

Resource range | Marketing initiatives

What is Cycle Safe Communities?

Marketing initiatives

Collateral initiatives

Campaign executions 'a metres matters'
 'It's a two-way street'

Cycle Safe Communities *“resources to help communities to be Safe Together”*

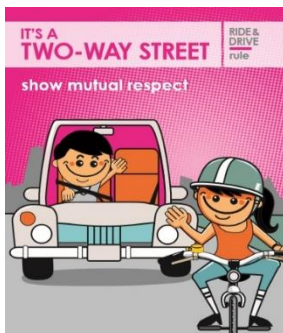
The **Cycle Safe Communities** platform provides consistent campaign cycle safety resources that can be adopted and distributed within the Australian community. Through **Cycle Safe Communities** we aim to realise the AGF mission of safe cycling and our vision of zero bike related fatalities.

What is Cycle Safe Communities?

Cycle Safe Communities contains ready to use resources and merchandise from two Amy Gillett Foundation safety campaigns; **‘a metre matters’** and **‘It’s a two-way street’**.

Both campaigns have been developed to help bring to life bicycle related safety messages via community activation through promotion, education and awareness and have been embraced by major organisations such as Toll Group, Transport of NSW, Vic Roads, TAC, Europcar, Subaru, NRMA Motoring & Services and Bicycle NSW.

‘a metre matters’ raises motorists awareness of the need to provide a metre when overtaking bicycle riders.



‘It’s a two-way street’ educates both drivers and bicycle riders that mutual respect and other important road rules and behaviours are crucial when sharing the road.

Via Cycle Safe Communities, safety resources and merchandise can be accessed to help embed a consistent message into the Australian community. Over 3 million Australians are aware of our safety campaigns and it is through Cycle Safe Communities, our aim is to realise the AGF mission of safe cycling and our vision of zero bike related fatalities.

Cycle Safe Communities underpins the significant effort needed to realise the behavioural change within our society towards safer cycling.

A list of marketing and collateral initiatives have been identified in this document to assist you with your campaign.

Councils and community groups can register to **Cycle Safe Communities** via the Amy Gillett Foundation website. www.cyclesafecommunities.org.au

Marketing initiatives

Concepts	Target audience(s)	Delivery method	Suggested Collateral
Cycle skills workshops	Primary school students	Distribution of brochures incorporation key messaging into program delivery	amm poster and stickers It's a two-way street Z-card
Road safety presentations	High school students – Learner Drivers	10 minute presentation incorporating messages: how to pass cyclists safely, what to do at roundabouts, group cyclist's safety. Engage local police	AGF Code of Conduct Sharing roads and paths brochure (Vic) It's a two-way street Z-card amm posters and stickers
Education for group cyclists: How to ride safely	Group cycling community	Word-of-mouth education through cycle groups Presentation at group rides	AGF Code of Conduct Sharing roads and paths brochure (Vic) It's a two-way street Z-card amm posters and stickers
Information distribution at key events	General community	Campaign information, promotional items	AGF Code of Conduct Sharing roads and paths brochure (Vic) It's a two-way street Z-card amm posters and stickers
Accommodation house promotion	Visitors to the State/Region may not know rules	Poster and brochure distribution	AGF Code of Conduct Sharing roads and paths brochure (Vic) It's a two-way street Z-card amm posters and stickers
Library displays	General community	Campaign display	Pull up banner Sharing roads and paths brochure (Vic) It's a two-way street Z-card

Marketing initiatives

Concepts	Target audience(s)	Delivery method	Suggested Collateral
Ride to Work Day	Cycling community	Campaign media launch coinciding with event	amm poster and stickers Sharing roads and paths brochure (Vic) It's a two-way street Z-card Pull up banner
Driver Training Schools	Community	Distribution of campaign messaging	amm poster and stickers Sharing roads and paths brochure (Vic) It's a two-way street Z-card Pull up banner
Advertising – TV	General community	TV advertisement	amm TVC
Advertising – Radio	General community	Live radio reads. Coincide with Bike week or other key events	amm/campaign brief It's a two-way street audio creatives
Advertising – Cinema	General community	Cinema advertisement	amm TVC
Online survey Evaluate and Educate campaign	General community	Council website	

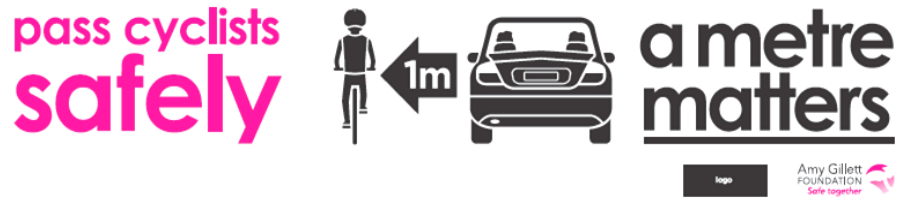
Collateral initiatives

Concepts	Delivery method	Suggested Collateral
Billboard signage	Range of billboard type campaign signage	amm/it's a two-way street campaign/3 rd party logo
Tram/bus stops signage	Tram/bus advertising	amm/it's a two-way street campaign/3 rd party logo
Bus livery	Bus back and side panel advertising	amm/3 rd party logo
Vehicle livery	Vehicle rear or side panels advertising	amm/3 rd party logo
Posters	Campaign promotional material	amm/it's a two-way street campaign/3 rd party logo
Stickers	Campaign promotional material	amm/3 rd party logo
Pull up banners	Campaign promotional material	amm/it's a two-way street campaign/3 rd party logo
Backpack covers	Campaign promotional material	amm logo
Cycling wallets	Campaign promotional material	amm logo

Campaign Executions
Billboard signage



Spectacular
18.99 x 4.5m



Tram | Bus shelter signage



On bus advertising



Vehicle livery



Posters



Z-card



Educational brochure



Sharing roads and paths



Everyone

Sharing roads and paths provides you with information about rules and safe behaviours when interacting with bicycle riders or when you are riding. Bicycle riders, drivers, motor bike riders and pedestrians are all legitimate users of the road system.

Road rules

- know and obey the road rules
- know your responsibilities
- obey road signs and signals
- bicycles are considered vehicles and on the road, unless signed, even if the off-road path

Be alert

- be aware and anticipate the most road users, especially children and older people
- make eye contact with road users, especially at intersections
- use audio devices at low volume to allow what is going on around you
- green bike lanes highlight high-risk areas
- look out for pedestrians crossing the road

Be predictable

- be clear about your intentions
- when changing direction, indicate with notice to other road users

Be courteous

- be considerate and patient on all roads
- acknowledge good behaviour
- don't respond to road rage or harassment

Definition

Bicycle rider

Bicycle riders include anyone riding a bicycle

Pedestrians include people on foot, wheeled skateboards, rollerblades, wheelchairs and more

Driver

Drivers include people operating a car, bus or

Road rules

Bicycle riders

- you cannot pass a vehicle on the left when the vehicle is indicating and in the process of turning left
- keep your bicycle roadworthy - you must have at least one effective brake, and a working bell or horn
- you must stop behind a stationary tram and wait for the tram doors to close and the pedestrians to clear the road

Be alert

Bicycle riders

- ride with caution passed parked cars
- be aware of opening car doors
- ride outside the car door zone when safe to do so
- don't ride in a driver's blind spot, make sure the driver can see you
- watch for hazards and obstacles on the road, such as potholes and grates
- cross tram tracks at right angles
- look for vehicles, motor bikes and pedestrians entering and exiting driveways and laneways

Drivers and motor bike riders

- expect to see bicycle riders on all roads in all areas
- leave at least one metre when overtaking bicycle riders - more if travelling over 60km/h
- look for bicycle riders' hand signals, so you are aware of their intentions
- look for bicycle riders turning right from the left lane at a roundabout
- watch for pedestrians and bicycle riders when leaving or entering a driveway

Pedestrians

- look and listen for bicycle riders and other road users when crossing roads or paths
- expect to see bicycle riders on shared paths and footpaths

Be predictable

Bicycle riders

- don't move in and out of traffic - maintain a straight line
- use clear hand signals when changing lanes and turning

Drivers and motor bike riders

- provide sufficient notice to other road users when changing lanes
- avoid sudden lane changes

Pedestrians

- look out for bicycle riders and don't make sudden moves across their path

Safe speeds

Bicycle riders

- manage your speed so you can slow or stop safely

Drivers and motor bike riders

- leave plenty of space when turning in front of bicycle riders
- when overtaking a bicycle rider, slow down and allow a space of at least one metre
- manage your speed so you can slow or stop safely

Be courteous

Bicycle riders

- use your bell, or voice when approaching pedestrians and other bicycle riders
- ride at appropriate speeds when using a shared path or footpath

- slow down when overtaking pedestrians
- when riding in a group in busy traffic, or on narrow roads, consider riding in single file to allow vehicles to overtake safely

- be considerate about where you park your bicycle so you are not obstructing footpaths, pedestrians, wheelchairs or mobility scooter access

Drivers and motor bike riders

- wait behind bicycle riders at intersections, the same as you do for other vehicles
- don't sound your horn unnecessarily around bicycle riders

- give bicycle riders time to ride off when traffic lights turn green
- give bicycle riders space when sharing the road as sometimes they need to ride out of a lane to avoid a hazard or obstacle

Footpaths and bicycle riders

Who can ride on them?

- children aged 11 years and younger and accompanying adults
- bicycle rider with a medical exemption

Be visible

Bicycle riders

- use your lights at night and at low visibility times
- make sure you have working lights on the front and the rear of your bicycle. Lights must be visible for at least 200 metres and should not dazzle other road users
- make sure your bicycle has a rear red reflector
- wear light or bright colours, high visibility or reflective materials

Drivers and motor bike riders

- dip headlights at night when approaching bicycle riders and pedestrians

Pedestrians

- ensure other road and path users can see you

Sharing with other bicycle riders

Bicycle riders

- develop cycling skills for your safety and the safety of others
- keep adequate space in front of you to avoid wheels overlapping
- don't cut in too soon after overtaking other bicycle riders
- ride within a single vehicle lane
- you must not ride more than two abreast unless overtaking. When riding two abreast riders should not be more than 1.5 metres apart
- use your voice and hand signals to point at hazards or obstacles
- do not change direction or brake suddenly

Supporting partners



Educational brochure

EXCLUSIVE BICYCLE LANE

Exclusive Bicycle Lanes are for the exclusive use of cyclists and may be used by motor vehicles for 50 metres prior to turning. They are 1.2-2 metres wide and are defined by a white bicycle symbol inside a continuous white line.

Cyclists are required to ride inside the bicycle lane if it is safe and practical and they are allowed to leave the lane when turning. Motorists should not drive or park in bicycle lanes unless turning and they should check for cyclists in cycle lanes at intersections.

Exclusive Bicycle Lane - Green Treatment

Green paint is used to further highlight exclusive bicycle lanes at potential conflict locations where there is greater safety risk to cyclists, such as at intersections and roundabouts.

Green paint is used to further highlight exclusive bicycle lanes at potential conflict locations where there is greater safety risk to cyclists, such as at intersections and roundabouts. Cyclists may need to cross the path of turning traffic. Motorists need to ensure that they give cyclists sufficient room and that they do not cut off cyclists when moving outside the lane to turn.

share WITH CARE

safety Tips for Motorists

cyclists are vulnerable road users where any accident involving a bicycle and a motor vehicle is likely to result in injury or death of the cyclist. **there are some tips motorists need consider to reduce this risk.**

leave space matters: Give cyclists space. Leave at least 1 metre between your vehicle and the cyclist.

share with care: Give way to cyclists and indicate your intentions. Cyclists and pedestrians are often overlooked in most manoeuvres.

take and wait: If a safe distance is not available between your vehicle and a cyclist, brake and wait. If you side swipe a cyclist it can result in serious injury or death.

stay road rules and drive with care: Australian Road rules allows two cyclists to ride side by side (two abreast).

look over your shoulder: When exiting your vehicle ways check for cyclists. Being hit by vehicle doors is one of the most common injuries to cyclists.

be aware, cyclists may need to ride wide: Cyclists may need to avoid potential hazards on the edge of the road such as, potholes, glass debris and open vehicle doors.

safety Tips for Cyclists

cyclists are the most vulnerable road users. **there are some things cyclists should consider to reduce their risk.**

use eye contact with drivers: Ride in a predictable line and check behind you before moving into any traffic lane across the path of turning traffic.

ride at least 1 metre from parked vehicles where possible and look for motorists opening doors.

use safety: Obey the road rules and use hand signals for its turning. Observe the rules of the traffic lane when mounting/dismounting and when getting ready to turn.

be considerate: When riding two abreast be considerate of motorists and traffic conditions.

scan ahead for hazards: Be alert of pedestrians and debris and check for obstacles such as potholes, debris, wet drainage pits and open vehicle doors.

be visible and safe: Wear bright clothing, an approved

Cycling is an important mode of transport that helps create active and healthy communities and is good for the environment.

Bicycles are classified as vehicles when ridden on roads where they are required to follow the same road rules as other motor vehicles. Due to the increasing number of vehicles using our roads, it has become necessary to include special treatments to make the road safer for all users.

One way Council is making our roads safer, is through the provisions of Bicycle Awareness Zones, exclusive bicycle lanes, and green bicycle lane treatments.

For the safety of both cyclists and motorists it is vital that all road users understand the treatments and drive accordingly.

Bicycle Awareness Zone (BAZ)

Bicycle Awareness Zones (BAZ) are identified by a yellow bicycle symbol. They are advisory only and intended to remind road users that cyclists and motorists are sharing the road space.

These treatments are used when there is insufficient space on the road to provide an exclusive bicycle lane. When a yellow symbol sits over a continuous white line the cyclist may ride on either side. When the symbol sits in the centre of the traffic lane cyclists are entitled to use the entire lane.

We recommend that motorists do not overtake cyclists in these zones until there is sufficient room to safely pass or where the road widens. Cyclists should also ride at least 1 metre from parallel parked vehicles to avoid being hit by opening doors and motorists should check for cyclists before opening their door.

Bumper sticker

pass cyclists safely

a metre matters

Safe together

pass cyclists safely

a metre matters

Safe together

Sunshine Coast Council

SUNSHINE COAST

Print advertising

Bicycle rider safety

It's a two-way street

So far, in NSW this year, three times the number of bicycle riders have been killed than at the same time in 2012. Serious injuries are also on the increase. Trauma caused by a cycling injury can be life-lasting and seriously impacts you and the people you care about. The Amy Gillett Foundation is committed to improving safety for bicycle riders. Everyone's actions make a difference when sharing roads and paths.

Drivers
pass bicycle riders safely

a metre matters

Bicycle riders
obey road rules

stop on red

Young or old, people in NSW love riding their bicycles. Over the past decade, the popularity of bicycle riding has increased dramatically, whether for transport, recreation or sport.

Mutual respect between motorists, bicycle riders and pedestrians is crucial in improving safety and addressing bicycle rider safety.

Everyone has the right to ride safely for work and play. A safer future is possible — YOUR actions make a difference.

amygillett.org.au **Amy Gillett FOUNDATION**
Safe together



an initiative of Amy Gillett FOUNDATION

pass cyclists safely

a metre matters

Let's share the road...

Tips for cyclists

- be considerate, only ride two abreast if space permits
- avoid eye contact with drivers
- regularly check behind you and be predictable - maintain a smooth riding line
- ride at least one metre from parked cars and watch for drivers opening doors
- indicate your intention. Occupy the centre of the traffic lane when using roundabouts, at amber/green lights to turn, use hand signals prior to turning
- scan ahead for potential hazards for pedestrians or drivers who may not have seen you and/or others or signage signs
- make sure you can be seen - wear bright clothing, an approved helmet and lights and reflectors for night riding

Tips for motorists

- pass cyclists safely - maintain at least one metre between your vehicle and the cyclist. Do not lean into your lane and veer
- give courtesy, do not cut in front or squeeze a cyclist off the road
- indicate clearly and let cyclists know where you are going
- cyclists can be difficult to see at intersections and in low visibility conditions. Check rear view mirror and know your blind spot, take a second look before opening car doors
- take special care when entering and exiting alleyways, watch for cyclists
- cyclists use vehicles, they have as much right to use the road as you and can legally ride two abreast

More information about road rules and the Queensland Road Rules Handbook can be found on-line at: www.traffic.qld.gov.au

financially supported by:

share OUR PATHWAYS

all paths in Queensland are shared unless otherwise signed

Tips for cyclists

- give way to pedestrians at all times
- be considerate, slow down when pathway is busy
- look ahead to make sure pathway is clear before overtaking another user
- use your voice, bell or horn when passing another pathway user
- be predictable, maintain a smooth riding line

Tips for pedestrians and wheeled devices

- keep to your left and stay on the provided pathway
- be considerate, allow enough space for other users
- be predictable, walk, scoot or skate in a smooth line
- keep dogs on a short leash

More information about road rules and the Queensland Road Rules Handbook can be found on-line at: www.traffic.qld.gov.au

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bicycle AWARENESS ZONES

Bicycle Awareness Zone (BAZ) is an area of road shared by cyclists & vehicles

cyclists help drivers by:

- riding in a predictable line and checking behind before moving into any traffic lane
- indicating their intentions early via hand signals and eye contact and changing lanes safely
- taking care when riding either side of the white line
- riding in the centre of the lane only when the yellow bicycle symbol is shown in the centre of the lane. This is safer for everyone

More information about road rules and the Queensland Road Rules Handbook can be found on-line at: www.traffic.qld.gov.au

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drivers help cyclists by:

- expecting cyclists to ride either side of the white line in the traffic lane to avoid parked vehicles or opening vehicle doors
- being considerate, only pass a cyclist if safe to do so
- sharing the road with cyclists and allowing them to negotiate hazards especially in areas marked with a yellow bicycle symbol

More information about road rules and the Queensland Road Rules Handbook can be found on-line at: www.traffic.qld.gov.au

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WATCH FOR

cycle lanes GREEN

remember safety on our roads is everyone's responsibility

A REMINDER to DRIVERS - you must give way to cyclists in all cycle lanes

cyclists help drivers by:

- indicating their intentions early via hand signals and eye contact
- improving visibility by wearing bright clothing, reflective gear and using lights

drivers help cyclists by:

- giving way to cyclists in all cycle lanes
- allowing a one metre clearance when passing cyclists
- giving way to cyclists exiting cycle lanes and merging into traffic

More information about road rules and the Queensland Road Rules Handbook can be found on-line at: www.traffic.qld.gov.au

financially supported by:

why is council using green cycle lanes?

to help:


- define road space for cyclists and drivers
- reduce chances of conflict between drivers and cyclists
- improve cyclist safety in high conflict areas such as roundabouts and slip lanes

More information about road rules and the Queensland Road Rules Handbook can be found on-line at: www.traffic.qld.gov.au

financially supported by:

Pull up banner

pass cyclists safely



a metre matters

Amy Gillett FOUNDATION
Safe together

www.amygillett.org.au

Bicycle rider safety
It's a two-way street

The Amy Gillett Foundation is committed to improving safety for bicycle riders. Everyone's actions make a difference when sharing roads and paths.

Drivers pass bicycle riders safely

Bicycle riders obey road rules



a metre matters



stop on red

People love riding their bicycles. Over the past decade the popularity of bicycle riding has increased dramatically, whether for transport, recreation or sport. Mutual respect between drivers, bicycle riders and pedestrians is crucial in improving safety and addressing bicycle rider safety.

Everyone has the right to ride safely for work and play.

A safer future is possible
YOUR actions make a difference.

amygillett.org.au

Amy Gillett FOUNDATION
Safe together

BICYCLE RIDER SAFETY

IT'S A TWO-WAY STREET

show mutual respect



a metre matters

DRIVE RULES

pass your bike

stop on red

use your lights

share the road

RISE RULES

stop at a red light

obey the road rules

use your lights

share the road


amygillett.org.au/itsatwowaystreet

OUR share PATHWAYS

when using a pathway please

REMEMBER:

- give way to pedestrians
- don't block the path
- keep to your left



For more information visit
www.sunshinecoast.qld.gov.au

Sunshine Coast Council
Share with Care - an initiative of Sunshine Coast Council

share OUR ROADS SAFELY

keep an eye out for these

SYMBOLS ON THE ROAD



Shared space for bicycles and vehicles

For bicycle use only

Pay extra attention

For more information visit
www.sunshinecoast.qld.gov.au

Sunshine Coast Council
Share with Care - an initiative of Sunshine Coast Council

Cycling wallet



Backpack cover



Further information

www.cyclesafecommunities.org.au

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