

# ChainLinks

THE NEWSLETTER OF THE CYCLING ADVOCATES NETWORK (NZ)

ISSUE 6-2006

Happy 10<sup>th</sup> Birthday CAN



Cycling Advocates Network (CAN)

Email: [secretary@can.org.nz](mailto:secretary@can.org.nz)

PO Box 6491, Wellesley St,

[ChainLinks@can.org.nz](mailto:ChainLinks@can.org.nz)

Auckland, New Zealand

(newsletter)

Tel/Fax: 04-972-2552

WWW: <http://www.can.org.nz>

The views expressed in *ChainLinks* are not necessarily those of CAN.

## EDITORIAL

Welcome to the 10<sup>th</sup> birthday edition of ChainLinks.

I attended the first day of CAN Do in Wellington. Wellington displayed fabulous weather on Saturday – it reminded me why I live in sunny Christchurch. I was very impressed by the people who arrived by bike in THAT weather. The atmosphere among the attendees was great – even for a not-that-serious cyclist.

I found it a mixture of fun and learning. The presentations and discussions covered all sorts of stuff. See page 19 for more details. Fiona Whero and Simon Kennett and others did a great job organising it.

I also learnt that it is quite scary to be on a triple tandem. And no way am I going on a penny farthing but I am saving up for a folding bike to go touring overseas with.

Please send feedback on the new look and layout of ChainLinks.

All content and letters to editor welcomed. (They were omitted from this edition due to space.)

Also, any suggestions for potential advertisers and sponsors would be appreciated.

Jean Dorrell, ChainLinks Editor

### **ChainLinks Editor Required**

Due to other commitments, I am standing down as editor. We are looking for an editor and anyone else willing to assist with producing ChainLinks.

Please contact [chair@can.org.nz](mailto:chair@can.org.nz) or call Robert Ibell on 04-972 2552.



*Little River Rail Trail - Photo courtesy of bmphotos.com*

## In This Issue

Editorial.....	2
Need more space? .....	3
CAN at 10 - a Birthday Retrospective .....	4
Events for 2007 .....	9
Back Pedalling.....	9
BikeNZ Update.....	9
Bike Wise Gets More People Cycling More Often.....	10
New Groups.....	10
Bike Wise Battle 2007.....	11
e-Advocacy.....	11
Cycling to Work Threatened by Extinction .....	12
Bike Culture .....	13
SPARC Cycle-Friendly Award Winners Announced.....	15
Road Safety Co-ordinators move into promoting sustainable transport .....	18
From the Kapiti Coast.....	19
Taupo Ride best in World.....	20
CAN Do Attracts Record Numbers.....	21
Hike it... Bike it... Like it.....	22
Meet the 2007 Exec - Part 1 .....	23
Getting There - on foot, by cycle .....	24
"Toast is Fuel" - International Car-Free Day in Nelson .....	24
Political compromises - once burned, twice shy .....	27
Nelson Ecofest, 12 <sup>th</sup> & 13 <sup>th</sup> August 2006.....	28
People Power - Getting Around On The Bike .....	29
'On Ya Bike'; the 219.305 Extension Project.....	29
Aucklanders encouraged to get on their bikes.....	30
CAN Job Vacancy - Fundraising Co-ordinator .....	31
Local Groups .....	31
CAN Roles 2007.....	32
Supporting Organisations .....	33
Retro Tested GT Backwoods.....	34



## NEED MORE SPACE?

Never fear - the Spacemaker is here, helping you set your boundaries on the road, discouraging other road users from getting too close. The Spacemaker's bright orange plastic arm juts out 30 cm from the side of your bike, comes equipped with big round reflectors (white to the front, red to the rear) and hinges to fold when parked. Complete with brackets for mounting to your seat-stay or rear rack.

Price \$25, or \$15 for CAN members. To order, send a cheque to CAN, PO Box 6491, Auckland with your address and contact email or phone. Or deposit funds to our bank account (Kiwibank 38-9005-0922435-01) and email your order (and payment details) to [secretary@can.org.nz](mailto:secretary@can.org.nz). Claim your space!



## CAN AT 10 - A BIRTHDAY RETROSPECTIVE

CAN turned 10 years old around the time of the CAN Do in mid-November. There was plenty to celebrate: our first ten years have been busy, with the odd flop but many successes.

In this issue of ChainLinks we look back at some of the highlights of CAN's first decade.

### Early Days

CAN was not the first national cycling advocacy group in New Zealand. In the 70s and 80s there was Southern Cyclist. This was followed by an organisation called BANZ. In the early 1990s two local advocacy groups, Cycle Action Auckland and Cycle Aware Wellington, began lobbying central government. CAA briefly set up a body called Cycle Action NZ.

In mid 1996 a group of local advocates and others begin working on a new national network. A discussion paper was sent on 12 November 1996. The responses from this group, many of whom are still active advocates today, got things rolling.

Robert Hynson

Helen Rance

Kurt Brehmer

Tim Fletcher

David Whittam

Mike Ward

Eddie Day

Simon Upton

Margaret Parfitt

Peter Bugler

Guy Wynn-Williams

Roger Boulter

Stephen Knight

Peter Southart

Bruce O'Halloran

Paul Ryan

Liz Mikkelsen

Simon Kennett

Sally Stevens

Jonathan Kennett

Patrick Morgan

Robert Ibell

Jane Dawson

John Gregory

Steve van Dorsser

It was decided to name new body the Cycling Advocates' Network (CAN). A logo and membership form were designed by Carol Oddy, daughter of long-time advocate and Pedaltours owner Richard Oddy.



In the ten years since then, CAN has done plenty...

### A Growth Spurt

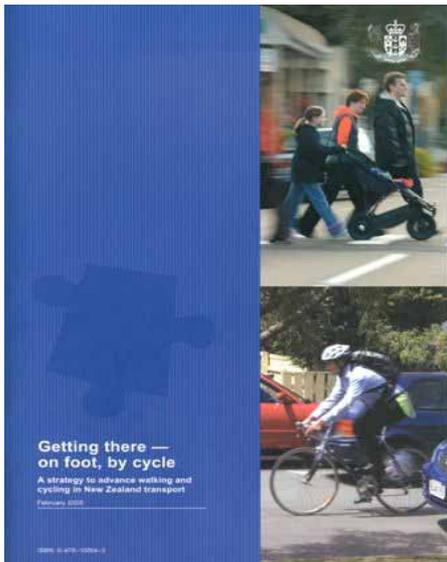
Building on the experiences of established local groups in Auckland, Hamilton, Wellington and Christchurch, CAN has helped get new advocacy groups going in Palmerston North, Tauranga, Kapiti Coast, Dunedin, Nelson, Whangarei, Wanganui, Timaru and New Plymouth.

*ChainLinks*, CAN's bi-monthly magazine was first issued in July 1997. It has turned into a widely read and respected source of cycling-related information.

CAN has established a frequently visited website and regular e.CAN electronic newsletters which provide invaluable information and resources.

### National Focus

CAN has put a lot of effort into building relationships with government agencies and other bodies at a national level. Our intention has been to get these other organisations to align their policies with ours (and with each other!) so they support cycling.



For example, we made a crucial contribution to the establishment of "Getting There", NZ's first national walking & cycling strategy, and helped shape the implementation process for the strategy.

CAN successfully lobbied for the establishment of Transfund's Cycling Advisory Group. This has now been replaced by the "Getting There" national committee and working groups.

We helped secure the future of and increased funding for Bike Wise, and influenced its direction through participating in the Cycle Steering Committee.

CAN successfully lobbied for the consideration of health benefits in the funding of cycling projects. We also lobbied for the establishment of the Transfund (now Land Transport NZ) dedicated walking and cycling fund

### Other Key Projects

Over our ten years, we have made a major contribution to the establishment and ongoing success of the NZ Cycling Conference series.

We developed the Cycle Friendly Employer guide under contract to SPARC. You can get copies of this from the CAN offices or from the SPARC website ([www.sparc.org.nz](http://www.sparc.org.nz)).



Tired of virtual meetings, we established yearly CAN members' workshops (the 'CAN Do') and Exec get-togethers. In cycling conference years the Do is a one-day affair, but it becomes a mini-conference in the in-between years, giving members great opportunities for networking, learning and sharing experiences.

We have set up CAN\_Legal and CAN\_Tech e-groups that have contributed to the LTNZ legal review, provided legal and technical advice to members, and held discussions on legal and technical issues such as cycle lighting, legal liability and 'undertaking'.

CAN lobbied successfully for and contributed to the New Zealand Supplement to Austroads 14, the main technical manual for constructing cycle facilities used in this country. The supplement is available as a download from the Transit NZ website ([www.transit.govt.nz](http://www.transit.govt.nz)).

We produced resources for use at a local level, such as a media pack, *50 Ways to Please Your Cyclists*, and *What Councils can do to encourage cycling*. These are available from the CAN website.

CAN ensured that advocacy and everyday cycling were built in to the structure of Bike NZ and joined BikeNZ as a member organisation. Since then we have provided ongoing support for their Advocacy Manager. CAN is represented on the BikeNZ board.

We have achieved respect for high quality submissions on a wide range of legislation, rules, strategies and policies, including:

- Land Transport Management Act
- Transport sector restructuring
- Older Driver Licensing Review
- Urban Design Protocol
- Road User & Traffic Control Devices rules
- Heavy Vehicles
- Obesity/Type II diabetes select committee

CAN has helped achieve cycling representation on key bodies, including the National Road Safety Advisory Group and Land Transport NZ Research Reference Group.

We've successfully marketed high-visibility 'One Less Car' pack covers, CAN T-shirts and spacemaker flags. These can be ordered via our website (good discounts for members).



We set up the CAN library, which now contains over 1,000 publications. These are used regularly by members, students and transport professionals. The library is held in CAN's Wellington office. Drop in and browse next time you're in Wellington!

CAN has held meetings with key Ministers and senior officials in key Government agencies, including Ministry of Transport, Land Transport NZ, Transit NZ, SPARC, EECA, Ministry for the Environment and NZ Police.

We've attended and delivered papers and presentations at many national and international conferences, including TRAFINZ, Sustainable Land Transport, AA Driver Education Foundation.

In the last year CAN has embarked on a Networking Project funded by Land Transport NZ. This has enabled CAN to hire two employees and open offices. Simon Kennett is our Wellington-based Project Co-ordinator and Fiona Whero our part-time Christchurch-based Project Officer.

### **In the Regions**

As well as all the work done by members at a national level, CAN's local groups have also been very busy, writing submissions, meeting local politicians and council staff, recruiting members, organising events, and many other activities. Check out the pictures on the next few pages for some great examples of what has been happening.

## And the Future of CAN?

In the next issue of *ChainLinks* we'll look at some of the projects we're embarking on and some new directions for 2007 and beyond.

Robert Ibell, Chairperson, CAN



*Let them eat toast! Cycle Aware Wellington member Patrick Morgan hands out breakfast as part of a national "Toast is Fuel" promotion.*

㊦ ㊦ ㊦



*Five star breakfast treatment in a Cycle Aware Wellington pre-Go By Bike Day media event, funded by the Bike Wise Community Partnership Programme*

🚲 🚲 🚲



*Bike!Whangarei calms traffic.]*

🚲 🚲 🚲



*Bike Taupo's biggest working bee - the Tunnel cleanout in July 2005. The Tunnel is under SH1, linking the Huka Falls tracks with the Craters of the Moon track system*



## EVENTS FOR 2007

15/16 Jan	Thinking on Two Wheels, International Cycling Conf, Adelaide, Sth Aust.
19 Feb	Bike Wise Business Battle begins
24 Feb - 4 Mar	Bike Wise Week
28 Feb	Go by Bike Day
10 Mar	World Naked Bike Ride
25 Mar	Bike the Bays, Auckland
22 Sept	World Car-Free Day
2/3 Nov	New Zealand Cycling Conference
4 Nov	CAN Do & AGM
24 Nov	Round Taupo Cycle Challenge



## BACK PEDALLING

A look at what was topical in ChainLinks from years gone by.

The very first ChainLinks was published in July 1997. It was a single A4 sheet of paper (double sided) compiled by Robert Ibell.

The lead article was a promo for New Zealand's first 'Cycling Symposium' to be held in Hamilton in October 1997. That event proved to be a great success and inspired the biennial NZ Cycling Conference.

Then there was a list of things cyclists want, recycled from a 1979 publication. The list included: "smooth surfaces", "protection from crosswinds", "cyclists separated from traffic which is incompatible by reason of size or speed", and "Cyclists are at all times free from fear of molestation from man or machine or animal".

Finally, there was a report of the draft 'Auckland City's Cycle and Walking Strategy' which featured a 20-year plan for a strategic cycle network. Nine years later, we wonder how that is progressing?

Simon Kennett



## BIKENZ UPDATE

BikeNZ was formed in 2003 to act as an umbrella body providing professional services to its member organisations; Cycling Advocates Network (CAN), Mountain Bike NZ, Cycling NZ, BMX NZ, NZ Schools Cycling and NZ Masters Cycling. Bringing together competitive, recreational and day to day cycling, BikeNZ aims to create "A Nation Embracing Cycling".

Specific areas of business include advocacy, events, junior development, high performance, coaching and officials development as well as membership and licensing services. BikeNZ employs an Advocacy Manager to work with CAN in lobbying and working with central government and local authorities to reach BikeNZ's primary goal of increasing the number of New Zealanders choosing cycling as their primary form of day-to-day transport.

Until May 2006, the BikeNZ Advocacy Manager was Stephen Knight, however Stephen resigned so he could complete his studies. Despite an extensive search the position remains open although it is expected an appointment will be made soon. For more information, check out 'Latest News' at [www.bikenz.org.nz](http://www.bikenz.org.nz).



## **BIKE WISE GETS MORE PEOPLE CYCLING MORE OFTEN**

Thank you to all who continue to contribute to the success of the Bike Wise programme. Together we got 94,000 people on bikes during bike wise week 2006.

This year we are rolling along. To date we have over 350 events registered for Bike Wise Week 2007. These include 28 Official Go By Bike Days and 20 Mayoral Challenge events.

Check out the revamped Bike Wise website [www.bikewise.org.nz](http://www.bikewise.org.nz). If you want to register as an event organiser then please note that we are only funded to support a limited number of events so get in quick.

As you read this, the Bike Wise merchandise stable is being expanded, including new stretch T-shirts for men and women. Order on-line at: [www.bikewise.org.nz/site/merchandise/default.aspx](http://www.bikewise.org.nz/site/merchandise/default.aspx).

Thanks again to CAN for selecting the 2006 Mayoral Challenge as the winner in the Best Cycling Promotion category at the recent CAN Awards. This type of recognition means a lot to us.

Merry Christmas from the Bike Wise team!



## **NEW GROUPS**

CAN's newest affiliated group is the 'The Squeaky Wheel - a voice for South Canterbury cyclists'. They are an energetic Timaru-based group

CAN also welcomes five new supporting organisations: 21<sup>st</sup> Century Transport (the brainchild of Auckland's Donna Wynd), the Rotorua Mountain Bike Club (fresh from its success hosting the 2006 World Champs), North Taranaki Cycling Advocates (formed in New Plymouth with the blessing of the local council), Harbour Cycle Network (the instigators of a cycle path around Dunedin's harbour) and Vorb (the hugely successful cycling website).

In Blenheim, the 'Bike/Walk Marlborough' user group has recently been formed and we hope to team up with them by the time this issue goes to print. And, we've just heard rumour of a new bicycle user group in Rolleston (BUG-R).

On the 8<sup>th</sup> November 'Cycle Tour Operators New Zealand' held their inaugural meeting in Christchurch. Twelve cycle tour companies attended. The main concerns of CTONZ are safety and quality standards. They will, initially, be lobbying for better road conditions, bus protocol and emergency communications on the remote West Coast, South Island.

Simon Kennett



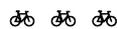
*Parking at the World Mountain Bike Champs in Rotorua*



### **BIKE WISE BATTLE 2007**

The Bike Wise Business Battle is a fun, free, inter-business challenge that encourages more people to give biking a go. Organisations compete to see who can get the highest percentage of staff on a bike. More details are available at [www.bikewisebattle.org.nz](http://www.bikewisebattle.org.nz).

If you are keen to get more people biking in your region then encouraging people to sign up their organisations in the Business Battle is a great way to achieve this. Bike Wise can send you some fliers that you can pass on to other people who may be keen to have some fun at work while creating a happier, healthier workplace. Contact Thomas at [thomas@hsc.org.nz](mailto:thomas@hsc.org.nz) to be sent more information and some fliers.



### **E-ADVOCACY**

Internet use in New Zealand is fast approaching saturation and the 'e-government' strategy is likely to see opportunities for consultation on most new transport policies provided on-line by 2010. In line with this, CAN plans to re-vamp its own [www.can.org.nz](http://www.can.org.nz) to create a vibrant on-line community next year. In the meantime, here are some of the best web sites of interest to Kiwi cyclists:

[www.cyclingadvocacy.com](http://www.cyclingadvocacy.com)

A wonderfully comprehensive site from CAW's Elliott Young

[www.vorb.org.nz](http://www.vorb.org.nz)

New Zealand's most popular cycling website, and the place to join CAN on-line

[www.ltsa.govt.nz/road-user-safety/walking-and-cycling/](http://www.ltsa.govt.nz/road-user-safety/walking-and-cycling/)  
Land Transport's cycling info and a bunch of useful links

[www.bikenz.org.nz](http://www.bikenz.org.nz)

The site for cycling's national body

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

An oldie, but a goodie. Has an advocacy and a touring forum.

[www.bikewise.co.nz](http://www.bikewise.co.nz)  
The brand new website for Bike Wise

[www.wises.co.nz](http://www.wises.co.nz)  
A handy navigational tool

[www.cyclinghealth.org.nz](http://www.cyclinghealth.org.nz)  
One for the helmet refuseniks

<http://critical-mass.info>  
Love 'em or loath 'em, this is their site

[www.parktool.com/repair](http://www.parktool.com/repair)  
A handy resource for DIY bike mechanics

[www.kiwihpv.org.nz](http://www.kiwihpv.org.nz)  
All about human powered vehicles in NZ

[www.bikebuying.com/bicycle\\_reviews/bicycle\\_reviews.htm](http://www.bikebuying.com/bicycle_reviews/bicycle_reviews.htm)  
Numerous links to bike review sites

and, of course,  
[www.can.org.nz](http://www.can.org.nz)  
[www.biketaupo.org.nz](http://www.biketaupo.org.nz)  
[www.kapiticycling.org.nz](http://www.kapiticycling.org.nz)  
[www.caa.org.nz](http://www.caa.org.nz)  
[www.caw.org.nz](http://www.caw.org.nz)  
[www.can.org.nz/spokes\\_chch](http://www.can.org.nz/spokes_chch)

Simon Kennett



## **CYCLING TO WORK THREATENED BY EXTINCTION**

Everyday cycling is under threat of extinction. That's the warning from New Zealand cycling advocates.

"The 2006 Census shows a further decrease in the numbers of people cycling to work, to nearly 2% of commuters," says Cycling Advocates' Network (CAN) chair Robert Ibell.

"Kiwis should have the choice of biking to work," says Mr. Ibell. "But right now that choice doesn't exist for many people because they think our roads are too unsafe."

"People who cycle to work help reduce pollution and congestion. They also improve their own health, which means fewer days off work, lower costs to the health system, and better quality of life in the long run. They also encourage others. But many cyclists are afraid to cycle to work," says Ibell.

"A recent study shows that congestion costs the country about \$1 billion a year, and pollution costs about the same again. That's about \$2,000 for every commuter car, aside from its annual running costs. Meanwhile, the National Land Transport Programme's budget for cycling and walking combined is about 1% of its total."

The Ministry of Transport has recently published a national strategy to help encourage safe and enjoyable cycling. Called 'Getting there - on foot, by cycle', the strategy encourages cars and cycles to share the road for the enjoyment and benefit of both.

"But funding for implementing this strategy is just scratching the surface," says Ibell. "Funding needs to be consistent with the benefits cycling delivers in transport, health and workplace productivity as well. Cities such as Nelson have recognised this and have experienced growth in everyday cycling in recent years. While leisure cycling is booming, everyday cycling is nearing extinction. Central government needs to support cycling much more strongly as a solution to pressing problems such as obesity,

climate change, pollution and traffic congestion. It needs to move on from talking to making some real changes.”

CAN welcomes the initiatives proposed in the ‘Getting there’ implementation plan. These include developing model communities, creating long distance cycling routes, and education of motorists and cyclists. "But without a big increase in funding for cycling projects we won't be able to reverse the decline in everyday cycling." said Mr. Ibell.

“Thousands of people are getting on their bikes for fitness and enjoyment,” says Ibell. “Most cyclists are also car drivers, so they just want to enjoy sharing the road in safety.”

Leisure cycling is among the top ten leisure activities in NZ. About 15% of adults enjoy cycling every year – that’s about 411,000 active cyclists. About 1 million cycles have been imported to New Zealand since 2001, about one cycle for every four people. The 2006 Wattyl Lake Taupo Cycle Challenge saw 11,000 people of all ages take part, a record number of cyclists for the event.

Media Release, CAN, 8 December 2006



## **BIKE CULTURE**

**Culture** *n* 1.the total of the inherited ideas, beliefs, values, and knowledge, which constitute the shared bases for social action.

Normally, when one thinks of 'bike culture', it is a sub-culture that springs to mind – some fringe group with its own mores and quirky language that separate it from the mainstream. Mountain bikers tackling drop-offs on their 'fullies'; road racers with shaved legs sipping potions from 'bidons'; cycling advocates donning 'one less car' pack covers before battling congested streets en-mass – bike culture provides cyclists with a sense of identity and belonging.

The challenge for us as cycling advocates is to foster positive attitudes towards cycling in the wider community, to the point where bike culture is a part of mainstream culture, as is the case in the world's most cycle-friendly cities and nations. This new column is devoted to examples of cycling being championed by non-cycling media.

The first of these minor coups comes courtesy of a visit to the local magazine shops. As I strode purposefully to the back of the shop (where the cycling magazines are hidden) I was stopped in my tracks by the autumn issue of *Intersection*, a U.K publication devoted to cars and fashion. Larger than life sat a cover with a bike on it! In the middle of the store?

This uber-cool magazine certainly isn't your average motoring journal. It features electric cars, art and environmental issues, along with bicycles on 17 pages! And, with its message that cycling is smooth, silent and fashionable on the cover, it puts us one small step closer to CAN's vision of cycling embraced as an everyday activity.

TYLE IN MOTION

# INTERSECTION

CARS, BIKES, YACHTS  
THE NEW MOVEMENT  
AUTUMN 2006



## SHARE THE ROAD

FUTURISTIC ELECTRIC CARS,  
FIXED-GEAR BIKES,  
VINTAGE YACHTS...  
THIS AUTUMN'S FASHION  
IS SMOOTH AND SILKY



STEVE MCQUEEN'S  
LOST SCRIPT

FINALLY GETS A GREEN LIGHT

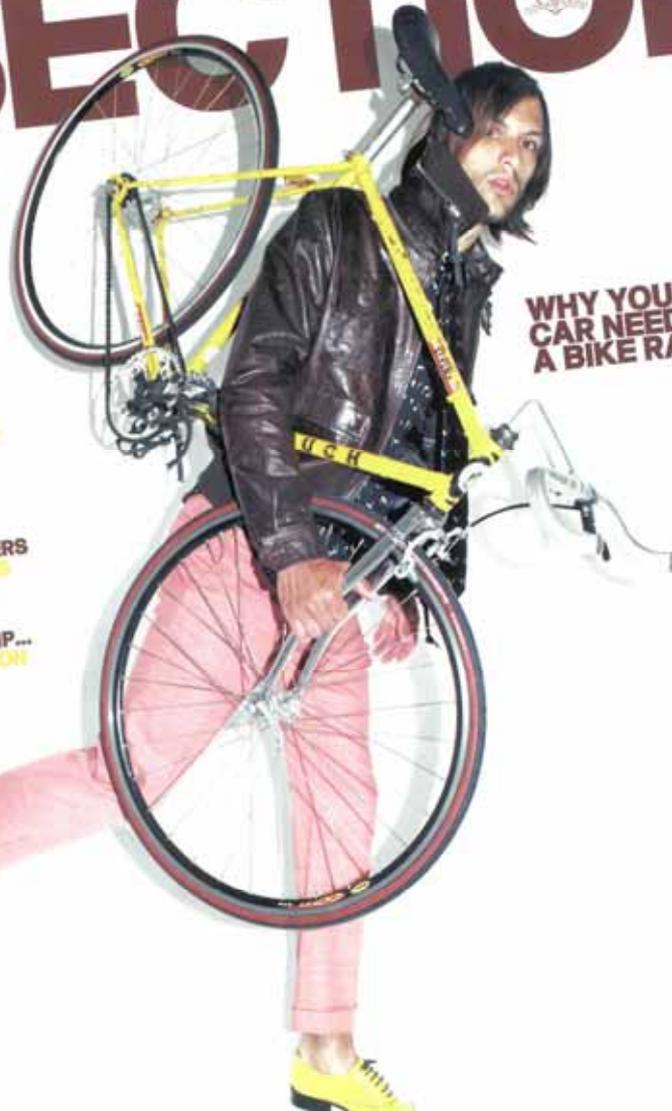
ALISON LOHMAN

INTS THE ROAD IN OUR  
BADLANDS REMAKE

FUTURE SYSTEMS  
& THE BOUROLLEC BROTHERS

REVEAL CONCEPT CARAVANS  
MAD MAX CUSTOM CARS

OAKLAND'S RAT CLUB  
AND AN ILL-TIMED ROAD TRIP...  
A CATERHAM VISITS LEBANON



WHY YOUR  
CAR NEEDS  
A BIKE RACK!



Simon Kennett



## SPARC CYCLE-FRIENDLY AWARD WINNERS ANNOUNCED

The four winners of the national SPARC Cycle-Friendly Awards 2006 were announced on 18 November 2006 at a ceremony at Parliament.

Judged by an independent panel, the winners in each of the categories are:

**Avanti Award for Best Cycle Facility Project:** Little River Rail Trail, Christchurch (Little River Trail Trust)

**BikeWise Award for Best Cycling Promotion:** Bike Wise Mayoral Challenge (Bike Wise, HSC)

**MoT/Land Transport NZ 'Getting There' Award for Cycle-friendly Commitment by Business:** Workplace cycle facilities (Tait Electronics, Christchurch)

**Roger Boulter Consulting Award for Cycle-friendly Commitment by Public Organisation:** Ilam campus cycle-friendly initiatives (University of Canterbury)

Wellington MP Charles Chauvel presented each finalist with a uniquely designed "bicycle-bell" trophy and a certificate.

Mr Chauvel said, "It will always be easy to find an excuse to drive short distances, but with your help, I hope together we can encourage more and more New Zealanders to reconnect with the cycle and make far more pedal-powered trips in future."

After the ceremony, Mr Chauvel joined attendees trying out a selection of weird and wonderful bicycles on the Parliament forecourt, including a triple tandem, a recumbent, a penny farthing and a variety of folding bikes.

Thirteen finalists were selected from 31 nominations for the 2006 Awards. The nominations included projects as diverse as a shared cycle/pedestrian path in Palmerston North, a workplace mileage policy that includes walking and cycling, and free adult cycle skills courses in Tasman and Nelson.

Now in their fourth year, the Cycle-Friendly Awards are designed to acknowledge and celebrate some of the most notable achievements in the country that are helping to promote cycling and to create a cycle-friendly environment. The Awards were devised by the Cycling Advocates' Network (CAN), the national organisation promoting everyday cycling, and are sponsored by sport and recreation agency Sport and Recreation New Zealand (SPARC), Ministry of Transport, Roger Boulter Consulting, Avanti and Bike Wise.

"SPARC supports innovative ideas that provide people with opportunities to get active. We congratulate the winners and CAN for working to improve the cycling environment for everyone," said SPARC Active Living Manager, Richard Lindsay.

"The Cycle-Friendly Awards are helping to showcase some imaginative and effective projects that are making a difference for cyclists," said CAN chairperson, Robert Ibell. "We're looking forward to working with SPARC and other partners to trial some regional awards next year, as well as running the national event."

The finalists for the SPARC Cycle-Friendly Awards 2006 are as follows (\* denotes winning entry):



**Avanti Award for Best Cycle Facility Project:**

- Pioneer Highway Shared Pedestrian/Cycle Path (Palmerston North City Council)
- SH73 Opawa Road Stage 2 reconstruction (Christchurch City Council)
- Little River Rail Trail, Christchurch (Little River Trail Trust) \*
- SH74 Styx Mill Overbridge widening and four-laning (Transit NZ, Canterbury)

**MoT/Land Transport NZ 'Getting There' Award for Cycle-friendly Commitment by Business:**

- Workplace cycle facilities(Tait Electronics, Christchurch) \*
- Kidsfest & BMX Bike Skills (Linwood Cycles, Christchurch)
- Staff Fitness for Bayfair Triathlon (Orica Adhesives & Resins, Mt Maunganui)

**Roger Boulter Consulting Award for Cycle-friendly Commitment by Public Organisation:**

- Life Cycle Courses: Of course you can cycle (Tasman District & Nelson City Councils)
- Bike Nelson Booklet (Nelson City Council)
- Ilam campus cycle-friendly initiatives (University of Canterbury). \*

**BikeWise Award for Best Cycling Promotion:**

Safer Cycling in Nelson CBD (Nelson City Council)

Bike Wise Mayoral Challenge (Bike Wise, HSC) \*

Christchurch City Council cycleway moratorium - Spokes Campaign (Spokes Canterbury)

Media Release, CAN



*Presentation for Best Cycling Promotion. From left to right: Councillor Alan Turley (Nelson City Council), MP Charles Chauvel, Thomas Stokell (HSC), Paul de Spa (Spokes Canterbury)*



*Avanti Award for Best Cycle Facility Project: Little River Rail Trail. Photo courtesy of bmpphotos.com*



*Presentation of the MoT/Land Transport NZ 'Getting There' Award for Cycle-friendly Commitment by Business to Tait Electronics in their bike storage unit.*

## ROAD SAFETY CO-ORDINATORS MOVE INTO PROMOTING SUSTAINABLE TRANSPORT

From July next year, the work of Road Safety Co-ordinators in New Zealand will broaden to include a greater focus on sustainable transport. This new focus is consistent with the goals of Land Transport New Zealand.

There are clear links between safety and sustainability. Safe pedestrian and cycling facilities and environments encourage greater use of these transport modes. The new focus will enable Road Safety Coordinators to support and promote initiatives such as school and workplace travel plans, walking school buses, car-pooling and public transport use.

Community programmes such as the former Safe Routes programme will broaden their scope and become Neighbourhood Accessibility Programmes, using education, enforcement and engineering to promote safety and ease of access for sustainable travel modes.

Cycling is an important part of the new focus. There are likely to be opportunities in future for cycling groups to work with their local Road Safety Co-ordinators to promote both more cycling and safer cycling.

Susan Cambridge, Christchurch Road Safety Co-ordinator



Photo: Caleb Smith

and gear for the cycling revolution

Only available directly from Ground Effect. Call free on 0800 655 733 in NZ or 1800 145 333

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

## FROM THE KAPITI COAST

Inspired by the success of Otago Rail Trail Trust, Little River Trust and Napier Rotary Pathways Trust, members of Kapiti Cycling Inc have worked for a year as catalysts for the imminent Kapiti Rotary Pathways Trust. The main aim of the Trust is to complete the Kapiti Coastal Cycle/Walkway (which is presently signposted from Paekakariki to Peka Peka) northwards to Otaki. The cycle/walkway connects southwards to the Ara Harakeke between Pukerua Bay and Porirua. The route will eventually extend all the way to Wellington.

During Term 4 we have run a cycling to school promotion at Paraparaumu College. To begin, a bicycle maintenance course and a cycling skills course were mandatory. One boy and one girl were each given a new bike with all the necessary equipment. Supported by four other cyclists they have kept a web-based diary of their travel to college for three months. Other students and teachers at the college are involved in a video production of the event. Funding has come from the Bikewise Community Partnership Programme, the bicycle industry and The Road Safety Coordinator, Kapiti Coast District Council.

Check it out at [www.kapiticycling.org.nz](http://www.kapiticycling.org.nz)



The advertisement features a background image of a forest. On the right side, there is a logo for 'Ground Effect' with a stylized orange figure above the text. Below the logo are two cycling jerseys (one orange, one blue) and two pairs of cycling shorts (one grey, one dark blue). On the left side, there is a grid of ten small images, each with a caption: 'Hira Forest, Nelson', 'Whare Flat, Dunedin', 'Mokoro Park, Wellington', 'Designs of the Most Trails', 'Port Hills, Christchurch', 'Whitcombe MTB Park, Auckland', 'Koromanga MTB Park, NSW', 'Koromanga MTB Park, Victoria', 'The Heaphy - with Jack', and 'Rangitahi MTB Park, Hawke Bay'. At the bottom, the text reads: 'Trails for your Treads' followed by a paragraph about the 'Slush Fund' and contact information: 'If your club has a worthy project that needs funds to make it real, bang a note to [slushfund@groundeffect.co.nz](mailto:slushfund@groundeffect.co.nz)'.

## Taupo Ride best in World

The Lake Taupo Cycle Challenge was today named one of the best rides in the world by the International Cycling Union (UCI). The announcement from Switzerland will see the Cycle Challenge admitted to the prestigious Golden Bike Series – a quality label granted to the best international cycling events. One event only can be added to the series every five years. Currently eight events in eight countries – seven in Europe and one in South Africa - have Golden Bike Status, awarded after the event demonstrates its ability to meet the strict criteria of the International Cycling Union (UCI).

Last Saturday's Cycle Challenge saw close to 11,000 ride around Lake Taupo in a range of challenges for every level of cyclist. Most popular is the 160km solo ride around the lake which had 5675 riders this year. Other Challenges include 2, 3, 4 and 5 person relays which can include a mountain bike section, the 5km Heart Ride for children and the 2 and 4 lap Endurance rides. Elite riders compete in the Avanti Classic Race which organisers hope to see admitted to the UCI professional circuit in 2007. The only other Golden Bike event in the Southern Hemisphere is the Cape Argus Cycle tour which attracts 35,000 participants annually.

Event Director Keith Crate is delighted to see the Cycle Challenge admitted to the Golden Bike Series, especially in a year when the event celebrated its Thirtieth Anniversary. Mr Crate says the event has always aspired to become the country's benchmark cycling event and has done so by offering a quality ride that focuses on rider safety. To see the event admitted to such a prestigious international series will have significant impact on local and national tourism he says, with other Golden Bike events recording an increase of international riders numbering in the thousands. Destination Lake Taupo Event Marketing Manager Warwick Hall says inclusion in the series will give the event access to over 1,000,000 riders in Europe and South Africa and is the perfect platform for internationalizing New Zealand's event industry.



Cycle Challenge organisers hosted a UCI commissaire over the event weekend who confirmed that the Cycle Challenge met the high quality Golden Bike Criteria in respect to the organization and sporting and tourist interest of the event. The criteria include maximum safety on the road combined with great convenience in all aspects of event organization and facilities for discovering tourist activities close to the event venue. Special consideration is also given to the suitability of the host town and the impact of the event on the local environment. BikeNZ Event Manager Ted Jones says acceptance to the series is a huge credit to both the Cycle Challenge organizers and Taupo, and that the event will become a "must do" event on the international cycling calendar.

The Cycle Challenge will remain unique in the Golden Bike Series in that it is a true community event that is organized by volunteers and returns all proceeds from the event to the local community. Event Director Keith Crate will travel to Switzerland next week to confer with UCI officials.

More information is on [www.ucigolden-bike.com](http://www.ucigolden-bike.com) The 2007 date is 24 November.

Media Release , 1 December



## **CAN DO ATTRACTS RECORD NUMBERS**

The 2006 CAN Do was attended by 45 people from as far afield as Whangarei and Dunedin. Day one included a presentation on the last ten years of CAN by founding member (and current Chairperson) Robert Ibell, followed by sessions on the 'Getting There - on foot, by cycle' strategy, building partnerships with councillors, lobbying the professionals, and bikes on buses. All of that before lunch!



Saturday afternoon saw cyclists entering parliament en masse for CAN's 'SPARC Cycle Friendly Awards'. Once evicted from the hallowed halls of power, we rode around outside on a triple and penny farthing for an hour (without running over a single innocent bystander, bride or groom). With fresh minds we made quick work of our AGM, and then it was off to the Royal Thai restaurant to celebrate CAN's tenth birthday.

Day two tackled many of the tough issues facing cycle advocates with a series of 6 workshops ranging from lobbying to engineering. We were fortunate to have a consistently high calibre of speakers. In the afternoon we got down to the nitty gritty of CAN's vision and strategic plan for the coming year. Finally, we enjoyed a tour of the good, the bad, and the ugly of Wellington's CBD.

The evaluation forms filled out by attendees gave the CAN Do two thumbs up for the organisation and range of activities. Typical comments mentioned the value of "meeting other happy cyclists being successful in their ventures" and "exchanging information and ideas".

The next CAN Do will be held in Napier on 4<sup>th</sup> November 2007. For more information contact [simon.kennett@can.org.nz](mailto:simon.kennett@can.org.nz).

Simon Kennett



### HIKE IT... BIKE IT... LIKE IT...

The second section of the Christchurch to Little River Railtrail was officially opened on Thursday, November 30<sup>th</sup>. The seven kilometre track provides an unbroken walking and biking connection between the two fast-growing towns of Prebbleton and Lincoln.

The off-road trail runs alongside the former railway adjacent to Birches Road and is part of the 44-kilometre Christchurch to Little River Railtrail which, when completed, will follow much of the old train route from Hornby to Little River.

“This is a significant milestone for all those who enjoy walking and cycling in the great outdoors,” said Selwyn’s Mayor, Michael McEvedy, who will join Selwyn councillors, Year 6 students from Lincoln Primary School, members of the Railtrail Trust, sponsors and supporters of the Railtrail.

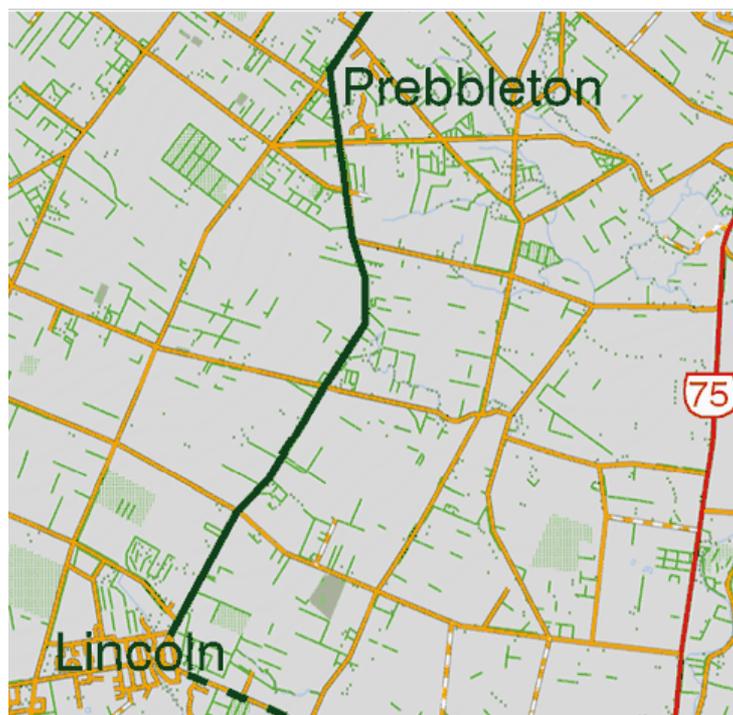
Chris Freear, who chairs the Christchurch Little River Railtrail Charitable Trust, said that the Lincoln-Prebbleton leg will be used by commuters and students as well as recreational walkers and cyclists.

“We really want to encourage people to get out of their cars and use more sustainable modes of transport,” he said. “The Railtrail is for individuals or families, and people of all levels of fitness to head out for a weekday or weekend bike ride or walk. It’s a fantastic way to get active!”

“We are very excited,” says Chris “The Little River Railtrail has just been awarded the National SPARC Cycle-friendly Award for the Avanti Best Cycle Facility Project, this is great news and shows that all the hard work and passion that has been put in has all been worth it”.

Funding for this section has come from: Land Transport New Zealand; The Southern Trust; Pub Charity; New Zealand Gaming Trust; Canterbury Foundation; Lion Foundation.

Design and Contract supervision by Selwyn District Council.



*Map of Section 2*

Media Release, Christchurch Little River Railtrail Charitable Trust, 21 November 2006

## MEET THE 2007 EXEC – PART 1

### Graeme Lindup

Although I had been cycling to work for some time when living in New Plymouth during the 1980's, I got into cycling in a significant way in 1992 through teaching my son Thomas to ride. We had given him a bike along with some trainer wheels for his sixth birthday when we were living in England for a spell. Once he was on two wheels successfully, he hasn't looked back – we rode together all over West and East Sussex during the weekends using the old railway lines that are shared pathways.

Through work I heard of Sustrans, the UK sustainable transport charity and joined their organisation as a supporter. We used the paths created by them in their UK National Cycle Network as another way of seeing the countryside and having fun together as a family. We also enjoyed looking at the sculptures that Sustrans had positioned along the cycle paths. On coming back to New Zealand in 1996, I somehow came across CAN and noted the similarities between it and Sustrans and have been a member since late 2000.

In the meantime we were silly enough to buy Thomas a mountain bike for another of his birthdays and he took to the tracks around New Plymouth like a fish to water and I went along to watch him race in New Plymouth Mountain Bikers club and secondary school MTB events at Colson Road and Mangamahoe Forest. Eventually he grew out of that bike and it was handed-up to become my commuting bike and also the one I use to vainly look like a true cross country mountain biker at various MTB events around the North Island while Thomas heads off into the distance.

New Plymouth suffers from similar problems to most cities in New Zealand as regards getting around by bike, vehicles going too fast, cycle lanes that stop and start, the school commuter run etc. However, with the advent of the foreshore pathway that was opened around the millennium this has boosted the numbers of people getting on their bikes and riding recreationally. The New Plymouth District Council in April 2004 issued a cycling strategy document and now they have realised that this document needs revising in line with the "Getting there – on foot, by cycle" strategy.



Since August this year, I have been involved with the North Taranaki Cycling Advocates group that has been formed to assist with promoting cycling in the New Plymouth District plus have input into the revised cycling strategy.

Apart from cycling I enjoy working in our garden and trying to grow a few vegetables, have just stopped playing social cricket and I have the usual New Zealand male interest in most forms of sport.

There is some digital photography gear that I haven't used much but intend getting to sometime and I write the odd technical article on earthquake engineering usually to do with those structures that cannot be considered a commercial or residential building.

With the high cost of fuel, the growing interest in global warming and health issues, these are interesting times to be involved with cycling and I am looking forward to being part of the CAN executive.

Graeme Lindup



## **GETTING THERE – ON FOOT, BY CYCLE**

Getting There is the government's national cycling and walking strategy and was joined by an implementation plan a couple of months ago. The strategy is the Ministry of Transport and Land Transport New Zealand's responsibility to implement, in collaboration with a wide range of organisations including Police, SPARC, the Road Safety Trust, Bike Wise, Transit, ACC, ECCA, Ministry of Health, and CAN.

The plan outlines 10 initiatives to be introduced over the 2006-2009 period. They include:

- research,
- an information centre,
- a workforce development plan,
- development of model communities,
- a benchmarking programme,
- strengthening user group networks,
- investigation of a long-distance cycle network and
- road user training and education

The full plan can be found on the Ministry of Transport website: [www.transport.govt.nz](http://www.transport.govt.nz)

CAN has been involved with the development of the strategy and implementation plan from the beginning and believes it will achieve many very worthwhile outcomes if adequately resourced.

Of course, funding for the implementation strategy is not guaranteed. It must compete with major roading projects for government funds. If you like the look of 'Getting There', call or flick out an email to your local MP to congratulate them for it and tell them you support increased funding. Let them know that you, the public, have an appetite for change.

To find contact details for your local MP, visit [www.govt.nz/participate#node74](http://www.govt.nz/participate#node74)

Simon Kennett



## **“TOAST IS FUEL” – INTERNATIONAL CAR-FREE DAY IN NELSON**

International Car-Free Day (22<sup>nd</sup> September) is a perfect opportunity to raise the profile of cycling as part of the wider package of sustainable transport. So it was that, in conjunction with members of the Nelson Green Party office, Bicycle Nelson Bays marked International Car-Free Day 2006 with a “Toast is Fuel” stand on the main street.

Joanna, the local Green Party secretary, woke me up to Car-Free Day only about 10 days before the event, and it was a bit of a rush to get it together. But motivated by an idea that CAN tried several years ago, we quickly settled on having a toast stand and got to work with the organisation.

One of the first questions was: How many car-free commuters could we expect? Clearly the loaves of bread and jars of jam would depend on this, and in the end we took a stab in the dark ordering 40 loaves of sliced wholemeal, which we figured would reward about 400 commuters, an overly optimistic estimate as it turned out. Anne FitzSimon designed and printed posters which we stuck to poster towers in the CBD, as well as A5 flyers which she and I put under about 200 car windscreen wipers a few mornings before the day.

By far the coup, though, was the support and interest from Matt Lawrey who writes for the local Leader newspaper and hosts a breakfast show on Fresh FM. Matt put a great photo of Anne, Jacqui Lawless and me in the paper a week beforehand, and gave us several radio interviews – 3 on the day. Thanks Matt! Two other local radio stations

put it out on their community notice boards, and all in all we thought the coverage was pretty good.



*“Toast is fuel . . . for bodies on bikes and foot.”*

*Photo courtesy of The Nelson Mail*

Joanna and friends sorted out bread, spreads and sandwich boards, several of us brought toasters, and bright and early on the Friday morning we set up our stand to “toast” Nelson commuters.

So, how did it go? On the whole good! But I have to say, double the numbers would have been better. The final count will never be known for sure, but I admit to being slightly disappointed that probably not more than 100 bodies stopped by for their car-free reward. We were gratified that some, at least, had heard the radio pieces and took up the challenge, but by far the majority were regular cyclists anyway. Not that we limited it to cyclists: in line with the broader theme we congratulated anyone who came into town by bus, foot, skateboard or scooter (the non-motorised type), but quickly realised it wasn't so easy to draw a line. Should we include motorcyclists? What about anyone who car pools?

Other issues emerged too. Managing a joint venture between an apolitical BNB and the obviously political Greens incurred some difference of opinion, and I've commented on that elsewhere (see separate article, this issue of Chainlinks).

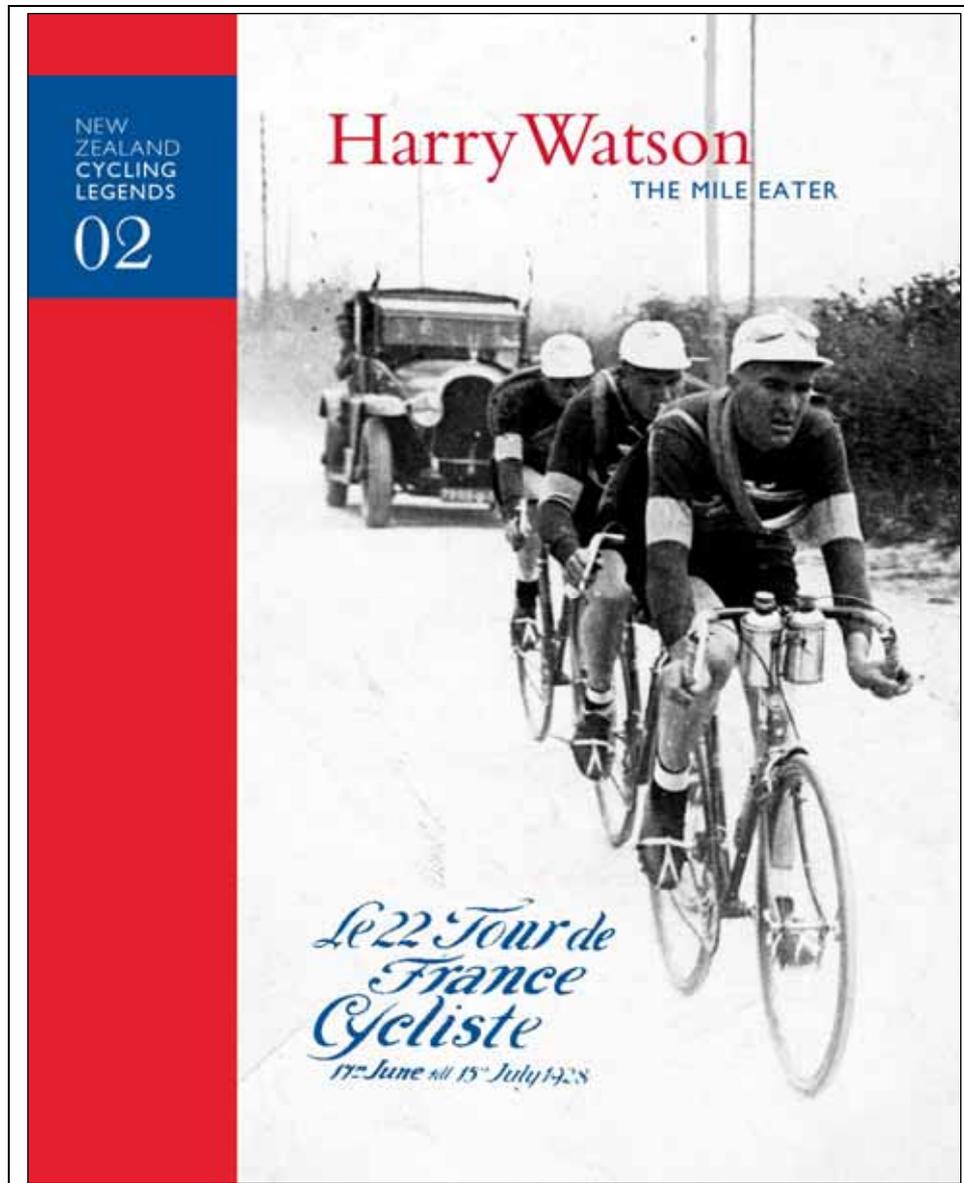
Including lessons learned, I'd say it was worth the effort – just – and encourage anyone looking for ideas in future to consider this. Estimating the turnout needs some research, though! In the end more than half the bread and several jars of jam and peanut butter went the way of the foodbank. We heard through the grapevine that groups in other towns (Wellington being one) also marked Car-Free Day, and it would be good to see this expand to a truly NZ-wide event in future.

Thanks to everyone who took part, contributed time and ideas, and came along on the day – toasters and commuters alike.

Stephen White, Bicycle Nelson Bays



For cyclists who love reading,  
and readers who love cycling



Following on the tyre tracks of *RIDE: the Story of Cycling in New Zealand*, and *Phil O'Shea: Wizard on Wheels*, comes the Kennett Brothers' latest contribution to kiwi cycling culture -  
***Harry Watson: The Mile Eater***

Available from bike shops and [www.groundeffect.co.nz](http://www.groundeffect.co.nz)

## **POLITICAL COMPROMISES – ONCE BURNED, TWICE SHY**

There are causes – and there are causes. And if it means promoting cycling, then it seems obvious that CAN-affiliated cycling advocates should be in there, bikes and all. Potential traps exist for the inexperienced, though, as I found out recently when Bicycle Nelson Bays (BNB) joined forces with the local Greens office to organise an event marking International Car Free Day (22<sup>nd</sup> September).

About 2 weeks before the event, BNB was approached by a Green Party member to ask if we would be interested in working together on Car Free Day. Surely a clear case for getting involved, and I invited her to a BNB meeting so that we could chew over the idea, and come up with a plan. It seemed to go well, and we agreed to organise a “Toast is Fuel” event, following the example of CAN and (this person said) the Greens in 2000 (see separate article, this issue).

So far, so good. But as we were leaving the meeting she asked me, “And how does BNB feel about working together with the Greens?” A good question that I’d not thought of, so a few days later I canvassed the BNB membership and encountered mixed responses. Perhaps I’m politically naïve, and I suppose I’d assumed that political affiliations needn’t enter the equation when it comes to promoting cycling.

In a way this was confirmed when I consulted CAN for advice. CAN, I was told by Adrian Croucher, is “apolitical”, and this makes good sense. What really matters is the issue, not personal political persuasion. In fact, this is exemplified in our membership; some of BNB are distinctly “Green”, and some not, yet it’s our common interest in making cycling work in the Nelson-Tasman region that brings us together.

Despite the mixed response we pushed on, and in the end created a more-or-less successful early Friday morning (22<sup>nd</sup> Sept) toast stand, “spreading” the message, distributing toast and jam to anyone who came into town that morning other than by car.

The political issue still threatens to haunt us, however. A work colleague of mine later that day said, “Yes, he had seen our stand in town”, and assumed it was a political rally of some sort! What he had seen, you see, was the Green party banner – and right next to it there, like brothers in arms, the banner of Bicycle Nelson Bays.

Which leaves me wondering still, how many others passed by our stand on that Friday morning, saw both banners and the other placards, and mentally associated BNB with a Green party political rally? Despite our efforts on the radio and in the newspaper in the week leading up to this, trying to put across an apolitical message, trying to promote the simple idea of going car-free for a day, the fact is that most people carry around political preconceptions, and it’s quite possible that potential cycling supporters could have been “turned off” that day by what they saw and assumed.

It remains to be seen if this will have any lasting effect on how BNB is perceived. Hopefully memories are short, and people more understanding than I know. But I put it out there as food for thought, and as a word of caution should other cycling advocates be planning in future to work together with political identities. Political animals expect to be able to promote their ideology as well as the event, and unless as cycling advocates we can mitigate the possibility of being “tainted” by a political label, I urge caution when working together with overtly political groups.

The association may sometimes seem “natural”, and by all means seek allies, but be prepared for fall-out.

Stephen White, Bicycle Nelson Bays



## NELSON ECOFEST, 12<sup>TH</sup> & 13<sup>TH</sup> AUGUST 2006

Ecofest is Nelson's annual celebration and showcase of things ecologically and environmentally friendly. Clearly an ideal forum for promoting cycling! So with that in mind, Bicycle Nelson Bays this year organised a stand to try to encourage more bodies onto bikes.

It has been a few years since BNB was at Ecofest, and since then the membership has partly turned over, so there was plenty to learn. It was a great help to team up with Marianne Draijer, who is connected with BikeWise, and to be alongside a combined NCC/TDC stand also displaying cycling information.

We've been fortunate recently to get a donation from a local supporter, and CAN also helped out, and these contributed to the design and purchase of a professionally made banner. Until recently BNB has tended to focus on the nitty gritty of haranguing Councils, Transit and works contractors, and while we continue to do this, we're now also trying to raise our public profile. Splashing our logo across a banner and "branding" ourselves this way will hopefully help to make us more recognisable and better known.

Our most popular attraction at Ecofest, though, was a bike we put up for raffle, tickets \$1 each. Village Cycles in Richmond generously sponsored a large part of the cost, BNB put up \$200, and it proved to be a real draw-card. Deciding what kind of bike to get wasn't easy; mountain bikes are usually popular, and we considered a "novelty" bike, like a laid-back Cruiser, but in the end plumped for a "comfort" bike, figuring that the aim was really to get another ordinary person commuting to work and town. Visitors to our stand were obviously Impressed with the Raleigh we finally chose, both for quality and looks.

Marianne brought a derailleur gear system – which we clamped to a table and had to be careful to keep small fingers away from! – and supplied posters of old and interesting bikes. We had two sets of panniers on display, another stand holder left his uniquely modified bike for show, and a slide show of cycling photos from New Zealand and Europe looped through on a borrowed LCD monitor.



*Trish & Tim Cooper help a couple of would-be cyclists with local info, raffle bike at centre-right, and bright new BNB banner behind.*

Together with pamphlets and information brochures, interest was steady over both days – rising to busy as the word went around about the bike for raffle – and we count the effort well worth invested.

Thanks to CAN for their support, thanks to all the BNB members who turned out, and we look forward to an even more polished presence at Ecofest 2007.

Stephen White, Bicycle Nelson Bays



## **PEOPLE POWER – GETTING AROUND ON THE BIKE**

Teenagers at Paraparaumu College, supported by a network of friends, are using bikes to get around. The students are wheeling it, under their own steam to and from school, instead of their normal mode of transport, cars and busses. The promotion is aimed at encouraging others to “people-power” their own transportation and highlight the benefits cycling has.

The challenge for two selected students is to cycle to college, sports & social activities for a full 3 months from 12 October recording their travel and experiences on Kapiti Cycling’s website for the public. A support crew of 6 fellow students is assisting with bike maintenance, fixing punctures etc. and being cycling buddies. All involved have attended a Bike Wise Kiwi cycling skills course and a cycling maintenance course.

The new donated well-equipped new bicycles, plus visibility gear, cycle computers & lights etc. ensure safety and visibility. The promotion also includes a bus card each for use on days of exceptionally bad weather.

Jordan McKenna will bike from Paraparaumu Central and Kathryn Hughes will bike from Waikanae crossing the footbridge at Otaihanga. Both students will promote good cycling behaviour and encourage other students to cycle to college.

Kapiti Cycling Inc. hope this district will become the most cycle friendly in New Zealand, and ask motorists to show special care for young people cycling on our roads.

Folkus Video from Paraparaumu and Basement Productions of Kelburn are cooperating on producing a video about the young people’s efforts to promote cycling as private transport.

The promotion is funded by the Bikewise Community Partnership program and run by cycling advocacy group Kapiti Cycling Inc. Major sponsors are On Yer Bike cycle shop, Cycletech New Zealand, Kapiti Coast District Council Road Safety programme, Cycling Advocates Network Inc. and Kapiti Cycling Inc.

Media Release: Kapiti Cycling, Thursday, 12 October 2006,



## **‘ON YA BIKE’; THE 219.305 EXTENSION PROJECT**

In semester two, 2006, six public relations students were given the task of making cycling more attractive in Palmerston North. The students were selected based on their abilities in previous Public Relations papers and they were given the task to challenge them and put their knowledge to practical use. Department of Communication and Journalism Lecturer, Kane Hopkins, chose this task for them after returning from Europe where he was astounded at the number of people cycling instead of driving. “The challenge of getting people in Palmerston North out of their cars and onto bikes, as a form of transport, seemed completely plausible. I remember when Fitzherbert Ave was packed with people riding out to Massey and if cycling is to have a resurgence, Palmerston North is an ideal place for it,” said Mr Hopkins. “There are so many positive aspects to cycling regularly and it seemed to me that people’s lack of knowledge about these benefits was a communication issue, which the students could address.”

This was an exciting opportunity the students normally would not have had. Team leader, Emma Carter, said that it was “an excellent opportunity to test the theory we learn in the lecture theatre, out in the real world, with real publics, real stakeholders and real money. It has been a challenge. We have basically lived and breathed cycling for the whole second semester, but in the end it’s been worth it.” The students, who called themselves “On Ya Bike, Palmerston North” looked after all aspects of the campaign, starting with the initial research and planning, finding funding for the project, getting collateral made, then actually carrying out the tactics.

The team did initial research by looking at the situation in Europe and elsewhere that made cycling an attractive alternative to driving. They also surveyed the public to find how Palmerstonians perceived cycling. From this they developed tactics to change these perceptions, coming up with three key messages; that cycling is a Fitter, Faster

and Free alternative to driving. On Ya Bike developed eye-catching and innovative tactics to gain media attention. This included taking over a busy downtown car-park, inserting bike stands to show that cycling is more convenient than driving, plus an across-town race between local sportspeople and the More FM radio station car to show that cycling is faster than driving. These tactics gained much local media interest. The team initially aimed for one article in the Manawatu Evening Standard but after the two week campaign they had had four articles and the bike race was reported live on air. The PNCC and Road Safe Central were really pleased with the campaign and want to keep it going in the future. The On Ya Bike team also presented the campaign to other groups who had expressed interest in it such as Sport Manawatu and Senate Communication Counsel (a Wellington public relations firm).

The team aimed to improve the numbers of cyclists by 7%. This would bring it back to 1981 levels when Palmerston North had the highest number of cyclists in the whole country with 13.1% of people cycling as a form of transport. Unfortunately the team did not have the resources to accurately find out if this happened, as this would require a census. They did, however, count cyclists at two locations before and after the campaign, finding that on Fitzherbert Ave, cyclists increased from 50 to 168, or 336%.

This suggests an increase in awareness about cycling, and as better awareness builds of cycling's benefits, that knowledge might eventually flow through into changed behaviour. The team knows this will be gradual but is hopeful that in a few years time, cycling numbers in Palmerston North will be on the other side of 13.1%. The team sees their campaign as being successful, however, not for any great leap in the number of cyclists, but because they are now much better aware of how campaign processes work and the difficulties in working with other groups. After all the challenges, though, there is the sense of achievement at the end of a successful campaign. Annabel Sharpe said that when the PNCC and Road Safe Central congratulated the team on a successful campaign she said she "felt like Batman getting thanks from Commissioner Gordon. It was great to have achieved something that was improving people's lives."

The group enjoyed the campaign even though it was stressful at times and felt they gained much from it. 'I think it will make it that much easier to find work after we graduate, because we've been out there and actually done a campaign,' said Rose Tombleson. "I think employers look for experience, and we're going to feel more comfortable not taking such a big leap."

Richie Russell



## **AUCKLANDERS ENCOURAGED TO GET ON THEIR BIKES**

The Auckland Regional Transport Authority (ARTA) has approved the Region's first Cycle Network Map, a master plan of new cycle routes to be built over the next 20 years.

The Auckland Regional Transport Authority's Chief Executive, Fergus Gammie, says, "The Regional Cycle Network, which has been developed collaboratively with Auckland's local councils, comprises over 939km of connected routes that will make cycling a safer and more attractive travel choice. 12 per cent of these routes exist already and a further 57 per cent is planned in local council's ten year Long Term Council Community Plans.

"Having an agreed map is an important first step in delivering half of the planned network by 2016, as required by the 2005 Regional Land Transport Strategy. ARTA will work with Auckland's local councils, Transit NZ and ONTRACK to fund and deliver the cycle network for the region"

"We want to encourage more adults and children in Auckland to take to two wheels for short regular journeys as a matter of course, rather than jumping in their cars", said Mr Gammie. "It's better for the environment, decreases car congestion and is a cheap and easy way to stay fit. For many shorter journeys it is very often faster to get there by bike than by car."

Mr Gammie says, "We expect that the region's local councils and Land Transport New Zealand will spend about \$111 million on building cycle infrastructure over the next ten years. This represents one per cent of the regional transport spend. One per cent of journeys in Auckland are made by bike - our aim is to at least double this by 2016.

The map can be viewed at [www.arta.co.nz](http://www.arta.co.nz).

Aucklanders wanting to cycle more around the region can also pick up one of the free MAXX Regional Cycle Maps and anyone who's not cycled for a while could benefit from reading the free MAXX Cycle Guide that gives tips for cycling safely and bike maintenance. To get a copy of the Map or Guide call MAXX on 09 366 6400 or visit [www.maxx.co.nz](http://www.maxx.co.nz) and click on the cycle icon.

ARTA Media release, Monday 4 December 2006

\*\*\*

### CAN JOB VACANCY - FUNDRAISING CO-ORDINATOR

CAN is in need of someone who is prepared to put some time into raising money for CAN when required. This may take the form of making grant applications, seeking sponsorship or using other methods as appropriate.

The position is a voluntary one, but reasonable expenses, an honorarium, training and support are provided. It would be helpful if the post-holder had some knowledge of what CAN is and does.

If you'd like a copy of the role description for this position or would like to discuss it, please e-mail [chair@can.org.nz](mailto:chair@can.org.nz) or ring 04-972 2552.

We'd also be interested in hearing from you if you think you could not commit to being the co-ordinator but could provide some help in this area from time to time.

Robert Ibell

CAN Chairperson

\*\*\*

### LOCAL GROUPS

Group/Contact	Website/email
Cycle Action Auckland, Auckland Contact: Bevan Woodward Ph (09) 815 1117	w: <a href="http://www.caa.org.nz">www.caa.org.nz</a> e: <a href="mailto:chair@caa.org.nz">chair@caa.org.nz</a>
Cycle Action Waikato, Hamilton Contact: Rob Davidson Ph (07) 856 5217	e: <a href="mailto:rob.davidson@actrix.co.nz">rob.davidson@actrix.co.nz</a>
Cycle Aware Wellington, Wellington Contact: Alastair Smith Ph (04) 972 2552	w: <a href="http://www.caw.org.nz">www.caw.org.nz</a> e: <a href="mailto:caw_wgtn@hotmail.com">caw_wgtn@hotmail.com</a>
Bicycle Nelson Bays, Nelson Contact: Iain Dephoff Ph 03 548 8939	e: <a href="mailto:dephoff@ts.co.nz">dephoff@ts.co.nz</a>
Bike Lanes in Paradise (BLIP), Takaka Contact: Victoria Davis Ph (03) 525 9298	e: <a href="mailto:moonbow@goldenbay.net.nz">moonbow@goldenbay.net.nz</a>
Spokes Canterbury, Christchurch Contact: Paul de Spa Ph 03 942 2939	w: <a href="http://www.can.org.nz/spokes_chch/">www.can.org.nz/spokes_chch/</a> e: <a href="mailto:spokes_chch@can.org.nz">spokes_chch@can.org.nz</a>
Spokes Dunedin, Dunedin Contact: Dick Martin Ph (03) 453 6667	e: <a href="mailto:dick@stonebow.otago.ac.nz">dick@stonebow.otago.ac.nz</a>
Kapiti Cycling, Otaki Contact: Liz Mikkelsen Ph (06) 364 8187	w: <a href="http://www.kapiticycling.org.nz">www.kapiticycling.org.nz</a> e: <a href="mailto:kapiticycling@xtra.co.nz">kapiticycling@xtra.co.nz</a>
Cycle Aware Palmerston North, Palmerston North Contact: Christine Cheyne Ph (06) 356 3588	w: <a href="http://www.environmentnetwork.org.nz/96.html">www.environmentnetwork.org.nz/96.html</a> e: <a href="mailto:c.m.cheyne@massey.ac.nz">c.m.cheyne@massey.ac.nz</a>
Bike Taupo, Taupo Contact: Pete Masters Ph 025 294 7120	w: <a href="http://www.biketaupo.org.nz">www.biketaupo.org.nz</a> e: <a href="mailto:admin@biketaupo.org.nz">admin@biketaupo.org.nz</a>
Bike! Whangarei, Whangarei Contact: Paul Doherty Ph (09) 436 0033	e: <a href="mailto:paul@cycletours.co.nz">paul@cycletours.co.nz</a>

Wanganui Bicycle User Group, Wanganui Contact: Anne Mohrdieck Ph (06) 345 6959	e: <a href="mailto:jmilnes@callplus.net.nz">jmilnes@callplus.net.nz</a>
Harbour Cycle Network, Dunedin Contact: Niki Bould Ph 03 472 8947	w: <a href="http://www.hcn.co.nz">www.hcn.co.nz</a> e: <a href="mailto:harbour_cycleway_network@hotmail.com">harbour_cycleway_network@hotmail.com</a>

☺ ☺ ☺

### CAN ROLES 2007

<b>Name</b>	<b>Roles</b>	<b>Contact details</b>
Adrian Croucher	Secretary Membership Secretary e.CAN editor Exec member Merchandise Co-ordinator	<b>secretary@can.org.nz</b> <b>membership@can.org.nz</b> 09-815 5033
Jane Dawson	Submissions Co-ordinator Exec member CAN rep on "Getting There" National Committee Chair of cycling conference co-ordinating committee	<b>submissions@can.org.nz</b> <b>jane@can.org.nz</b> 04-972 2552
Vacant	Newsletter Editor	<b>chainlinks@can.org.nz</b>
Sridhar Ekambaram	Meetings Co-ordinator Exec member External Liaison	<b>meetings@can.org.nz</b> <b>sridhar@can.org.nz</b> 04-477 3191/ 027-675 8388
Robert Ibell	Chairperson Exec member CAN rep on Cycling/Walking Steering Committee (HSC)	<b>chair@can.org.nz</b> 04-972 2552
Illona Keenan	Deputy Chairperson Social Events Co-ordinator Exec member	<b>illona@can.org.nz</b> 04-971 5602 / 021-165 2128
Simon Kennett	Project Co-ordinator (Staff member)	<b>simon@can.org.nz</b> 04-499 4967/ 027-449 1844
Graeme Lindup	Policy Co-ordinator Exec member Marketing/Merchandising Assistant	<b>policy@can.org.nz</b> <b>graeme@can.org.nz</b> 06-757 2062/ 027-242 4842
Andrew Macbeth	Technical Advisor Exec member CAN rep on LTNZ Research Reference Group CAN rep on "Getting There" Research working group	<b>technical@can.org.nz</b> <b>andrew@can.org.nz</b> 03-351 7692 / 027-292 9888
Stephen McKernon	Media & Marketing Co-ordinator, Exec member CAN rep on "Getting There" Media/Communications/Marketing working group	<b>media@can.org.nz</b> <b>stephen@can.org.nz</b> 09-849 5335/ 021-450 021
Liz Mikkelsen	Treasurer Exec member	<b>treasurer@can.org.nz</b> <b>liz@can.org.nz</b> 06-364 8187
Ritsuko Ogawa	Mailouts Co-ordinator	<b>mailouts@can.org.nz</b> 09-624 4319

<b>Name</b>	<b>Roles</b>	<b>Contact details</b>
Thomas Schwarz	Webmaster Exec member CAN rep on "Getting There" Information Centre working group	<b>webmaster@can.org.nz</b> <b>thomas@can.org.nz</b> 07-376 7992/ 021-333 432
Todd Simmiss	Urban Design Champion Exec member	<b>urbandesign@can.org.nz</b> <b>todd@can.org.nz</b> 06-357 9188/ 021-209 1898
Fiona Whero	Project Officer (Staff member)	<b>fiona@can.org.nz</b> 03-366 2645/ 027-449 1845
Axel Wilke	Technical Advisor Exec member CAN rep on BikeNZ board	<b>axel@can.org.nz</b> 03-366 9493/ 027-292 9810

🚲 🚲 🚲

### **SUPPORTING ORGANISATIONS**

21CT (21<sup>st</sup> Century Transport)  
Auckland Cycle Touring Association  
Auckland Regional Transport Authority  
Auckland City Council  
Christchurch City Council  
Cycle Touring Company Ltd  
Cycle Trading Company  
Dunedin City Council  
EDS New Zealand Ltd  
Energy Efficiency & Conservation Authority  
Engineering Outcomes  
Environment Canterbury  
Francis & Cambridge  
Greater Wellington Regional Council  
Ground Effect  
Hamilton City Council  
Living Streets Aotearoa  
Massey University  
MWH NZ Ltd  
Napier City Council

National Heart Foundation  
Natural High  
Nature's Highway  
Nelson City Council  
North Shore City Council  
Northland District Health Board  
Pacific Cycle Tours  
Palmerston North City Council  
Palmerston North Green Bike Trust  
Pulp & Paper Kinleith  
Rotary Pathways Trust  
Rotorua MTB Club  
SafeKids  
Tasman District Council  
Taupo District Council  
University of Canterbury  
URS NZ Ltd  
Vorb  
Wellington City Council

🚲 🚲 🚲



*A Green Cyclist*

**JOIN CAN NOW - Receive *ChainLinks* every two months!**

Name .....

Address .....

Phone .....

Fax .....

Email .....

Occupation .....

**MEMBERSHIP FEES (per calendar year)**

Unwaged	\$15
Waged	\$20
Family	\$25
Supporting Organisation	\$50

Membership Fee \$ .....

Plus a donation of \$ .....

**Total** \$ .....

Please make cheque payable to  
Cycling Advocates Network

Please send information about 'Cycle Safe' Insurance

How did you find out about CAN?

.....

**Please send with your cheque to: Cycling Advocates Network,  
PO Box 6491, Auckland. You may use Freepost 147092.**

We respect your privacy and won't give your details to anyone not affiliated with CAN.

**Deadline for next issue of *ChainLinks*: February 10 2007**

Please submit news items, articles, "Letters to the Editor", "comment", etc. Send to ***ChainLinks@can.org.nz***, or post items c/o CAN, PO Box 6491, Auckland – electronic submission is strongly encouraged. For advertising enquiries please email ***secretary@can.org.nz*** or write to CAN.



**RETRO TESTED GT BACKWOODS.**

Before this bike I owned an Avanti road bike. I used that for doing fun rides and cruising in the country. All in all a great bike. When my second son was born we needed a second bike with a kid-seat. A decision was made to upgrade to something that would handle some weight over the back wheel but would still be fun to ride. I checked out several models in different shops but the GT Karakoram stood out for me with a really natural fit. It felt like it was made for me. I loved the powerful braking, balance and manoeuvrability that the mountain bike had which the road bike never did. Being able to jump kerbs was another bonus.

Ten years ago suspension technology was still in its infancy and tended to be something the enthusiasts added later. I never bothered, after all I purchased my bike to transport me and sometimes a kid on the city streets and it was over 8 years before it got its first outing off road in the Rotorua forest. I swapped the oversized knobbies for some smoother riding road tyres at the outset.



It has let me down a couple of times. Once when the frame broke on the bottom strut near the cluster (after 14,000 km use). The molybdenum alloy frame of the “Karakoram” had been discontinued and was replaced by a more bulky and stiffer aluminium frame of the “Backwoods”.

There was noticeably more vibration with this frame and I took to wearing padded gloves. The second frame is still going strong.

The other occasion I got left stranded was when the bolt holding the seat onto the seat post snapped. Murphy was in fine form that day. I was at the furthest point from either home or work on my way between the two. Riding a bike without a seat is incredibly tiring (and uncomfortable!) over a distance of about 6 kilometres.

Although most of the mileage I've run up has been in Hamilton City, I've also taken it with me to explore other cities. It has been fun and now the bike has clocked up just over 100,000 km.

John Meekings, Cycle Action Waikato

John has kept a detailed spreadsheet of all repairs and expenses associated with his GT over the last 10 years (100,000 km). He's carried out most repairs himself and gone through:

- 1 frame,
- 1 pair of derailleurs,
- 1 bottom bracket,
- 1 pair of pedals,
- a couple of chains,
- 3 clusters and a few chainrings,
- and 16 tyres.

The most durable tyre John has used has been 26 x 1.5 inch Michelins (with a rear one lasting 14,882 kms and a one front lasting 22,264 kms).

He has had an average of 1 puncture every 372 kms.

Back in 1996, the GT Karakorum cost \$1,400 (with a \$200 trade in deal). Since then, a total of \$4,168 has been spent on repairs. The costs have been very evenly incurred - \$1,100, \$1,014, \$1,036, and \$1,018 for each consecutive 25,000 km.

Including the initial purchase, the running cost for travel on John's bike has been \$557 per year, or 4 cents/km.



# We're on a Mission

Our message is simple. Our goals are pure. The cycling evangelists at GT are on a mission to share their bounty of high performance with the multitudes! See the light at [www.GTBicycles.com/TheWay](http://www.GTBicycles.com/TheWay)

## I-Drive™ 5 2.0

- 2007 GT IDS Frame with formed main tubes, forged I-Link & modular dropouts • Marzocchi EC009 SL fork & Fox Float R Air shock—6.5" travel
- Shimano XT/LX 27-speed drivetrain with Deore shifters • Truvativ Stylo Gigapipe triple crankset w/ outboard BB bearings

