, the Sustainability Trust and Living Streets Aotearoa. One hundred and fifty people also took the opportunity to get a free bike check from Penny Farthings Cycles/Rocket Bikes.

It was great to see Wellingtonians enjoying the event in increasing numbers and making it their own by dressing up, arriving on bikes of all shapes and sizes and from far and wide around the region. We

had a great day and we now have plenty of momentum to pedal on towards Go By Bike Day 2009 and beyond!



A team of women biking in frocks gather in Civic Square

Go By Bike Day in the Western BoP

By Penny Mitropoulos, Active Living Coordinator, Western Bay of Plenty Sport

Bike Wise Week 2008 in the Western BoP provided the community with a fantastic opportunity to give cycling a go. The week was all about getting back on your bike, having fun, using cycling as a mode of transport, building up your fitness and spending time with family. Whether it was joining the Mayor for the Bike and Trike Trail on Children's Day or a social ride around the scenic Marine Parade, there was something for everyone.

The Western Bay Bike Wise calendar was packed with events and activities. This was the first year that Go By Bike Day had been held in Te Puke and Katikati. This focus was on encouraging new and existing cyclists in the smaller towns to use cycling as a means of transport to and from work and school. Early morning cyclists were rewarded with hot bagels, cream cheese and delicious jam spreads. Young Lars Stevenson from Katikati won the prize of a new bike and without hesitation announced he would give the bike to his sister so the whole family could enjoy cycling together.

Tauranga's Go By Bike Day attracted twice as many people as last year, with over 250 people turning up. At the same time, the Tauranga commuter challenge started. This is a race between a bike, car and bus to get from Bayfair to the CBD over the Harbour Bridge. It was a close finish, but once again, cycling was the fastest way to travel. The bus was second, with the new bus lane altering last year's result. The car turned up about 20 minutes later!

Overall, Bike Wise Week was a great success. The support from Environment Bay of Plenty, Land Transport NZ and the Ministry of Health throughout this initiative was greatly appreciated. A big 'thank you' to all the people on the ground who volunteered their time to run activities and events so that the community could get more active. Bike Wise Month 2009 can only be bigger and better in the Western Bay of Plenty.

Bike Wise Battle 2008

Over 470 organisations across the country signed up in 2008 to 'bike it out' during the Bike Wise Battle.

Organisations that get the highest percentage of their organisation cycling during the Bike Wise Battle win national and regional prizes. Three lucky participants also won an Avanti bike just for participating in the Bike Wise Battle. Fourteen daily spot prizes were awarded to people who recorded the distances that they had cycled during the Bike Wise Battle on the website.

Thank you to Avanti, Ground Effect Clothing and SPARC for sponsoring the Bike Wise Battle in 2008 and providing some great prizes.



Winner of Bike Wise Battle road bike prize

Peter Simon of Beca's Tauranga office won the major spot prize of a new road bike after taking part in the Bike Wise Battle.

This is the first year Peter has taken part in the Bike Wise Battle after being prompted to do so by Beca. 'Since starting just before Christmas, the company has really impressed me with its emphasis on staff enjoying a good work/life balance,' he said. 'Beca supports a lot of sporting activities and has really supported the Bike Wise programme.'

'If the Bike Wise programme is the catalyst to get people like me, who haven't cycled for a long time, back on a bike, then we are heading in the right direction. I've noticed that since the event, we still have a number of people cycling to work.'

Peter said, 'the prize was great timing. We recently moved back from Australia and I gave my bike away as it would not fit in the container. I'd used my wife's bike for Bike Wise and was trying to decide which new bike to buy when I found out that I had won the road bike!'

And it's not just Beca who has been encouraging staff to join in. Peter also noticed that the local council supported the programme. 'It's not surprising that the Bay of Plenty region has had strong participation and very good organisers, as it's a really great backyard for both road and mountain bike riding', he said.

'Thanks to Bike Wise and a special 'thank you' for the hard work of the local and regional coordinators for putting on another successful event.'



High Flying Bikers At Air New Zealand

By Simon Charlett-Green

Air New Zealand's Bike Wise activities focused around the Air NZ Green Team's Car Free Day on 25 Feb 2008. We put on our own bikers' breakfast and several executives got on their bikes and gave up their parking spaces to make room for bikes (and other alternative modes of transport including kayaks and sailing boats!). Prizes on offer including a matching pair of his'n'hers commuter bikes and a bunch of stuff from the Bike Wise promotion pack.

We had great participation across the country with people riding in to Air NZ offices in Auckland, Dunedin, Christchurch and Wellington. We also tried to find a fun, safe way of giving people the opportunity to try out a bike - the solution - hiring a fleet of tandems and putting them in Victoria Park for the day. They were in use all day as various departments took advantage of them for team building activities, at the same time boosting our entries into the Bike Wise Battle.

The highlight of the day was the Rumble in the Park. Air NZ CEO, Rob Fyfe and three of the senior executive team paired up on tandems for a couple of laps around Victoria Park. It was a great way of encouraging people out onto a bike in a safe, fun environment and helped us on the way to being a regional winner in the Bike Wise Battle.

In the longer term, the Bike Wise activities (and rising fuel prices) have sparked a greater interest in cycle commuting and we are in the process of forming Air NZ BUGs (Bicycle User Groups). The Bike Wise prize pack will be used to promote more bike-related initiatives in the future and we look forward to next year's Bike Wise Battle.



Di Paton and Lara Harrison complete a lap of Victoria Park

Changes at Land Transport NZ

On 1 July 2008, Land Transport New Zealand and Transit New Zealand became the NZ Transport Agency. The bringing together of the two organisations came about as a result of the Next Steps Review undertaken by the government last year. The new organisation retains many of the existing functions currently performed by Land Transport NZ and Transit, however, there will also be new roles and functions.

Any changes should have a positive impact on the Bike Wise programme as this area of work along with other sustainable transport programmes remain a key priority for the NZ Transport Agency. As far as Bike Wise coordinators are concerned, you should only see enhancements to the programme as it continuously improves each year.

Articles for this newsletter

If you would like to share what you have done this year or what you plan to do in your region in 2009, please send your stories to bikewise@nzta.govt.nz.

Keep an eye out for the next edition which will have more information on Bike Wise 2009 as well as Bike Wise articles from Central Otago and Queenstown Lakes, Central Hawkes Bay, Rotorua and Auckland.

The 2009 Bike Wise programme team

The 2009 Bike Wise team are in full swing preparing for 2009. For further information, please visit www.bikewise.co.nz.

All other enquires can be emailed to bikewise@nzta.govt.nz and Amy England (Bike Wise Event Manager) and David Pearce (Bike Wise Programme Development Manager) will be able to assist you.

