



# Australian Cycling Conference Adelaide 18 & 19 January 2010

## The “Tour de Work” Cycling Challenge: implementation and results from the Adelaide project

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### Abstract

The Tour de Work was Adelaide’s first ‘Workplace Cycle Challenge’. It was run in November 2009. A Workplace Cycle Challenge is a behaviour change program that has proven to be highly successful at getting more people cycling. The Tour de Work was run by Adelaide City Council in partnership with UK-based social marketing agency Challenge for Change. It was funded by the Department for Transport, Energy and Infrastructure TravelSmart Program and run with the support of Adelaide-based consultancy Sustainable focus.

The Tour de Work pitted organisations – and individual departments within them – in the City of Adelaide against each other to see who could get the most staff to cycle for at least 10 minutes over a three-week Challenge period. The organisations and departments that motivated the highest percentage of staff to cycle, in their size category, won a Participation Award. Sport prizes and other incentives were used to encourage non-cyclists to get back on a bike and give cycling a go. To encourage cycling for transport purposes, additional prizes were awarded to people who cycled to work. The program was actively embraced by the City community, achieving greater than anticipated participation.

Similar programs have been run in other countries with impressive levels of behavioural change being achieved. In 2008, Challenge for Change ran a Workplace Cycle Challenge in Swindon, UK. Three months after the Swindon Challenge, 32 per cent of participants who were ‘non-cyclists’ before the Challenge had continued to cycle once a week or more. Twenty per cent of ‘non-cyclists’ were also cycling to work once a week or more three months after the Challenge had ended.