

ITEM 3.2. SYDNEY RIDES BUSINESS CHALLENGE**FILE NO: S051491****MINUTE BY THE LORD MAYOR**To Council:

In October 2014, Council approved the tender for UK-based company Love to Ride to run a fun, free competition encouraging workplaces to support staff to ride. The second Sydney Rides Business Challenge ran in 2016, after the great success of the 2015 event.

Worldwide, Love to Ride has staged programs in nine countries over the past 13 years, involving more than 168,000 people from 8,981 organisations.

The City's Sydney Rides Business Challenge ran from 22 February to 20 March 2016 and was an enormous success.

A record 4,465 people from 359 organisations took part, making this the largest event of its kind in the world. The number of people participating in the Challenge has increased year on year, and this year's record result shows Sydney businesses understand that active transport is a critical part of our city.

Sydney's outstanding result saw it outperform cities like London and Auckland by more than 500 riders. Almost 20 per cent of those who took part were new riders who had not been on a bike for at least 12 months – directly contributing to our Sustainable Sydney 2030 target for at least 10 per cent of City trips to be made by bike.

Businesses are some of the strongest supporters of our work to make riding a safer, easier transport option. This was evidenced by an impressive list of companies eager to take part in the event, including: Qantas, Westpac, LinkedIn, eBay, Hilton Sydney, Lend Lease, NRMA, RPA Hospital, Sydney University, 20th Century Fox, AECOM, AGL Energy, Allianz, AMP, Atlassian, ABC, Commonwealth Bank, Fairfax, Fire Rescue NSW, Foxtel, Fujitsu, Hewlett-Packard, Network Ten, NewsCorp, Reserve Bank of Australia, Sydney Water, Telstra, Transport for NSW, UTS and the University of NSW.

During the Challenge, bike riders log their rides and organisations of similar size compete in six different categories to get the highest proportion of staff riding. The Challenge also directly targets new riders (that is, those who've not been on a bike for at least 12 months). The main category winners were:

- 500-plus employees: NSW Office of Environment and Heritage;
- 200-499 employees: Hilton Sydney;
- 50-199 employees: 4mation Technologies;
- 20-49 employees: Eco Logical Australia;
- 7-19 employees: Paper Moose; and
- 3-6 employees: Architects Johannsen + Associates

Challenge participants logged almost 35,000 trips and more than 618,000 kilometres, the equivalent of travelling around Australia 42 times.

Encouraging new riders

The Challenge is an important part of encouraging new riders across the City to give bike riding a try. Around one in five participants who took part this year were new riders - the people we most wanted to encourage.

These new riders were inspired by their colleagues (one employee at CarsGuide.com.au encouraged 34 of her colleagues to register and take part), and by our free Try-a-Bike sessions in Hyde Park, at Barangaroo and Observatory Hill.

I hope those first-timers continue to ride, adding to the growing number of Sydneysiders already riding to work and for fun and fitness.

Feedback from businesses

During the Challenge, suit-wearing senior executives also circled the city in the Sydney Suit Ride, illustrating support from the top end of town.

Feedback received during the challenge was both positive and uplifting, including:

Dr Tim Williams, CEO, Committee for Sydney

"Cycling is not only an increasingly popular way to commute, it's also at the heart of the economic success of global cities. Biking cities are economically vibrant cities and attract talent. Cities which are hostile to bikes won't flourish in the competition for talent and investment."

Papermoose Digital Producer, Reese Geronimo

"Working on a computer all day can create all kinds of health issues down the track so, as a keen cyclist myself, I thought the Sydney Rides Business Challenge would be a great opportunity to get myself and my fellow co-workers active."

For the last decade, large City businesses have been calling for the City to make riding to work easier and safer. It is increasingly important we continue engaging with and supporting businesses as the City's connected cycleway network continues to grow.

Road congestion already costs our economy more than \$5 billion each year, and this is expected to climb to \$8 billion by 2020. Encouraging people to ride bikes helps to free up space on public transport and on the roads.

I'm proud of the investment the City has made in the past, and will continue to make in the future, to offer people more transport choices. Our growing network of cycleways is helping to make the city cleaner, quieter, healthier and more accessible.

The 2016 Sydney Rides Business Challenge results show with adequate infrastructure, and just a bit of encouragement, bike riding is an accepted and increasingly popular way to move around our city.

I want to congratulate those who took part in the Challenge and I look forward to seeing more city workers, residents and visitors on their bikes.

RECOMMENDATION

It is resolved that Council note the success of the 2016 Sydney Rides Business Challenge.

COUNCILLOR CLOVER MOORE

Lord Mayor