



Australian Cycling Conference Adelaide 19 January 2009

ABSTRACTS

This document presents the available abstracts for the Australian Cycling Conference 2009, along with speaker contact details.

Presentations and speakers were accepted on the basis of abstracts, PowerPoint presentations or from a knowledge of the work undertaken/ presentation content and quality through other academic contact. Formal abstracts are not necessarily available for each presentation, but if available, are provided here. PowerPoint presentations will not be published here until after the conference, and with the permission of presenters.

Do community bike fleets increase cycling? A case study: The Miller Aboriginal Cycling Project

Jeni Bindon (Sydney South West Area Health Service)

'Community bike fleets' are increasing in use within Sydney South West Area Health Service. They are commonly developed as a partnership between government and non government organisations so that community members have access to a bike for transport and recreation, and community organisations can arrange cycling skills training and rides for the community.

The bike fleets have not had a comprehensive evaluation to date. However, they appear to have the potential to assist in increasing access to cycling in the community.

The Miller Aboriginal Men's Group, the Health Promotion Service of Sydney South West Area Health Service and local community organisations worked in partnership to set up a community bike fleet in Miller. This partnership is known as the Miller Aboriginal Cycling Project.

A fleet of six bikes were set up in the Miller community to use for active travel (e.g. medical appointments, job interviews etc), physical activity/ recreation purposes and cycling skills training and rides. The project has involved training delivered by Miller TAFE.

The development of a *Miller Bike Fleet Policy and Procedures in a Risk Management Framework* ensures that the bikes loaned out to Miller community organisations and individual members are done so safely and efficiently.

Contact:

Jeni Bindon
Health Promotion Service, Sydney South West Area Health Service
Sydney NSW

Phone: 02 9515 9055

Email: jbind@email.cs.nsw.gov.au

Travel Smart... Cycle Instead

Chelsey Key (Department for Transport, Energy and Infrastructure, SA)

In the past, the Department for Transport, Energy and Infrastructure (DTEI) supported the cycling safety cause through the "Share the Road" message. This message is now promoted by the Motor Accident Commission, as part of the government road safety advertising program.

However, the road safety message is targeting all road users and promotes road safety, rather than encouraging the community to choose safe cycling as a method of transport. This is why DTEI developed the *Cycle Instead* message as an essential component in motivating South Australians to give cycling a go! This message builds on the significant infrastructure and educational investment DTEI is contributing to encourage and promote safe cycling.

The challenge is to make cycling more appealing than other modes of travel or to be utilised with public transport options. This presentation will share the *Cycle Instead* message and explain how the Department is working towards influencing positive behavioural changes related to cycling.

Contact:

Chelsey Key
Project Officer, Community Education and Programs
Safety and Regulations Division
Department for Transport, Energy and Infrastructure

Email: Chelsey.key@saugov.sa.gov.au

South Australia's Safety in Numbers strategy

Peter Watts (Department for Transport, Energy and Infrastructure, SA)

At the end of its first term in 2006, the SA government released *Safety in Numbers - A Cycling Strategy for South Australia, 2006-2010* — SA's second cycling strategy.

The Strategy is based on the premise that the more people that cycle the safer cycling will become and the safer cycling becomes the more people will choose to cycle.

The Strategy aligns with the National Cycling Strategy and has five key objectives.

The Strategy has now been in place for three years and a number of actions have been delivered with the aim of both increasing cycling participation and cycling safety in SA.

Contact:

Peter Watts
Manager, Office for Cycling and Walking
Department for Transport, Energy and Infrastructure

Ph. 08 8204 8156

Email: peter.watts@saugov.sa.gov.au

Gender, bikes and clothing: an investigation into the behaviour of commuter cyclist sub-groups at signalised intersections

Marilyn Johnson, Judith Charlton and Jennie Oxley (Monash University)

The aim of this research was to identify sub-groups of commuter cyclists and determine if unsafe cycling behaviours were more evident in one sub-group more than in others. The sub-groups are defined by three observable characteristics: gender, bicycle type and the presence or absence of cycling specific clothing, typically cycling shorts and jersey. Understanding the behaviours of sub-groups is of interest as observable characteristics have been reported as being used by drivers to classify cyclists and this can influence how drivers interact and their opinion of all cyclists of that 'type'. Drivers' attitudes and opinions range from the positive, e.g. cycling is healthy, economical and environmentally beneficial; to the negative, e.g. cyclists' behaviour is erratic, arrogant and illegal.

The findings presented are from a three week observational study of Melbourne commuter traffic conducted in March 2008, using a stationary, unobtrusive video camera. The sites were two signalised intersections along St Kilda Road, the most used commuter route into Melbourne, in the morning and afternoon during peak hour traffic; a total of 36 hours and 5,420 cyclists were recorded.

The most prevalent unsafe cyclist behaviour observed was riding through red lights. An analysis of all cyclist behaviour found that 3 per cent of cyclists in the morning and 11 per cent in the afternoon rode through the red light. Three distinct behaviours were identified: (i) *racers* who accelerated towards an amber signal but entered the intersection on the red signal; (ii) *impatients* who approached a red light, stopped and waited, then rode through the red signal; and (iii) *runners* who approached a red signal and rode through without stopping. The results presented will focus on the behaviour of sub-groups of cyclists in comparison to all cyclists observed.

This research is part of a larger study investigating cyclist-driver intersections and has three stages: observational studies, online questionnaires and a naturalistic cycling study. In addition, to the findings from the observational findings, the method for the naturalistic cycling study - which will record the entire journey of individual commuter cyclists using helmet mounted cameras - will also be discussed.

Contact:

Marilyn Johnson
PhD Candidate
Monash University Accident Research Centre (MUARC)
Building 70
Wellington Road
Clayton VIC 3800

Ph: 03 9902 0353
Mob: 0423 160 183
Email: marilyn.johnson@muarc.monash.edu.au

Relatively speaking: bike lanes and bike paths

Ian Radbone (University of South Australia)

Australian governments spend far more money building off-road facilities for cyclists than they spend catering for cyclists on road. They do this because it is politically popular, because it is widely assumed that off-road separation of cyclists is safer than having cyclists share the road with motorised traffic and possibly for other reasons as well.

This presentation provides evidence of the preference for off-road facilities and discusses the wisdom of this. The safety record suggests that cyclists are safer on road than off of it, particularly if off-road includes riding on footpaths. On-road facilities are also vastly cheaper per metre than off-road paths. However there are many circumstances where it makes sense to cater for cyclists off-road.

Contact:

Dr Ian Radbone
Adjunct Associate Professor
University of South Australia
Email: ian.radbone@unisa.edu.au

The quantitative grading of mountain bike trails

Peter Karas and Paul Corcoran (University of South Australia)

This study focuses on the sport of mountain biking, specifically the grading of mountain bike trails where grading refers to the level of technical expertise a rider will need to safely ride the trail with enjoyment. This is an area of the sport that can be developed further; currently grading systems are subjective opinions or basic in their nature.

This study intends to create an electronic grading system for mountain bike trails. The grading system will be a quantitative method that is not subjective, so irrespective of the trails graded, a constant grading is achieved.

Researching user requirements will allow for the creation of a system that is quantitative but also practical for use in the mountain bike community. The use of RTK GPS ensures that data collection will balance the need for efficiency with accuracy. Data collection of existing trails will be as broad as practical and thorough in its nature to ensure the most accurate result possible.

The results from this study illustrate an electronic mountain bike trails grading system that can be applied to various trails. This system ensures trails can be consistently graded to a quantitative standard.

While a grading system can be proposed, there is scope for further study in this area, a larger sample size will ensure the accuracy of the system when applied throughout the world.

Contact:

Peter Karas
School of Natural and Built Environments
University of South Australia
Ph: 0432 340 076
Email: profaine@hotmail.com

Getting more people cycling - How do we achieve behavioural change?

Thomas Stokell and Tim Norton (Challenge for Change, UK)

A Workplace Cycle Challenge is an innovative and effective behavioural change intervention that is currently being rolled out in towns across the UK. The programme is based on the success of similar programmes run around the world, especially New Zealand's Bike Wise Business Battle.

The '[Swindon Workplace Cycle Challenge](#)' was the UK pilot. It involved 38 organisations which competed to see who could get the most employees to ride a bike over a two week Challenge period.

Some key outcomes are:

- 3,526 trips and 40,000+ miles were cycled for transport purposes
- 914 people participated
- 33% of participants were 'non-cyclists' before the intervention, 26% were occasional cyclists, and 41% were regular cyclists.

Of participants who were 'non cyclists' before the Challenge (i.e. they hadn't ridden a bike in more than a year):

- 32% of former 'non-cyclists' are now cycling at least once a week
- 18% are now cycling 2-3 days or 4+ days each week
- 93% have cycled again since the Challenge
- 22% are now cycling to work at least once a week
- 18% are now cycling to work 2-3 days or 4+ days each week

Of people who were only cycling about once a month before the Challenge:

- 38% are now cycling at least once a week or more, with
- 15% now cycling 2-3 times a week, and
- 6% now cycling 4+ times per week

This is an impressive change in people's cycling behaviour especially as this is a low cost intervention.

This presentation will (1) clearly explain two key theories from the social sciences (Self Perception Theory and Self Efficacy Theory) and how they can be applied to change cycling behaviour; and (2) describe how this intervention was evaluated thus giving the audience insight into the best practice evaluation technique.

Contact:

Thomas Stokell
Managing Director

Challenge for Change Ltd
24 Pylle Hill Crescent
Bristol BS3 4TN
England

Phone: +44 (0)79 8430 9265
Email: thomas@getmorepeoplecycling.com
Web: www.getmorepeoplecycling.com



Pedalling hatred: representations of cyclists in the online news media

Adrian Emilsen (Macquarie University)

In May 2008, a training group of fifty Sydney road cyclists were brought down in a collision with a car that was considered an unprovoked act of road rage. News of the event dominated the major newspapers, television reports, and talk back radio for over three days. Despite many media reports being sympathetic to the position of the cyclists as 'victims' of 'road rage', this event ignited a much larger public debate on the status of cyclists on Sydney's roads. Drawing from a discursive analysis of 570 online readers comments, this paper identifies the many objections to cycling that emerged in the wake of 'Coluzzi bunch' incident. Following on from the work of Basford et al. (2002) and Horton (2007), this paper considers how a hatred of cycling involves many complex psycho-social processes as well as particular discourses of perceived spatial and legal illegitimacy.

Contact:

Adrian Emilsen
PhD Candidate
Department of Psychology
Macquarie University NSW 2109

Ph: 02 9850 8043
Mob: 0405 358 253
Email: Adrian.Emilsen@psy.mq.edu.au

References:

- Basford, L. Reid, S. Lester, T. Thomson, J. and Tolmie, A. (2002) *Drivers' perceptions of cyclists*, TRL Report 549, Transport Research Laboratory: Berkshire.
- Horton, D. (2007) 'Fear of Cycling', in: D. Horton, P. Rosen and P. Cox (Eds) *Cycling and Society*, Ashgate: Aldershot.

Bikes4Work: a service

Paul Magarey and Peter Strang (Bicycle Federation of Australia)

This presentation will describe an exciting new service being provided nationally by the Bicycle Federation of Australia. *Bikes4Work* assists organisations both large and small set up bike fleets as an alternative or complement to a car fleet. Work-related cycling can be particularly useful where all members of the staff are required to travel around large work sites or within the local area. A bike fleet can lower travel time (and avoid parking issues), improve productivity, lower costs and greenhouse emissions, and improve corporate image. Our service adopts a risk-management approach.

Contact:

Paul Magarey
Project Manager
Bicycle Federation of Australia
Ph: 02 6248 5988
Mob: 0448 269 092
Skype: Paul Magarey
Email: projectmanager@bfa.asn.au
Web: www.bfa.asn.au
Post: PO Box 499 Civic Square ACT 2608

The Brisbane cycle story (1998 - 2009)

Matthew Burke (Griffith University)

This presentation explores the changes in bicycle policy and planning in Brisbane since 1998.

Brisbane had a poor reputation for cycling amongst Australia's metropolitan regions. Within government cycling was primarily an engineering and road safety concern. Bicycle mode shares had fallen to historical lows, especially for women. But few fields have seen such marked changes in policy and planning.

Well funded bicycle planning and policy units have been established in Queensland Transport, Main Roads and Brisbane City Council (BCC). A State Cycle Strategy and key policies on provision for cycling on state-controlled roads have been enacted. A Principle Cycle Network has been planned, though State Government funding to complete it quickly has not yet materialised.

At local government level the changes are even more marked. A well-resourced 'Active Transport' section in BCC has helped make it one of the most pro-cycling administrations in Australasia. The city is now the first in Australia with a European-style 'Cycle Centre' at King George Square and will soon be the first with a Copenhagen bicycle hire scheme. These policy shifts have been matched with a quadrupling of previous expenditure on cycling, with Lord Mayor Campbell Newman committing \$100m over four years for infrastructure.

Increased bicycle numbers entering the CBD and on key networks suggest that for the inner-city at least mode share increases are occurring, though we are yet to see dramatic changes in middle and outer suburbia, especially beyond the BCC boundaries.

Whilst the story is only in its early chapters, and many challenges remain, Brisbane is now a leader for cycling policy, and may be on its way to being Australia's leading cycle city.

Contact:

Dr Matthew I Burke
Research Fellow
Urban Research Program
Griffith University
NATHAN QLD 4111

Ph. 07 3735 7106
Fax. 07 3735 4026
Mob. 0416 218 302
Skype. drmattburke

Email: m.burke@griffith.edu.au

Normalising cycling? Cyclists in popular culture

Jennifer Bonham (University of Adelaide)

This presentation examines how cycling has been objectivised and cyclists subjectivised within authoritative discourses on transport, environment and health.

It examines how environmental and health researchers are seeking to re-forge the identity of the cyclist as the responsible citizen - taking responsibility for one's personal health and the health of the environment. These views of cycling and cyclists are also being circulated in popular culture: on the big screen, small screen, advertising billboards, posters, ephemera etc.

In this presentation, I question whether the subject position of the cyclist, discursively constituted within transport texts as deviant (slow, disorderly and disruptive), can be rehabilitated and filled with new content.

Or do the emergent discourses on travel and mobility open more fertile ground for an examination of the raft of practices, emotions, embodied experiences and meanings that make up all journeys, including that by bicycle?

These latter studies challenge the regulatory fiction of transport and the 'norms' produced within transport discourses and, as I argue in this presentation, open a path for the reconfiguration of street space to secure different travel practices.

Contact:

Dr Jennifer Bonham
Lecturer, Program Convenor: Master of Environmental Policy & Management
Geography & Environmental Studies
The University of Adelaide, AUSTRALIA 5005
Ph: 08 8303 4655
Email: jennifer.bonham@adelaide.edu.au

CycleCity and the "No Excuse" Zone

Ann-Marie Mulligan (Maunsell AECOM) and Damien Pericles (EDAW)

Through rigorous research, this EDAW Australia project presents the bicycle as a critically important form of urban transportation in the face of major world issues, including global warming and peak oil.

Along with AECOM partner, Maunsell, the findings from the project are applied to a concise economic argument to justify a radical rethinking of urban transport priorities.

Contact:

Ann-Marie Mulligan
Senior Transport Planner
Maunsell AECOM
Ph: 02 8295 3623
Email: Ann-marie.Mulligan@maunsell.com