



JCDecaux



Sydney Cycling Guide Map

Beat the traffic and get the best way by bike.
Order a copy or get a free digital version at cycleways.sydney



Give yourself a lift.
cycleways.sydney/

CITY OF SYDNEY

THE
← 
QUICK
WAY
TO
COMMUTE



Give yourself a lift. Ride.
cycleways.sydney/ #RideSydney

Give yourself a lift: Green Square



Transport is an opportunity...

CENTRAL SYDNEY

No light rail for Green Square as transport congestion hits peak

Heather McNab, CENTRAL
August 19, 2016 5:47pm



NATIONAL NSW

Green Square is Sydney's 'public transport disaster' even before apartments built

By Matt O'Sullivan

Updated 26 May 2017 – 9:46pm, first published 25 May 2017 – 1:25pm



Research and data

Census data

George Street study

myPlace survey

Give Yourself a Lift campaign research

Research and data

Location based social research

TfNSW data

Objectives

- Encourage residents to shift focus to active transport
- Increase awareness of the cycling network
- Create a liveable and thriving community of people

Campaign elements

Conversations that get people to 'maybe'

Events and services with low barriers to entry

Marketing and publicity to make it visible



Conversations

531

conversations

372

maps

239

flyers

Conversations

Motivations to ride:

- Enjoyable
- Reliable
- Health and fitness
- Direct

Barriers to riding:

- Confidence / knowledge
- Infrastructure
- Can't ride
- Ownership
- End of trip facilities

Events and services



Try-a-bike: Joynton Park



Guided rides



Personalised route advice



Free tune-ups



Courses



Community events



EYE AND RETINA SPECIALISTS Green Square T 9699 0001 Green Square Specialist Centre

We specialise in

Cataract Surgery

Laser Eye Surgery

Uveitis

Macular Degeneration



Glaucoma

Diabetic Retinopathy

Retinal Diseases

Pterygium Surgery

Aviation tests

General Ophthalmology



EYE AND RETINA SPECIALISTS

ENTRANCE 10001 Dr Joo-Lee Choi Dr Neil Sharma



UNSW

SAVE \$21 PER WEEK

3 MIN 14 MIN

O'DEA AVENUE

Sydney Cycling Guide + Map

More information at: www.unsw.edu.au/cycling



ON THE EASY WAY COMMUTE

UNSW SYDNEY

UNSW

3 14 MIN



Sydney 2020 Green Global Connected



O'DEA AVENUE



UNSW

3 12
KM MIN

SAVE
\$21
P/WEEK



Give yourself a lift. Ride.
cycleways.sydney / #sydneyrides

CITY OF SYDNEY



Sydney Cycling Guide + Map

Beat the traffic and
discover the best way
by bike. Order a copy
or request route advice
at cycleways.sydney



O'DEA AVENUE

SAVE \$21 P/WEEK

6 KM 31 MIN

CITY

Try-a-Bike Mini Festival

Sport and fitness, Cycling @ Joynton Park, Zetland Saturday March 24 2018 FREE

SYDNEY LAUNCHES BIKE TRAVEL CAMPAIGN

EVENTS, NEWS | POSTED MARCH 14TH, 2018



Clockwise from top right: The development Ovo, with 600 bike parking bays were built into the base on Goddles Ave in Green Square and The Burcham in Sydney. High Michael Bradfield and partner Sarah Diquir with kids Oscar 10, and Jade.



Sydney residents are ditching cars and peddling to work



Evangeline Maguire

24 MAR 2018

The Daily Telegraph

The City of Sydney the Green Square

Posters at busy bus stops in one of Australia's fastest growing suburbs they would save by switching from bus to bike.



Buyers wheelie want bike-friendly features

HOME BUYERS IN SYDNEY'S INNER RING SUBURBS ARE PLACING A HIGHER VALUE ON BICYCLE FACILITIES AMID A CYCLING REVOLUTION, WRITES EVANGELINE MAGUIRE

CYCLING STATS

14%

Green Square residents who cycle to work

33

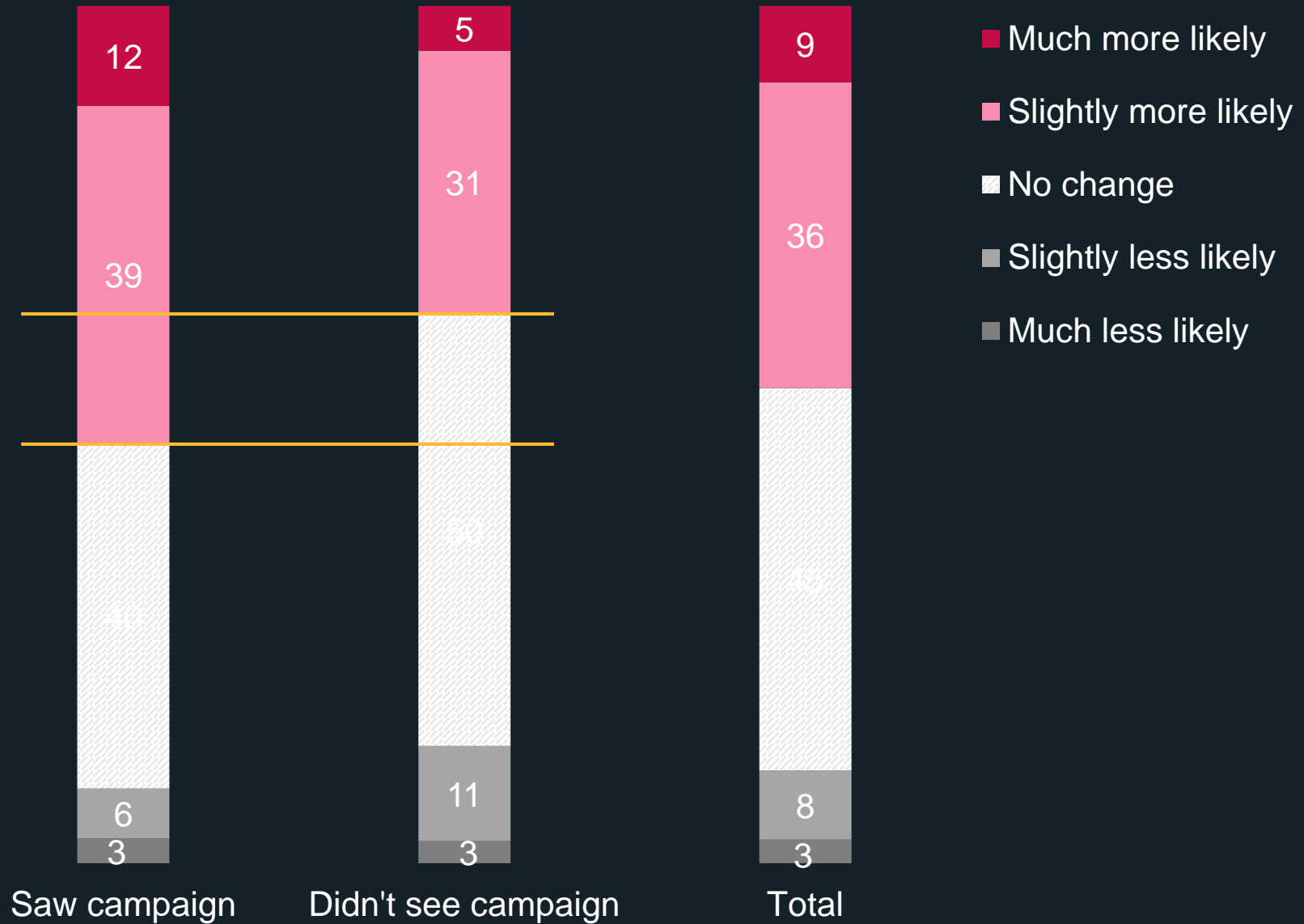
Average age of people who cycle to work

5K

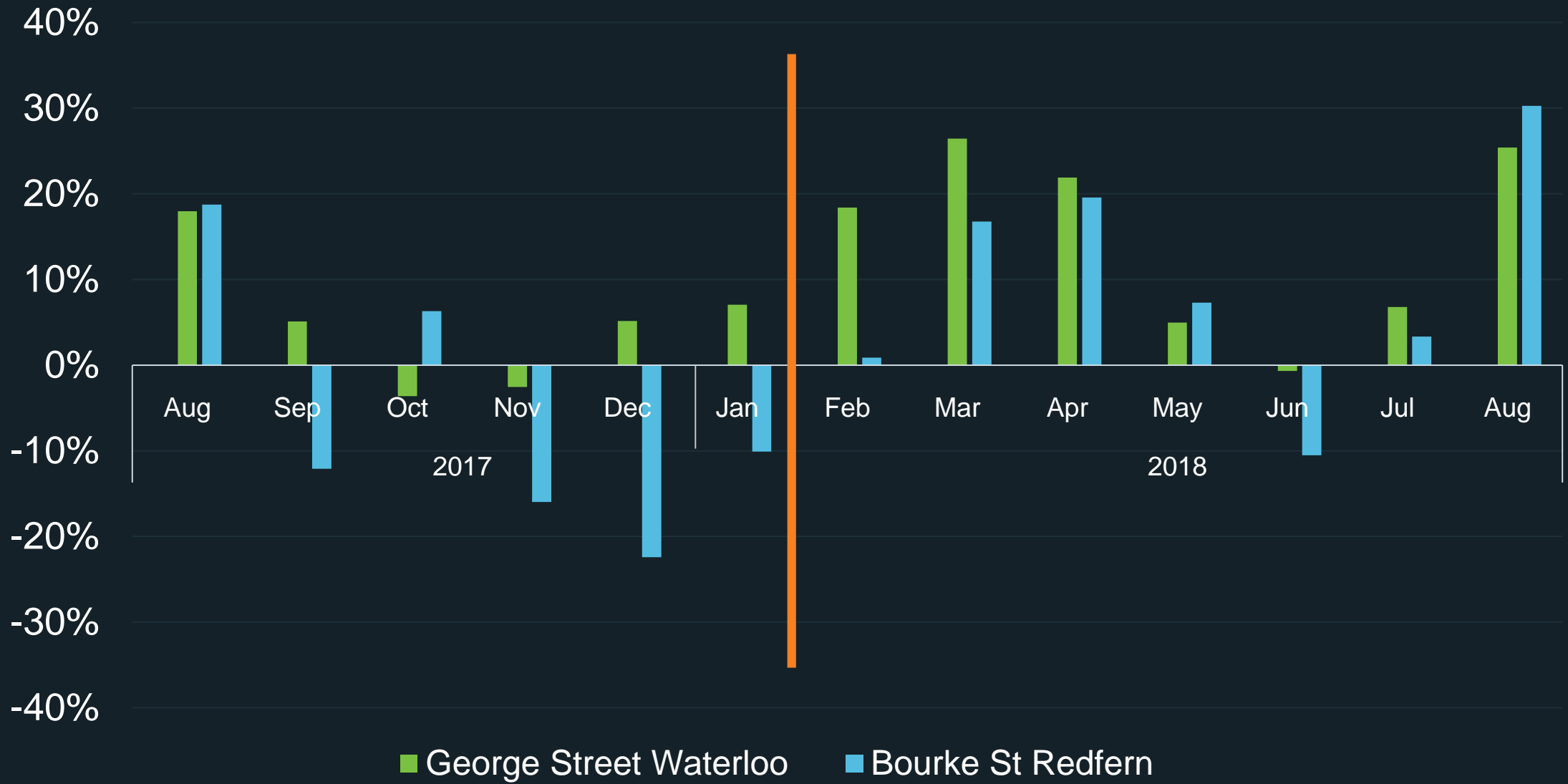
No. people riding bikes to Sydney CBD every day

Intent to ride

15%



Year on year percentage change in weekly cycling volume (weekday only)



JCDecaux



Sydney Cycling Guide Map

Beat the traffic and find the best way by bike.
Order a copy or view the guide online at cycleways.sydney



Give yourself a lift.
cycleways.sydney

CITY OF SYDNEY

THE
QUICK
WAY
TO
COMMUTE



Give yourself a lift. Ride.
cycleways.sydney / #sydneyrides
02 9550 1234

Thank you

Matt Austin
City of Sydney
maustin1@cityofsydney.nsw.gov.au