

# chainletter

The Bike Wise newsletter

December 2009

## Bike Wise Challenge 2010

The Bike Wise Challenge will run from 1-28 February 2010. We have a new web address since we changed the name of the competition this year. It is [www.bikewisechallenge.co.nz](http://www.bikewisechallenge.co.nz)

Remember, the Challenge is not about cycling the most kilometres, it's all about getting more people to experience and remember how fun and easy cycling can be.

As well as the health benefits, cycling offers a cost-effective way to commute, with savings made on petrol, parking fees and even gym memberships.

In 2010 we will have daily prize draws for those people who manage to encourage someone else to ride a bike (who hasn't ridden in a year or more).

### If you are new to the Challenge

Firstly, check if your organisation is already registered. If it is not registered, go to the Register page and choose Register an Organisation. Follow the process to register your organisation, and then register yourself as a participant in that organisation. You can also register your department and get some internal rivalry going.

### If you registered for the last Challenge

If you registered for the Challenge in February 2009 then you won't need to register again. You can simply log back into the website, fill out a short survey and start logging your bike rides. Use your email address to login and if you have forgotten your password you can use the Forgotten password function just next to the login box.

Now encourage as many of your colleagues as possible to visit the website, register themselves and hop on a bike just once (or more) during the Challenge!

## Our goals for the Bike Wise Challenge

- Increase overall participation in the Bike Wise Challenge - to 700+ organisations and 15,000+ people.
- Achieve at least 25% participation by new and infrequent cyclists - you can help by encouraging these people in your organisation.
- Increase participation in key centres where there are congestion problems, eg Auckland, Wellington and Christchurch.
- Increase knowledge of and promote safe cycling.
- Increase the number of people still riding a bike after Bike Wise Month.



# Bike Wise to Work - trial commuter challenge in Auckland

Bike Wise and ARTA have teamed up to create a new cycling commuter challenge which is being trialed in Auckland between January and April 2010.

Bike Wise to Work will focus on supporting people who are new to cycling and help them develop a new healthy habit incorporating exercise into their daily commute to work.

Participants will be challenged to make a small commitment to cycling to work – just 10 trips over 12 weeks from 18 January to 9 April 2010. During this time they will receive a series of regular emails which will help them to plan, prepare and discover the benefits of cycling to work! The email series will include solutions for people who live far away, have low fitness levels or are complete beginners.

Everyone that registers will receive a free cycle map of their area (northern, western, eastern, southern or central) to help plan their route to work. Plus there are 50 registration packs to be given away and plenty of other prizes up for grabs during the challenge.

Bike Wise to Work is open to all residents in the Auckland region. Check it out at [www.bikewisetowork.co.nz](http://www.bikewisetowork.co.nz)

# Skills Active Aotearoa seek feedback on new cyclist instructor qualifications

The draft cyclist skills qualifications are now out for consultation. If you are involved in the delivery of cycle training in New Zealand then your feedback is being sought.

The draft unit standards have been developed in consultation with an industry-led Qualification Development Panel and seek to represent the minimum competency requirements of the cycle skills training instructor.

These unit standards will sit alongside the *Cyclist skills training: A guide for the set-up and delivery of cyclist training in New Zealand* and organisational requirements to set the standard for cycle skills training instructors who deliver cyclist skills training in New Zealand. See: <http://www.nzta.govt.nz/resources/cyclist-skills-training-guide/docs/cyclist-skills-training.pdf>

We encourage you to share and discuss these unit standards with others who have an interest and welcome your comments and feedback by Monday 21 December 2009.

Visit: [http://www.skillsactive.org.nz/index.cfm/CONTACT\\_US/Feedback\\_Consultation](http://www.skillsactive.org.nz/index.cfm/CONTACT_US/Feedback_Consultation)

For more information regarding development of this qualification please contact Tracy-Lee Burkhart [tracy-lee@skillsactive.org.nz](mailto:tracy-lee@skillsactive.org.nz)

## Bike Wise to Work

### January - April 2010



Thought about biking to work but not sure where to start? Join our fun, free competition that will help you to get fit while getting to work. Make your New Year's resolution now and sign up at [www.bikewisetowork.co.nz](http://www.bikewisetowork.co.nz)

Open to all workers in the Auckland Region so hop on a bike and join us!



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





# Coordinator information

## Mayoral Challenge

Just a reminder to all Mayoral Challenge coordinators that we have changed the scoring system for 2010. Instead of awarding points for participants and celebrities, we will be awarding winners on highest percentage of population.

Registrations for the Mayoral Challenge and Go By Bike Day events closed on 11 December. If you wish to run one of these events and have not yet registered, please contact Amy England by email [bikewise@nzta.govt.nz](mailto:bikewise@nzta.govt.nz)

## Radio schedule

The national radio advertising schedule will be available before Christmas on the website in the Event Resources section. You can download a copy of the national schedule from the site in order to help you plan your local radio promotion.

## Swiss cheese releases

Swiss cheese media releases have been added to the website in the Event Resources section. These releases allow you to use a template with standard messaging and customise the details for your local area or region. We encourage you to use these releases to save yourselves time, and to help ensure we are getting consistent coverage of the key Bike Wise Month messages.

There are releases for Go By Bike Day, Mayoral Challenge and Bike Wise Month.

## Reminder

Need help with promoting your event to the media? You can contact Sarah McGregor at Consultus for help with developing a regional media release. Email: [smcgregor@acumenpublic.co.nz](mailto:smcgregor@acumenpublic.co.nz)

