





+1.6m





\$8bn PA





Perceptions of growth

“More than **4 in 5 Sydneysiders** believe that public transport, roads, hospitals and infrastructure are not keeping up with the population growth, with almost half (47%) saying it is nowhere near keeping up.

Just **1 in 5** (18%) say that the infrastructure development is keeping up with the population growth.”

*McCrindle Future of Sydney Report
November 2015*



Melbourne better than Sydney, Monocle Quality of Life survey finds

June 12, 2015 3:53pm

Caroline Schelle Herald Sun



Melbourne is Australia's most liveable city according to a new survey. Picture: Nathan Dyer

Herald Sun



MELBOURNE 15-22 °C







International trends



New York



London



Paris

city of villages



International trends



New York



London



Paris

city of villages



Photo: NYC DOT

city of villages



Role Models

Reinforcement

Compelling stories

Capability building

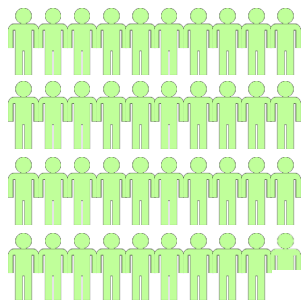
CHANGE



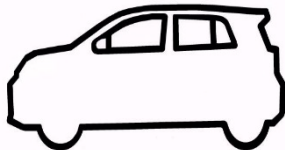
Efficiency and space



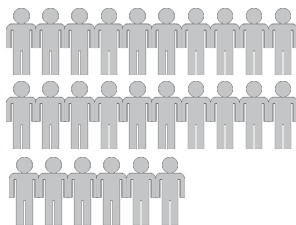
394 bikes



394 people



208 cars



260 people



Kent St, 8AM – 9AM



30 BUSES



+132%







CentralPark

DISPLAY SUITE

1300 857 057 | DUOSYDNEY.COM.AU



International Health Trends



city of villages





International Health Trends





International Health Trends



city of villages



Education



city of villages



Information





Design







1. **Meet demand**
2. **Role model**
3. **Route finding**
4. **Capability building**
5. **Fun!**



Museum of
Contemporary
Art Australia

CLAYTON UTZ



AIRBUS
GROUP

YAHOO! 7



SYDNEY
THEATRE
CO



News Corp
Australia



city of villages



SydneyCycleways.net

Facebook.com/SydneyCycleways

Twitter.com/SydneyCycleway



SYDNEY RIDES BUSINESS CHALLENGE

Mon 22 Feb to
Sun 20 Mar
2016





2015 Challenge

- 261 Sydney businesses
- 3,375 participants
- 1,100 new riders

“Forgot how much fun it is to ride a bike & finally did the bike induction course at work so I can ride the ones provided by [work] now.”

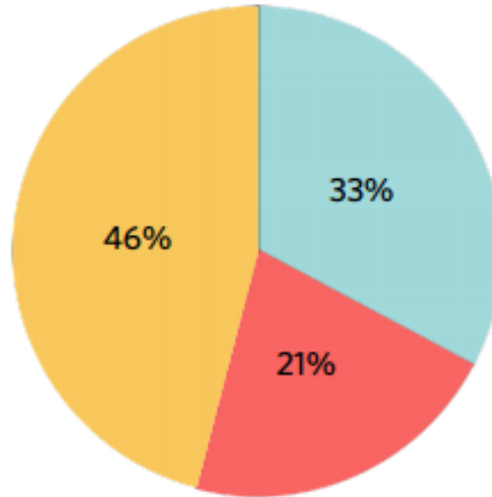
– New Rider 2015



Wellness and Team Building

- Fun, **free wellness activity** and team building opportunity that your staff can deliver themselves!
- Recognises those on staff who already cycle

■ New Riders ■ Occasional Riders ■ Regular Riders





Myth Busting

- Gives new riders a **safe, social environment** to rekindle their love of riding
- Begins conversations among staff and breaks down barriers to cycling

6 months after the Challenge, survey results show:

- 45% of new riders now choose to **ride more often**
- 43% of occasional riders increased their riding since the Challenge and now ride **one or more times a week**

“I thought the whole event was fantastic, from the advice given about best routes to take to your work place, to the bike hunts and try a bike sessions. Very fun and engaging way to get people on bikes.”

— New Rider 2015



- Allows your staff to think about ways to incorporate short trips by bicycle in to their regular working day, holidays or home life
- Long term benefits:
 - Improved staff wellness
 - Staff connected through interests
 - Increased productivity
 - Higher levels of confidence
 - Reduction in staff stress and mental health concerns





“Lots more enthusiastic and can see the difference in my happiness ... packed buses & trains do not make me happy!”

– New Rider 2015



Any questions?