



Creating A Cycling Culture in NZ



BikeNZ is a marketing agency for all
forms of cycling

Our role is to create an environment
where cycling can flourish at a local
level

More people cycling more often



Culture: a shared, learned, symbolic system of values, beliefs and attitudes that shapes and influences perception and behaviour



We are on the crest of a wave

- 23% of NZ'ers have ridden a bike in the last 12 months.
- Cycling is NZ's 5th most popular recreation activity
- About 38,000 kiwis commute by bike
- But school aged children are cycling 2/3rds less than they used to

- We produced 15 world champions in 2009 in different cycling disciplines



People buy stories not products

- "People don't believe what you tell them. They rarely believe what you show them. They often believe what their friends tell them. They always believe what they tell themselves" – *Seth Godin*
- Its our job to create stories and experiences that people can tell themselves.



Make Cycling Cool

- We need to lose the labels
- Cycling will be part of our culture when people don't call it cycling
- We must market cycling as being aspirational
- We must understand our customer



We need to act as one tribe

- Our fragmented nature makes it difficult for us to be heard
- We appear disorganised to funders and govt
- All forms of cycling should be embraced as helping to build an overall cycling culture
- We need to be more supportive and stronger advocates



We've focused too much on supply

- In order to get a greater share of the supply we need to grow demand
- This is not chicken and egg
- Creating demand first is our primary focus
- Everyone loves to be associated with a winner



100,000 kids learning to ride

- Its only 13% of the school population
- We are creating a national cycling program for all schools and age groups
- Alongside it we are creating a national training/coaching framework
- It will be fun and engaging and kids will want to be part of it
- We've begun already with a pilot in Rotorua



Rotorua In Gear

- A pilot with Sport BoP, RDC, Lakes DHB and SPARC
- To prove the concept and create demand
- Focused approach that will engage the rest of the community
- Will be a catalyst for other cycling investment in Rotorua – Model Towns



Social media is a valuable tool

- It allows your market to drive the development of the product
- It provides you with greater engagement and impetus
- We've developed RideStrong as a social network to allow the many different tribes within cycling to connect under one umbrella



Do fewer things better

- It feels like we're chasing our tails
- From the outside its not clear what our top priority is
- Rather than doing a lot of smaller projects we need to join together to deliver one or two really big projects that will make a difference
- And be Remarkable!



Our Core Focus Areas

- A national cycling development program for all ages from school children to adults
- Rotorua in Gear
- Greater safety – 1.5m and Speed Limits
- Greater connectedness of the community

