



An innovative guide to creating  
memorable and meaningful engagement  
in community bike projects

- Welcome - Great to see you all - thanks for coming
- Only have 10 mins so very quick...this will only be an overview of projects, please see blog for more details & happy to discuss in more detail later (get in contact w me)
- All the events presented today are my Own events – as a private, individual community member – I don't get paid and I receive no \$ for them
- PPT is quite wordy, but will be used as a discussion guide, can go back later and get more info/review
- I'll be skimming over slides, get copy on blog
- See me later to hear more stories in details – each of these projects have rich, personal and often hilarious tales about management, implementation and adventures along the way

- Happy to discuss further ideas, collaborations, consulting & connections later
- I'd like to hear about your ideas and projects too
- Lets get started!

## Nina @bicycles\_create\_change

### Background



- Educator/Linguist working with International students
- Masters in International Development – working on OS projects
- Commuter - Leki
- Fell in love with a bike mechanic
- Mountainbiking/Enduro – social, creative, gender, community, exchange
- Started doing art bikes & running own events
- Started BCC blog
- Commenced PhD Research
- Designed & managed a range of community bicycle-inspired events & shows
- Here we are!

- Teacher, educator, researcher
- Bike rider & competitor – when I started MTBing I was classified in Men's Sport as there was no women's division – which represents reoccurring themes of gender, mobility, access, participation, community and biking that are often in my life, research and projects.
- My PhD research is exploring NGO programs that donate bicycles to rural African girls for greater access to secondary education.
- I had a very positive experience of entering into MTB – which transformed + positively shaped my approach to all cycling – this is what I want to create is some way for others (first contact with biking).
- My work has a strong social justice & environmental approach
- I just love bikes

## Current problem...

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What is happening in community bike projects?



Many bike projects are isomophic (BORING!!)

- Everything has already been done
- Can't think of any 'new' ideas
- No-one will come
- No-one will help
- It is unsafe
- It's too much work
- The boss thinks it is 'too crazy'
- We don't want to 'scare people away'
- We'll never get funding
- We'll never get insurance/clearance/okay to go ahead
- Any other excuses you want to add....

WHAT CRAP! YOU LEAD THE WAY!!.....GET INVENTIVE!

- No more charity road rides!! Access for non-riders & ALL community members
- Events that leave NO footprint or waste

Entrepreneur Slides



The problem: I think many community bike projects are boring!

Isomophic & cookie cutter – NO more charity road bike rider PLEASE! Been done to death! (give your money to charity by all means)

Also in many cases many current big ride events create a huge amount of waste and rubbish (plastic cups and merchandise) – my events leave no footprint, rubbish or waste – in fact they use waste – this is how bike events should be! Caring for the community on ALL levels!

Big charity big rides do not represent the range of bike riders, nor the various types of people in our society - they are not 'inclusive'

In fact they can appear elitist, polarising and often have a negative community perception of 'cyclists' (aggressive, arrogant, MAMIL, pack-mentality) this is not what we want!

My view – bike riders are already riding bikes and love them, it is the non-riders in society we need to focus on. It is extremely difficult to get non-

riders to ride a bike.

Many non-riders are turned off by bikes because of the pressure to 'ride a bike' – they may not be able to /want to due to safety, fitness, skills, confidence, money etc – these are all legit!

So my approach is not to remove the 'ride' aspect, and to focus on the integration and acceptance of 'bikes' in general into daily community surroundings and life.

This means presenting bikes in a positive, fun, relaxed and accessible way that dos not rely on 'riding' them.

My goal is that seeing bikes in the community is a normalised and everyday occurrence. Having regular positive interactions with bikes in a way that does not focus on the 'riding' is much easier and will help to surrepticiously shift the exposure and acceptance of bikes in general.

So – how to present bikes in a positive, fun and relaxed way? How to get non-riders on board?

Get inventive!

## BCC Case studies

How to design high-impact, interactive and memorable community bicycle-inspired initiatives?  
Strong focus on education, outputs, creativity, participation, impact & community development.

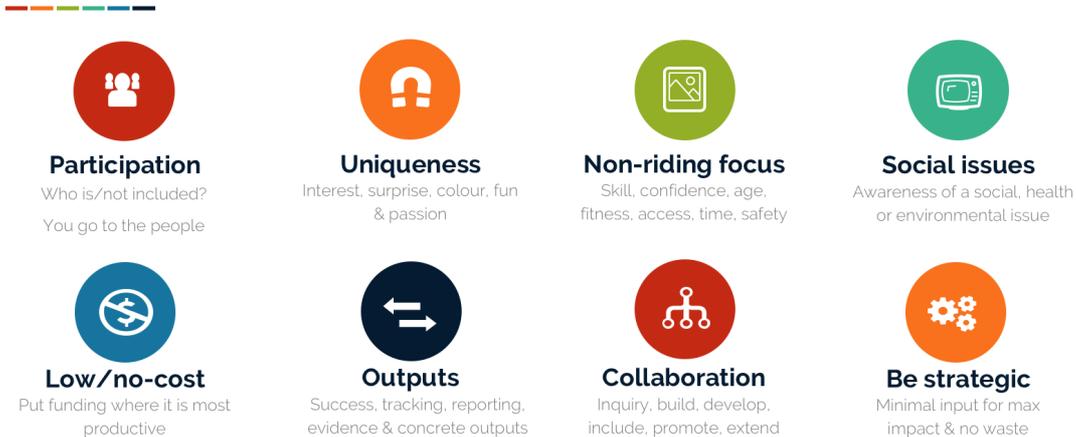


Entrepreneur Slides



- Only have a short time – so this is a selection of my projects – see blog for more.
- I will be presenting a few select case studies classified into 4 categories:
  - Individual
  - Pair (collaboration with one other)
  - Group
  - Community wide

## My key considerations



Entrepreneur Slides



- As a snap shot – for my events I have 8 central considerations and approaches:
- Read out each one.
- In addition to this, I have a few mantras I adhere to:
  - Create the community you wish to live in
  - Create situations where it is positive (and even desirable) to 'talk to a stranger'
  - Making bikes attractive and interesting for non-riders (not based on fitness, age, skill, confidence, safety, etc)

(Provide positive situations to reverse, challenge and rebuke current commonly held 'myths' –

Cycling = only road-riding

Don't talk to a stranger

Cycling is hard, takes a lot of time, money and is only for 'them'

Q: What other cycling myths are out there in the community that stop people interacting/using bikes?)

# Leki

Personal: My everyday commuter

- Completely made of recycled materials
- Frame painted by an Archibald Prize Entrant (local Artist)

Great community re/interaction:

- Tradies
- Elderly
- Bikers
- Families
- Other cyclists
  
- Big impact – little effort
- Easy to scale up into a 'fleet'
- Transferable idea to other themes (ocean, toys, etc)
- Goes to the community
- Talking point to start conversations
- Community cohesion & connection
- Mental health
- Happy, colourful & is a community icon



Leki is my daily commuter (ride to work) and she is a thing of splendor!

Her frame is painted by a local (Archibald Prize entrant) & EVERYTHING on her is recycled, reclaimed, donated, found or second-hand

I created her in 2005 when I was living and riding in inner city Melbourne

Wildly successful – and so many great stories of interaction with the community – esp them starting a conversations with me

She is a wonderful, easy, non-threatening invitation to conversation ('talk to a stranger theme')

Total opposition to road riding MAMIL experience

Theme of talk to a stranger, create the community you want to live in, positive exposure to 'bikes' not 'riding'

Lots of people talk openly about mental health after starting a chat – 'it is so great to see something so colourful, it makes me smile, you much feel so happy when you are riding it, what a delight to see you riding around town, I always look for your wonderful folwer bike where I cam out walking – it makes me feel better!, etc)

Future development; I'd love to see a fleet or a regularr social ride of flower bikes (or have a fleet that people can use to join a set ride)

Decoration of bikes I f easy to reiterate with various other themes

Once created it easy to upkeep, move and I use her to ride to events, festivals, everywhere as well as just around town

She is great social cohesion tool and a local icon.

# Art bikes

Individual: based on a social issue

- Completely made of recycled materials
- Bicycles are donated by the community
- People love to stand around and discuss the ideas/construction
- Have a blurb to explain main ideas

Great for educating and raising awareness

- Great engagement– quite a bit of effort (but that's the hook!)
- Great in a series
- Use idea in for event theme, series or represent different parts of a particular aspect
- Unlocks creativity & tangible representations of concepts
- Easy to move, install, exhibit and tour
- Unlimited applications



'Cons-U-Me Blues'  
2011



'Kids bikes are hard work!'  
2016

## Biketivism

Two examples of some of my artbikes.

1. Cons-u-me Blues – response to fast fashion and speed of cycling industry innovation = wasteful consumerism (see blog post)
2. 'Kids bikes are so much work' Issue: Child Labour ( I researched top 10 child labour countries (for clothing & toys – name flags & bikes) and found the top 10 boys and top 10 girls names for each country. Then cut up recycled clothing into name flags and painfully named and numbered each flag and attached it to the bike – my intense detailed repetitive work reflected the issue I was challenging.

These require some research, planning and time to create – can be intensive to produce, but does not require specific technical or artistic 'skill' – anyone can produce these

All my art bikes are responses to a particular social issue

All art bikes are decorated with recycled materials and all art bikes are donated to me by my local community (I did an old school letter drop in 3 neighbouring streets in my areas and got given 15 bikes!!)

Focus: on engaging with the issue, participation is up to the observer of how much/level of engagement with the art bike (read blurb and stand back, some closer to look at bike look, chat about how it was made, talk about the issue, take photos)

Other applications: how about Book Week at your local library? Do up one bike as horror, Romance, Sci-Fi, Thriller etc have bikes standing as a display (have a shelf hanging off it that has the key books for that genre on display) – normalising seeing bikes in and around the community as part of daily life!

Bicycles are 'vehicles of change'

Once made, they can be installed anywhere, taken on tour, added as a feature, part of collection etc.

# Leki & The Ova

## Pair collaboration –Melbourne Sustainability Festival

- Roving performance – mobile barter Op shop – goes with any event!
- Social issue: fast fashion, share/recycling clothes (keep out of landfill)
- Caboose is made of recycled agricultural piping
- Required prep/effort/technical skills to make
- Max wow factor

## Great for participation, educating and raising awareness

- No money – only swapping, trading, bartering and giving (sometimes for a song – literally)
- Great engagement– quite a bit of effort (but that's the hook!)
- Strong community uptake
- Very fun, colourful, noisy and engaging
- Lovely interactions with people wanting to engage & support



Building on Leki as a base, Leki and The Ova is a roving performance: a pedal powered, barter/swap/trade/no-money, recycled Op shop that comes to you!

2 sessions at the Melbourne Sustainability & Living Festival 2014

It fits in a Melbourne Bike lane perfectly (width)– I rode it without merchandise from Thornbury to the City and back again!

Collaboration with Claire Tracey – an environmental recycling installation artist who I have since worked on a few projects with

The Ova we made out of recycled agricultural water piping

Quite technical to make and involved prep, materials and op shop relations to get good to share

Very stable and safe – I could ride while Claire was 'riding' the back of the

Ova – cutting sweet shapes and dynamic moves!

Once made it is such a great addition to any event – super high impact, people of all ages love it – bike in the community – non-'ride' focus + super positive

She had clothing, and stuff in her basket, we attached 4 hanging baskets off each side of the handlebars and below the seat for 4 extra baskets containing, jewellery, scarves, glasses and ties – it was awesome!

Big smiles, lots of fun, big colour, great interactions and photo ops – great chats about clothing recycling, landfill and exchanging 'stuff' with other

Let me know if you would like to build your own, or would like to commission us to make you one, or have Leki & the Ova at your next event

# BCC Summer Internship

Group – 8 week Cultural, Academic & Professional skill development program

- International student co-inquiry skills program
- Academic English skills – 4 macro skills, MOOC & individual project
- Experiencing practical social & professional skills - CV development, cold calling, workshop presenting (solo & in pairs)
- mentor link
- Experience with local community and social issue – 5 blog posts, community activities and art bikes + presentation
- Space for group decisions about integrating other skills wanted
- Strong on customised skills & outputs:
  - Reflection journal
  - co-inquiry
  - activating practical creativity
  - education
  - experiential & transferable
  - professional skills
  - Online networking/sharing platform - PBworks



| BCC SUMMER PROGRAM | Focus Week         | Speaking                               | Reading & Writing                          | Listening & Note taking   | Professional Skills   | Individual   |
|--------------------|--------------------|--|--|---|---|--|
| INTENTION          | Preparation        | Weekly Mentor Consult                  | Generating (Reflection) Journal            | IED talk/s  | Dream Job SWOT Expectations Prof Skills – Individual Topic Criteria (Original) Prof Skills – Pair Topic | Dream Job Personal Profile Project Planning & Schedule |
|                    | Week 1 Engage      |  | Book - 7 habits of highly effective people |   |   |  |
| DEVELOPMENT        | Week 2 Explore     | Own Mentor contact & visit             | Literature Review                          | Podcast/s   | Join Industry Association   | MOOC Independent Project                               |
|                    | Week 3 Develop     | City Vox Pop<br>Recycle Dreams<br>Doco | 1 2 3 4 5                                  | Documentary or ABC<br>Radio National<br>Project development documentation |   |  |
| PRODUCTION         | Week 4 Vision      |  | First Semester Booklist & Course Outline   |   | CV development  | Art Bikes  |
|                    | Week 5 Produce     | Art Bike Public Demo                   |  | Up Close Academic Research  |   |  |
| ACHIEVEMENT        | Week 6 Reflect     | Public Presentation                    | Letter of Recommendation                   | Public lecture  | Cover Letter  | Job Description Role/Title                             |
|                    | Week 7 Consolidate |  |  |   |   |  |
|                    | Week 8             |  |  |   |   |  |

## Group undertaking

Pilot program with 4 international students – I created a semi-structured cultural, academic & professional skill program

8 week 50 – 70hrs over 2016 Summer

Highly personalised & evry carefully planned

Developing specific skills that most international students do not get the opportunity of doing – cold calling, meeting with a business leader in their area, having a business mentor

Develop all academic skills (speaking, reading, writing and listening) as well as professional skills (CV & solo/pair business workshops) and independent projects (develop industry skills, MOOC, and art bike presentation)

Need carefully planning, some very surprising results, I would change a few aspects, but incredibly rewarding! Amazing results!

All fully tracked, documented and all have a reflection journal – publication about it on the way!

Would be great for HR or in-house training – great for international students, migrants, refugees, other groups

Lessons learnt

# Recycled Dreams - Community Storybook

## Community Participation

- My local library heritage room – from past to current use of locale

## Great to connect with anyone

- Need confident initiator
- Can take it anywhere
- Low-start up
- Snap-shot of people, place and passions
- Immediate, low impact, no cost
- Anyone can do – include at any event
- Transferable for any topic
- Concrete output to share back with community
- Everyone/anyone is invited to participate
- Allows participant to decide on level of interaction
- Don't have to ride/have a bike to contribute
- Personalised - writing, drawing, poems, lyrics
- Participants decide what to share
- Can send in ideas later
- Can have a series – different themes/ places
- So much fun to do!!



I have a love/hate relationship with bikes – love for the places a bike has taken me – so much further than on foot & "hate" because of the crashes, crashes & smashes I've had due to my inevitable, appalling sense of balance!

My first mishap was coming off from my sister "drinking" me down our post-boxed gravel country street. An arm between the spokes & punctured knees from that encounter. Amazing how scars still remain from 61 years ago!

Glancing over my shoulder, riding my sister-in-law's brand new little demanding 20" Kona, where the brakes were on this road, I thought catastrophe – hitting the bitumen & removing half my knee...

Not the bike's fault – just operator failure....!"

I remember fondly of a time when me and my boyfriend rode some hired old & vintage 70s bicycles in Cambodia Phnom Penh city. We went into a cafe for an afternoon delight and upon coming outside it had rained so much that the streets were knee-high with water! We were the only "white-folk" riding through peak-hour traffic on our bikes-wheels almost completely submerged! Laughing with the locals all the way, but I heard...

When I was a young boy I wanted to stage a spectacular bike crash! After watching Mick Doohan on VHS. So at school during a writing lesson I tried to ride so fast around the stage a fall off and tumble on the floor. Alas! I fell! The first school major day it is not flared myself on the handlebars for real. Sent scabs and I landed in the old bunk, my eyes ad- Ripper.



I don't understand it but I can't handle it. Girls who drive cars do harm to the planet.



Read blog post for more info

Invite people to contribute a story, idea, dream or other of a bike in their life – even those who do not ride can contribute

Some say no, most say yes (depends a lot on how your approach and having Leki helps)

Participation level is in community's control

Have done at least 5 of these in different communities: Wattle festival, Hurstbridge (VIC), Sustainability Festival (VIC), Wynnym (QLD) with my international student classes.

Focus – 'talk to a stranger'

No waste, no cost, all online

Great to document locality and people

Can make into individual or a collected ebook to then "give back' the community or exhibit (put in local library)

Once they start, people write really beautiful stories – up to them how long or what they contribute – stories, poems, drawings, lyrics, sonnets etc

The stories are amazing!

All HANDWRITTEN - so personal!

# #Bikes\_CISTA

## Focus on:

Positive community participation

- Celebrate 'local heroes'
- Co-create the community you want to live in
- Cheap and direct contact – start conversations
- Family, bikes styles, enviros, 'round town'

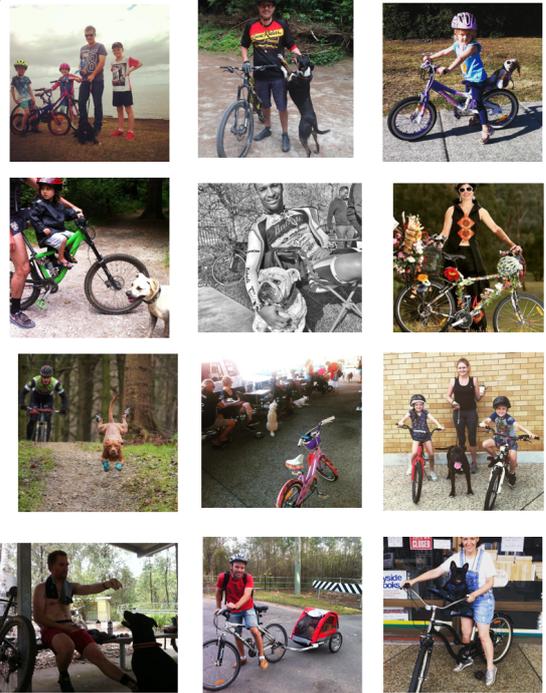
Showcasing positive communities, families & lifestyles

- Outdoor
- Biking
- Dogs
- Fitness
- Active use of local spaces
- Connecting with 'strangers'

## Community engagement

- No time limit
- Easy to initiate
- Max impact
- No cost
- Options to connect/not
- Social media – extend reach & scope
- Easy to add, develop, extend and share
- Showcase wide range of people & bike styles
- Invite others to use #
- Easy to access, display and use as other display
- Easy to refashion for other themes

\*check permission for photos with kids



Read more on Blog post

Celebrating the 'local heroes' in my community - promote and celebrate the kind of life and community I want to live in – normal every day riders!!

I own a dog in QLD, which has very strict dog on lead laws, so this is my personal support and recognition for local dog owners

No waste (social media project) - Talk to a stranger theme

#Bikes – CISTA – Cycling Inter-species team of Awesomeness!!

When I am about my community riding Leki – if I see a s group that has AT LEAST ONE rider, ONE bike and ONE dog – then I approach and invite them to participate.

Great to get social media contact and sustain interaction – you have their like/link later

Application can be used for other themes (mine is dogs)

## Make your job easier!

Think about..



### Calendars

- Festivals
- Community events
- International day of the..
- School semesters
- Establish you own

### Help the helpers

- High school students
- International students
- Refugees
- Hospitalised, infirmed
- Sub-cultures

### Include the 'hidden'

- Gardening groups
- Newly released parolees
- People with mobility, physical or other challenges
- Elderly
- Veterans
- Others...

### Formula for success

- Event experience
- Variations/Reinterations
- Develop/continue connection
- Feedback to community
- Distribute thru various channels
- Link to KPIs

Suggestions for future events based on my experience – some ideas to think about...

Would love to hear what you major considerations for community bike projects are...

## How about these ideas...

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Get inspired!



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To the best of my knowledge, these are not yet being undertaken - so here are some suggestions...

ie - Port Melb - has the highest concentration of gay men living in one place in the world - and they live bayside ...

So I want to see Mermaid Festival with a bike parade - I think there will be good uptake from community and it will happen organically...

le Annual Bike Mechanics Summit - all the bikes out there are being maintained by the mechanic, but this is an often unrecognised, underpaid, unregulated industry - I'd like to see some professionalisation and exchange and recognition for mechanics - I'd love to see a bike mechanics Conference (no bike companies and sales stuff - but for the mechanics to share skills, ideas and tips with each other...

## Wrap-up: Community bike events

  
Not just about 'riding'

  
Unique

  
Awareness

  
Social Justice

  
Outputs

  
Participatory



Biketivism

Get inspired – go online

The closing of The Squeaky Wheel has left a vacuum in the (Melb) community bike project sphere – (see blog about that and TSW projects)

Scope and need to do something local, fun, not 'riding' focused, bit to make bikes part of normal daily life

Be a leader

Consult, connect, create with me, others or by yourself!

# I challenge you!

- Multiple applications & longevity
- Connect community's 'forgotten' and 'unseen'
- Bike event that is not (just) about 'riding'
- Create the community you want to live in
- Include 'non-riders'
- Sub-groups (ie. dog owners)
- Engage with social issues
- Good collaborators
- Get inspiration (online)
  
- Share your event/experience
- Be Bold
- Do good
- Have fun
- Good luck



Let me know how you go! Guest post your event on the blog!

Nina: get me through [Bicycles Create Change.com](https://www.bicyclescreatechange.com)

In conclusion – I challenge you (and I hope you will challenge me!)

Today I have given you a brief synopsis of some of community bike events.

I hope you have got some ideas and inspiration for your next event

We have time now to talk about modification and application for you next bike project

I'd like to hear some of your ideas and reactions to the projects I have presented here today

so to kick of the discussion - I'd like to start of the conversation by asking the group (reach person in turn)

***What was the most useful/interesting thing you garnered from this presentation today?***



THANK YOU – LETS SHARE IDEAS!

Creating memorable and meaningful engagement in  
community bike projects

## 2 Activities to Brainstorm Event Ideas



Activity #1: Next bike project.

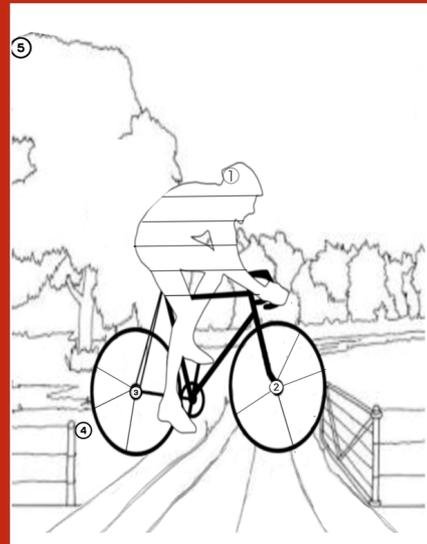
5 quick ideas for each

1. You
2. Organisation organising the event
3. The setting of the event
4. The audience/participants of the event
5. Any other considerations

Activity #2: The dice of new ideas!

1. Resources (6)
2. Location (6)
3. Audience (6)
4. Theme (6)
5. Participation level (6)
6. Wild card (6)

### Activity #1



## Bicycles Create Change Blog

Has posted on issues such as:

- Gender
- Cycling without Age
- People with limited physical mobility – Wheels for all
- Bike innovations in developing nations
- Youth-driven bike initiatives
- Returned war-veterans
- Pedal Power – energy consumption, resources, Xmas
- Bikes for education
- Cities promoting more cycling
- Urban riding safety issues
- MTB 'bike rage' incident
- Global events – WNBR
- National events – NSW & QLD bike laws
- Indigenous Australians Bike Initiatives
- Families who cycle
- Glocal Community Bike events
- .... and much, much more!



Go for an explore & see which is your favorite post!

Contribute a bike-related story!