



BIKES ARE GOOD BUSINESS

Encouraging your staff or customers to ride to your business will provide you with many benefits.

Employees who ride to work tend to be healthier, happier, on time, more productive and take fewer sick days than non-active commuter colleagues.

And by making it easier for customers to ride to your business you increase

your customer base and the chance of getting repeat business.

By encouraging more people to ride you'll also be helping to improve our public health outcomes and reduce greenhouse gases.

Read on to see what physical and administrative changes you can make to make it easier to ride to your business.



END-OF-TRIP FACILITIES


Staff want to know there is somewhere safe and convenient to store their bike and a place to change and potentially shower if they are going to ride to work.

While it's easier to have the parking in one place, if space is tight you can look for multiple areas that have space for fewer bikes.

Bikes can be hung on a wall, but you'll also need floor-based or wall-based parking for people who can't lift their bikes. Bicycle Network recommends at least 20% of parking be non-lifting but that may increase as electric bikes take off.

Hooks to hang wet weather gear can be placed near bike parking in an area where drips on the floor won't be a hazard. Showers and private changing areas are ideal, as are lockers to provide security for clothes and other possessions. Thoughtful extras like irons and ironing boards, towels, well-lit mirrors, hairdryers and bike tools make it even easier to ride.

People who ride e-bikes won't necessarily need to shower or change, but will need floor-level parking for their heavier bikes and potentially somewhere to charge their battery.



SALARY SACRIFICING

Too often it's easier for employees to salary package a car than a bike. It should be clear to your employees that they can salary sacrifice a bicycle, especially more expensive e-bikes, and that they will receive extra cash payment by foregoing a car for a bicycle.

Salary sacrificing of e-bikes is available through a business called E-Stralian www.e-stralian.com.au which offers a wide range of e-bikes that are exempt from fringe benefit tax for salary packaging and novated leasing. They operate from Melbourne but work with employers around the country.

Some businesses can also offer a conventional bike through an employment agreement, depending on their tax obligations. For example, Sue asks for a bike worth \$2,000 from her annual salary of \$70,000. You enter into an agreement with her to provide

a bike and reduce her salary by \$2000. She ends up saving money by getting it through the agreement rather than using her post-tax income to buy it, however, this could be seen as a fringe benefit so you'll need to check with your accountant to see what fringe benefit tax would apply for your business structure.

Bicycle Network is advocating to the government for bikes to attract the same fringe benefits tax exemptions that cars currently enjoy.

You can also pay for your employees' Bicycle Network's Rider Rescue and/or membership, which includes third-party insurance coverage, discounts at many bike-related businesses and legal support. If you're interested in setting up a corporate membership discount for your team, send us an email via membership@bicyclenetwork.com.au and we'll send you the details.



STAFF FLEET BIKES

If your staff have to travel to meetings or site visits in areas with traffic congestion and parking difficulties, having a bike at their disposal can make it much easier. Making the bikes electric means they don't have to worry about getting sweaty or taking hilly routes.

You can buy bikes outright and organise regular maintenance through a bike shop, or lease them from businesses such as E-stralian and Lug & Carrie www.lug-carrie.com, which is currently Melbourne-based but is open to moving into other cities.

Your insurance provider should be able to include your business bikes/fleet in your current policy for assets and worker injury, but you may find it difficult to get insurance to cover the bikes while they are in use.

If you opt for fleet bikes you'll also need to provide helmets, lights, locks, panniers and raincoats. Bikes and accessories can also be easily branded as belonging to your business with stickers on the frame, helmets and baskets and logos printed on raincoats and panniers.



CARGO E-BIKES

For businesses that have to make deliveries of smaller items or carry tools and equipment, a cargo e-bike may be quicker, easier and cheaper in the long run than a car or small delivery van.

Cargo e-bikes with front or back storage boxes can be branded with your business's marketing livery or if you want a bike that's easier for more people to ride consider getting a longtail style bike with large panniers or basket on the back.

There are dedicated cargo bicycle stores which will ship to other states and some bike shops are able to put them together.

If you don't want to buy a cargo e-bike outright you could try leasing one through E-Stralian or Lug & Carrie.

Melbourne

dutchcargobike.com.au

cargocycles.com.au

www.electricvehicles.com.au

Sydney

www.glowwormbicycles.com.au

sydney-electric-bikes.myshopify.com

www.krankie.com.au

Hobart

teros.eco

Brisbane

electricbikesbrisbane.com.au

If you don't think it's worth owning or leasing your own cargo bike, you can always use a bicycle courier who does. In Hobart, Shifter Cargo performs deliveries all over the city on cargo bicycles: www.facebook.com/shiftercargo



HELPING STAFF TO RIDE

Some of your employees may be keen to save money and boost fitness by riding to work but may not have the confidence to do it on their own. Some of the things you can do to support them include:

- Organising a ride with experienced ride leaders to help staff build their skills and confidence on a bike. These may even be along staff commuting routes to work to get them comfortable with the daily ride. There are several ride trainers and organisations in Australia that offer this service, including Bicycle Network Tasmania.
- Provide bike maintenance courses at work – this could be organised with a local bike shop.
- Set up a buddy system in your workplace so experienced riders go out with newer riders to help them build their confidence. You can also match people from similar residential areas so they can ride in together.
- Organise an e-bike session at work where a bike shop or organisation brings in several e-bikes so your staff can go for a test ride and experience the difference of riding an e-bike, Bicycle Network Tasmania offers this service.
- Celebrate Ride2Work Day with a breakfast for staff who ride in on the day.
- Support the establishment of a workplace bicycle users group.



HELPING CUSTOMERS TO RIDE

E-bikes and good quality mountain and road bikes can be expensive, so more riders are looking for secure bike parking when they are out and about.

Having bike parking close to the entrance of your business or inside it is a great way to welcome bicycle riders, along with signage to let riders know where to park. If the parking is near a power point, you could invite e-bike riders to charge their bikes using their own chargers. Having hooks for wet weather gear, bike tools and a pump are even better.

If your business requires people to stay for longer periods, such as overnight accommodation, you could also

consider bike lockers or secure room/cage. Your customers would get a key from you, put in their bike and lock it to a hoop, knowing it will be more difficult to steal than if it was locked in the open.

If you don't have the land or floor space, you can always request the council install bike parking in the street close to your business. This would most likely be a steel hoop or pole ring, but more secure public bike parking is slowly coming onto the market, like New Zealand's Locky Docks www.lockydock.co.nz.

Providing obvious, dedicated bike parking shows riders you welcome their business and they will appreciate that.