



WA Bike Month 2023

Promotional Toolkit

Background

WA Bike Month is Western Australia's annual celebration of bike riding.

Taking place from 1 to 31 October each year, it aims to promote and encourage people of all ages and abilities to ride bikes for transport, fun and a healthier lifestyle.

The initiative has run for more than three decades and continues to be valued by local governments and communities across metropolitan and regional Western Australia.

Each year, WA Bike Month grant funding is made available to local governments, workplaces, schools, bike groups and community organisations to host events that support and inspire people to give bike riding a go.

In 2023, 76 local governments, organisations, schools and community groups are sharing in \$75,000 in grants, making it the biggest celebration to date.

With more events on than ever before, there is something for everyone whether you're a seasoned, novice, new or rusty rider.

WA Bike Month is a State Government initiative, co-funded by the [Department of Transport](#) and [RAC](#) and administered by Western Australia's peak body for cycling, [WestCycle](#).

This toolkit

The benefits of bike riding, along with other modes of active travel, are wide-ranging.

Active travel makes our minds and bodies healthier, reduces traffic congestion and CO₂ emissions and is critical to the sustainability of our transport network.

Whether you ride a bike for transport, recreation or to keep fit, we invite you to get involved and spread the word this WA Bike Month.

This kit will assist you to take part. It contains:

- Key messages, facts and statistics
- Social media posts
- Ways to get involved
- Bike riding tips and guidance.

Key messages

- WA Bike Month is the State's annual celebration of bike riding.
- Dust off your helmets, pump up your tyres and give bike riding a go.
- Discover healthier, more active ways to get around.
- People of all ages and abilities can get involved in bike riding – you could be a new, novice or rusty rider.
- Swap short car journeys with bike riding and reap the benefits.
- There is an amazing network of shared paths for walking and riding in WA, making it easier for people to get to where they need to go.
- Get on your bike and explore your community – you might be surprised at the paths you find and how easy and fun it can be to get to local facilities.
- Bike riding can be a rewarding and healthy activity for all members of the family.
- Give bike riding a go to improve your health and wellbeing.
- Bike riding is a great way to travel, get some exercise, see more of your community, and spend quality time connecting with family and friends.
- WA Bike Month is a State Government initiative, co-funded by the Department of Transport and RAC and administered by Western Australia's peak body for cycling, WestCycle.

Key facts and statistics

- Bike riding can improve mental, physical and social health and wellbeing, as well as reduce sickness absence to work.ⁱ
- 43 per cent of WA adults and 68 per cent of WA children (5 to 15 years) don't get enough physical activity for good health.ⁱⁱ
- Consistent walking or riding can help reduce cardiovascular disease by 10 per cent, type 2 diabetes by 30 per cent and the mortality rate by at least 10 per cent.ⁱⁱⁱ
- Bike riders had 84 per cent lower CO₂ emissions from all daily travel than non-riders and people who shifted from car to bike were found to decrease life cycle CO₂ emissions by 3.2 kg CO₂/day.^{iv}
- Australians pay an average of \$21,000 in transport costs per year.^v Bicycle upkeep is significantly lower at around \$800 to \$1,100 per year.^{vi}
- Bike tourism is a growing niche, encouraging more repeat travel to regional WA areas.^{vii}
- Bike riding tourists typically stay longer, spend more and engage in a broader range of experiences than the average visitor.^{viii}
- In 2020, the bike riding industry contributed \$6.3 billion to our economy, supporting 34,295 full time jobs.^{viii}
- Participation in bike riding in WA is higher than the Australian average (46% in 2021 compared to the Australian average of 40%).^{ix}

State Government initiatives

Walk, Wheel, Ride, *Thrive*: An active travel strategy for Western Australia

Walk, Wheel, Ride, *Thrive* is WA's first active travel strategy and will shortly be released for consultation. The strategy will set a new direction for active travel, aligning state government strategies and initiatives relevant to walking, wheeling and riding.

Our vision is for WA to be a liveable, healthy and active place where more people walk, wheel and ride as part of their everyday journeys and experiences.

The strategy identifies three priorities expanded across ten objectives to guide the actions needed across government to achieve this vision.

Western Australian Bicycle Network Grants Program

The [Western Australian Bicycle Network \(WABN\) Grants Program](#) is one of the key actions detailed in the WABN Plan 2014-2031 which sets out a framework for the provision of a safe and sustainable cycling network across WA.

Grants are offered each year for local governments to apply for to assist infrastructure and planning projects. The total WABN Grants commitment for 2023-24 and 2024-25 is \$12.9 million, which includes the delivery of approximately 62 kilometres of path across 63 projects.

Your Move Program

The Department of Transport's [Your Move Program](#) is a free initiative that helps Western Australian schools, organisations, and the community to discover healthier, more active ways to get around.

The Your Move Schools program is a key focus with 220 schools registered.

Connecting Schools Grant

The Connecting Schools Grant is offered each year to eligible participating Your Move schools to increase the number of students walking, riding and scootering to school.

These grants allow schools an opportunity to improve bicycle access, wayfinding, bicycle education and end-of-trip facilities. This, in turn, supports students to increase their physical activity levels, and also reduces car trips and parking demand around schools.

The program has experienced significant growth over the past five years; In 2022/23, a total of 51 schools – 46 metropolitan and five regional – shared in \$225,000 of Connecting Schools Grant funding.

The grants are administered by the Department of Transport and jointly funded by the Departments of Transport and Education.

Active Travel to School Roadmap

In March 2023, the Minister for Transport launched the Active Travel to School Roadmap.

The Roadmap aims to reverse the declining rate of walking and cycling to school in Perth, focusing on significant collaboration across multiple government and industry partners to bring about system-wide improvements and change.

Containing 24 initiatives, it seeks to address key urban planning, policy, individual and social factors, and enable more children to walk, bike ride, scoot and catch public transport to school.

To read a copy of the Roadmap, visit the [Your Move programs webpage](#).

Social media posts

Support WA Bike Month by posting each week in October.

Copy our suggested text or use it, along with the key messages and statistics and facts, to develop your own unique post. Don't forget to hashtag #WABikeMonth2023.

Week 1 suggestion – Topic: Give bike riding a go

 No matter your age or ability, bike riding is for everyone! #WABikeMonth2023


Week 2 suggestion – Topic: Bike riding is good for your health

Around 43 per cent of WA adults and 68 per cent of WA children don't get enough physical activity.

Why not give bike riding a go this #WABikeMonth2023  It can do wonders for your:

 heart health



 physical health

 balance

 mental wellbeing and cognitive function

 sleep quality

Week 3 suggestion – Topic: Bike riding is environmentally friendly

Bike riding is a great way to lower emissions and create a greener and cleaner environment  

In fact, bike riders have around 84% lower CO₂ emissions from all daily travel than non-riders.

Kick-start your bike riding journey this #WABikeMonth2023

Week 4 suggestion – Topic: Find a bike riding route

There are more riding and walking paths across WA than ever before  Plan your journey now! 

www.yourmove.org.au/journey-planner #WABikeMonth2023

Hashtags, links and handles

Website: www.wabikemonth.com.au

Facebook: [@WABikeMonth](https://www.facebook.com/WABikeMonth); [@TransportWA](https://www.facebook.com/TransportWA)

Hashtags: #WABikeMonth2023

Other resources

There are a range of resources available on the [WA Bike Month resources webpage](#), including a signature block that you can download and display to show your support, and 'create your own' posters and social media tile templates.

Ways to get involved

There are many ways that everyone can take part in WA Bike Month and promote and inspire bike riding more broadly.

A number of **community events** are happening across the State. Visit the [WA Bike Month events webpage](#) for details.

Here are some other ideas to get you started.

Ideas for individuals

- Share our suggested social media posts and use the hashtag #WABikeMonth2023.
- Use our bike riding tips and guidance (see page 6) resources to get started on your bike riding journey.
- Attend a WA Bike Month event.
- Take the Road Safety Commission's [Get Streetwise Cyclists/Share the roads quiz](#).
- Participate in an [RAC Bike Basics workshop](#).

Ideas for workplaces

- Organise a Ride to Work breakfast.
 - Refer to our [how to organise a winning breakfast event](#) article (via yourmove.org.au).
- Ask staff to commit to riding to work on [National Ride2Work Day](#) (Wednesday 18 October 2023).
- Check out your workplace end-of-trip facilities. If none exist, or they could do with an upgrade or expansion, talk to your leadership team.
- Consider a bike or eBike fleet for staff to travel to nearby meetings.
- Share our suggested social media posts on your social media pages and use the hashtag #WABikeMonth2023.

Ideas for schools/teachers

- Organise a Ride to School breakfast.
 - Refer to our [how to organise a winning breakfast event](#) article (via yourmove.org.au).
- Encourage students to decorate their bikes and host a parade.
- Sign up for free to the [Your Move program](#).
 - If your school is already a part the program, share your active travel stories on the Your Move website to earn rewards points.
- Engage with WestCycle to become a '[bike friendly school](#)'.
- Engage with Constable Care to facilitate its [Safety School program](#).
- Hold a discussion with students about the benefits of bike riding and what the school can do to get more kids riding to school.
- Dedicate one day a week or fortnight to riding, walking or scootering to school.
- Share our suggested social media posts on your social media pages and use the hashtag #WABikeMonth2023.

Bike riding tips and guidance

There are a range of resources to help you bike ride safely.

- [Choosing the right bike](#) (via [yourmove.org.au](#)).
- [Getting started with bike riding](#) (via [westcycle.org.au](#)).
- Bike maintenance and safety:
 - [Bicycle rules, standards and safety](#) (via [transport.wa.gov.au](#))
 - [Basic bike maintenance](#) (via [yourmove.org.au](#)).
- Plan your [active travel trip to work](#) (via [yourmove.org.au](#)).
 - Find a route using the [Your Move Journey Planner](#).

Endnotes

- ⁱ Mytton, O. T., Panter, J., and Ogilvie, D. (2016). Longitudinal associations of active commuting with wellbeing and sickness absence. *Preventative Medicine*, 84. 19-26.
<https://doi.org/10.1016/j.ypmed.2015.12.010>
- ⁱⁱ Department of Health, Government of Western Australia. (2022). *Western Australian Health Promotion Strategic Framework 2022-2023: A 5-year plan to reduce preventable chronic disease and injury due to common risk factors in our communities*. <https://www.health.wa.gov.au/Reports-and-publications/WA-Health-Promotion-Strategic-Framework>
- ⁱⁱⁱ World Health Organisation. (2022). *Walking and cycling: latest evidence to support policy-making and practice*. Transport, Health and Environment Pan-European Programme.
<https://www.who.int/europe/publications/i/item/9789289057882>
- ^{iv} Brand, C., Dons, E., Anaya-Boig, E., Avila-Palencia, I., Clark, A., de Nazelle, A., Gascon, M., Gaupp-Berghausen, M., Gerike, R., Götschi, T., Iacorossi, F., Kahlmeier, S., Laeremans, M., Nieuwenhuijsen, M. J., Orjuela, J. P., Racioppi, F., Raser, E., Rojas-Rueda, D., Standaert, A., Stigell, E., Sulikova, S., Wegener, S., Panis, L. I. (2021). The climate change mitigation effects of daily active travel in cities. *Transportation Research Part D: Transport and Environment*, 93(102764).
<https://doi.org/10.1016/j.trd.2021.102764>
- ^v Australian Automobile Association – Transport Affordability Dashboard.
<https://data.aaa.asn.au/transport-affordability/>
- ^{vi} Bicycle Network. (2023). The (very good) economic case for riding a bike in 2023 [online article].
<https://bicyclenetwork.com.au/newsroom/2023/03/15/the-very-good-economic-case-for-riding-a-bike-in-2023/>
- ^{vii} WestCycle Incorporated. (2018). *Western Australian Cycle Tourism Strategy*.
<https://westcycle.org.au/strategies-plans/> > WA Cycle Tourism Strategy.
- ^{viii} We Ride Australia. (2021). *The Australian Cycling Economy 2021 Report*.
<https://www.weride.org.au/australiancyclingeconomy/>
- ^{ix} Department of Transport, Government of Western Australia. (2022/23). People's Pulse Report: Active Travel Insights 2020-21). <https://www.transport.wa.gov.au/activetransport/network-monitoring-and-reporting.asp> > Community surveys.