



Know the code E-bike safety campaign

Northern Beaches Council



northern
beaches
council

Agenda

Background and context

Objectives

Audience

Step 1: Discovery

Step 2: Strategy

Step 3: Execution

Campaign performance



Background/context

- Rapid increase in the use of electric mobility devices – particularly young riders (average age 14yrs)
- Lack of road rules knowledge
- Riding/speeding on footpaths and high pedestrian areas
- Lack of pedestrian awareness
- Rare use of helmets
- Multiple passengers on e-bikes
- Tampering to remove speed limiters
- Gaps in regulation
- Police limited ability to enforce unsafe behaviour

Council resolved to run a campaign and advocate to state government.



Objectives

- Improve pedestrian and rider safety
- Motivate safe rider behaviour on footpaths
- Educate riders on laws and road rules
- Assure pedestrians that Council is addressing their safety concerns
- Apply pressure for legislative/regulation change



Audience

Primary

Young e-bike riders

Secondary

Other e-bike riders

Parents/carers

Pedestrians and community

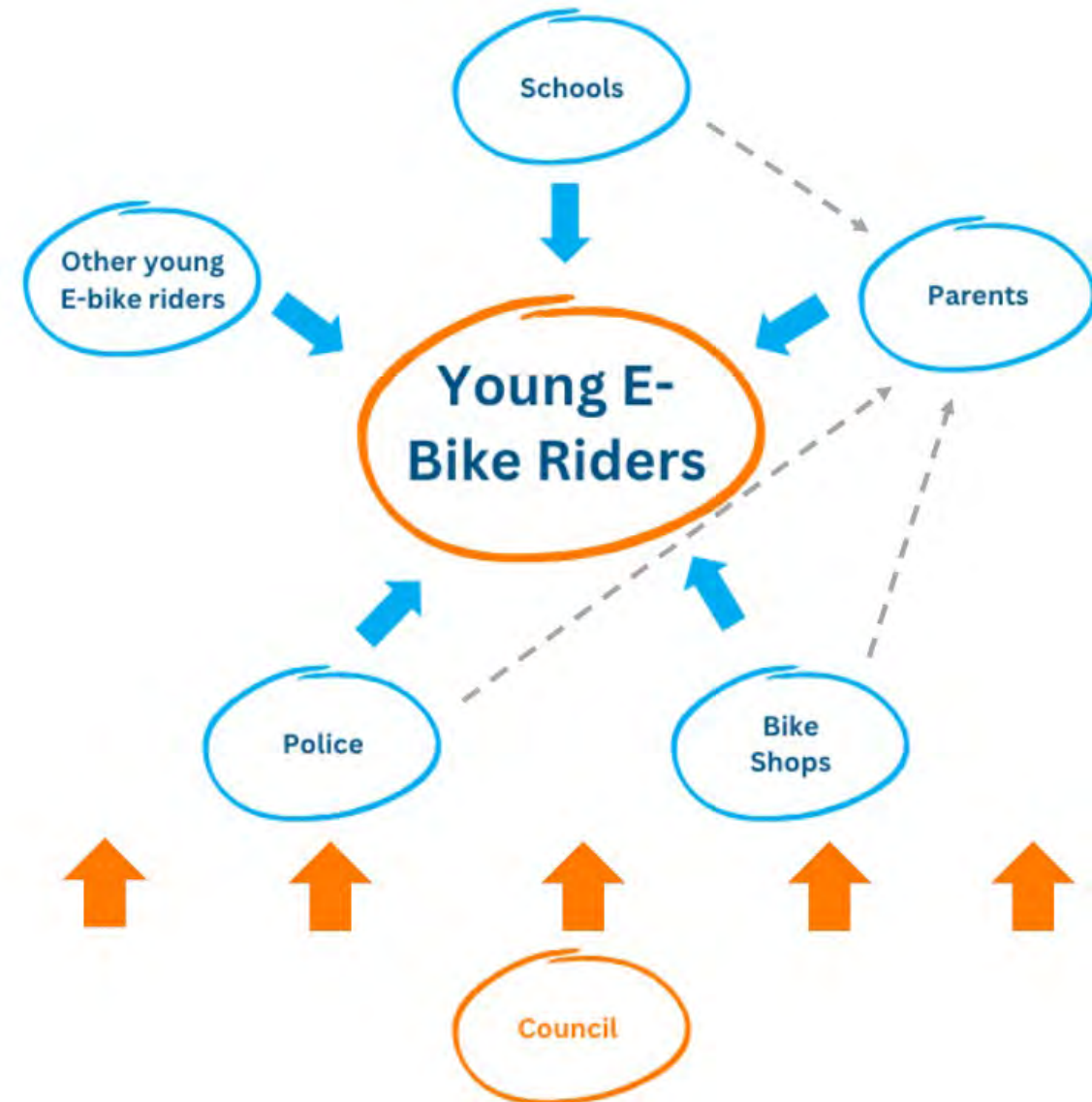
Stakeholders

Schools

Bike shops

Police

Media



Step 1: Discovery

- Physical audit of local paths
- Community survey on attitudes and knowledge
- Analysis of e-bike-related incidents and complaints data
- Global literature review
- Focus groups with young people and parents
- Consultation with staff, NSW Police, schools, parents, retailers and safety groups



Learnings



Regulatory clarity

- Current e-bike rules are confusing



Young riders

- Knowledge shortfall (helmets and road rules)
- Viewed pedestrians on footpaths as angry people
- Didn't see their behaviour as a problem



Pedestrian experience

- Pedestrians felt unsafe sharing pathways with speeding/inattentive riders



Parental and community concerns

- Strong community frustration and demand for better education
- Parents found risk and safety conversations unproductive

Step 2 – Strategy

- Multi-channel campaign – owned, earned and paid
- Strong call to action
- Unambiguous language and imagery
- Rooted in behavioural science:
Easy to recall messaging for youth



Behavioural science



Heuristics

Mental shortcuts to help make quick decisions

The idea of a code helps make the rules mentally 'sticky'



Salience

Prominence. Our system 1 brain picks up salient stimuli

For cut through, images and messages need to be immediately clear



Framing

Our decisions and preferences are affected by how information is presented to us.

For young people, communication that reinforced finger wagging language is unlikely to be effective.

The need and reason for behaviour change must be clearly established for a communication to be successful.



Cognitive Ease

Requires minimal cognitive capacity. Use system 1 thinking, easy to process.

Prioritise behaviors we are trying to change to simplify. Trying to do too much may undermine the effectiveness of the communication.

Effectiveness related to what we **leave out as much as what we include** – paring back to ensure we **make it memorable, efficient and sufficient.**

Know the code



Slow down to walking pace



Ring your bell



Be ready for sudden change

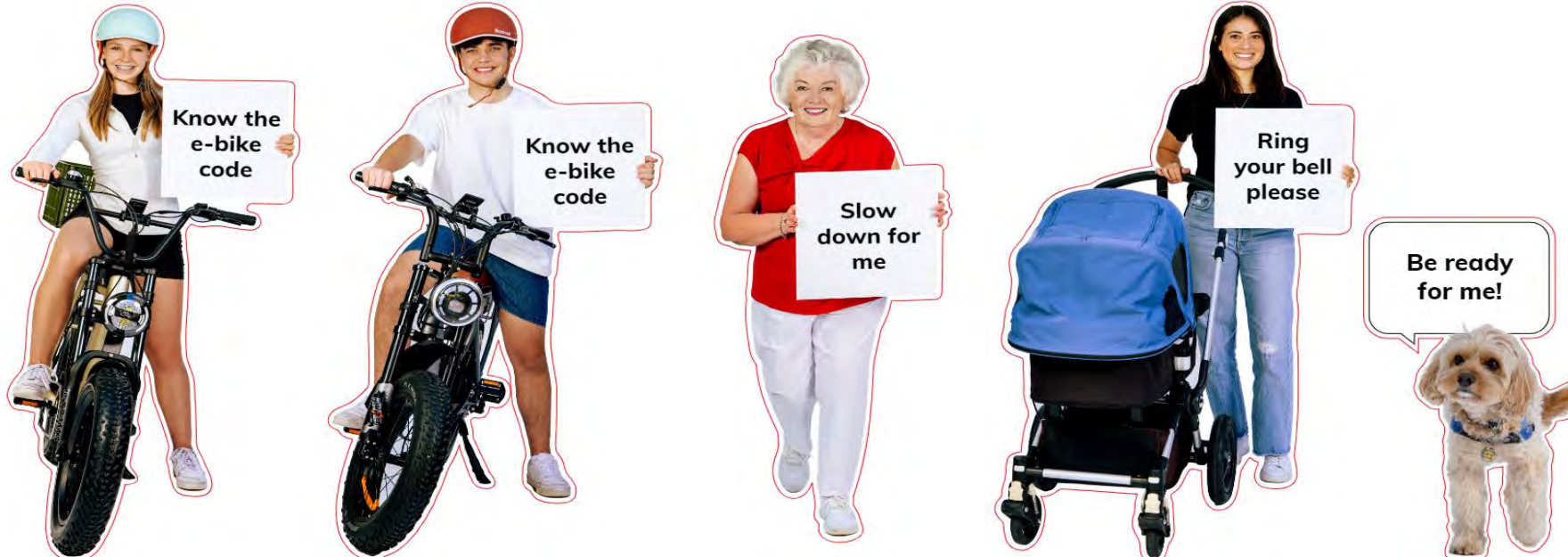
Talent and content

Talent representing key personas:

- Teenage riders
- Grandmother
- Parent with pram
- Dog

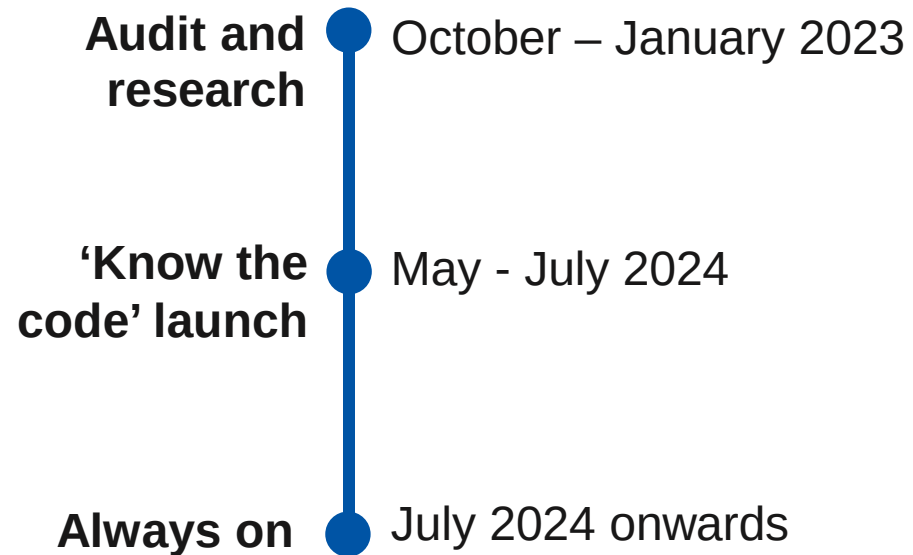
Content

- Short/sharable video/stills series depicting safe riding practices and etiquette
- Mix of hi-fi for brand trust and low-fi/unpolished video for shareability and resonating with youth



Budget & timing

\$72,000 allocated across



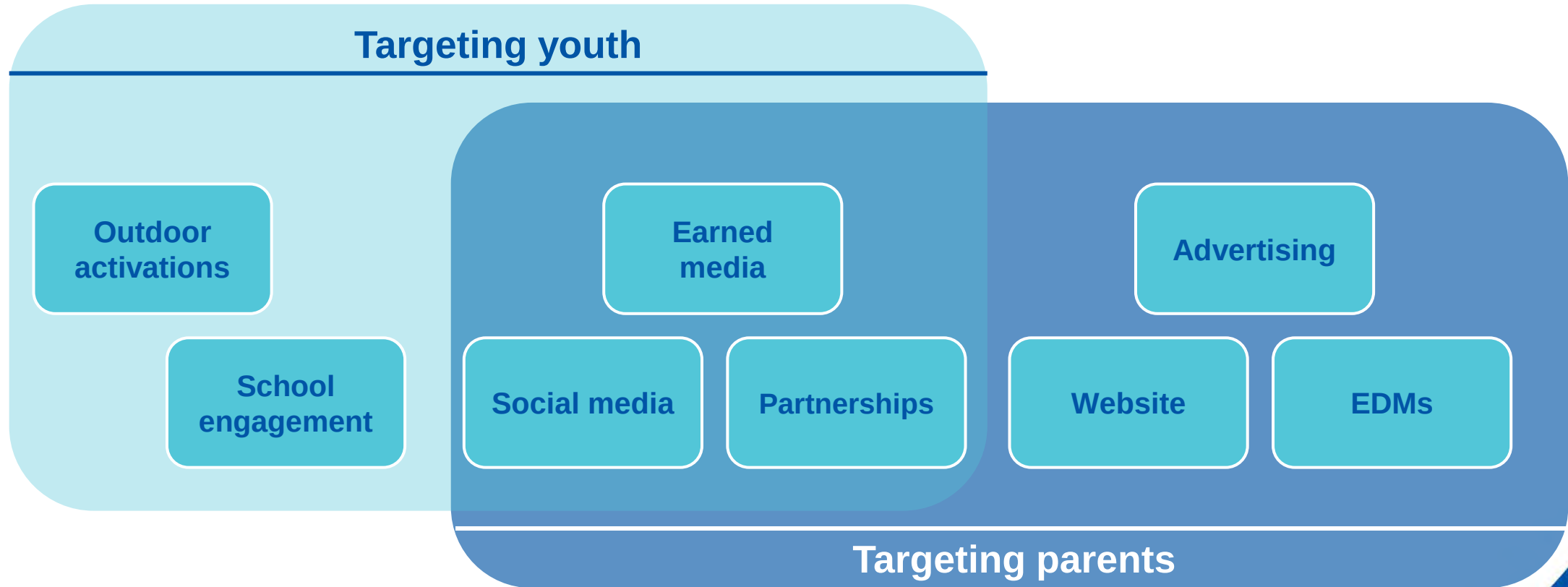


Step 3: Execution



northern
beaches
council

Channels and tactics



Media launch

- Multiple interviews with Mayor and stakeholders
- Photo opportunities
- B-roll
- Extensive media relations



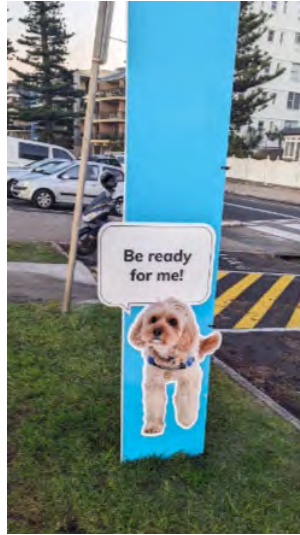
Outdoor activations

Installed at **20**
schools

Installed across **56**
locations

164 posters
and signs

125 outdoor
activation signs



Digital marketing

Website hub

Home / Council / News / **Rolling with e-bikes: A guide for parents**

Rolling with e-bikes: A guide for parents

Your elected Council
About Northern Beaches Council
Claims
Council meetings
Committees and panels
Current works and projects
Employment
Forms
Grants
Have your say
Information access, disclosures and privacy
News
Mayor's message
Latest news
Newsletters
Media releases
Public notices
Publications
Rates and fees
Tenders
Local Government Election



Image: Sally Oring

Tuesday, 18 June 2024

E-bikes have soared in popularity on the Northern Beaches and it's easy to see why. They are a fun and easy way to get around and they are good for our environment.

For parents navigating this new world of e-bikes, we've prepared this guide to help you get the facts on what is legal and sensible, and tips to help you guide your kids to keep them and everyone else safe.

- 1. Helmets are non-negotiable!**
Helmets are not just a good idea, they are a legal requirement for all bicycle riders, including those on e-bikes. Like them or not, kids and adults need to wear them. [Learn more about helmets](#)
- 2. What's legal, and what's not**
There are 2 types of permitted e-bikes: power assisted pedal cycles and electrically power-assisted cycles (the most common in Australia).
These must be propelled primarily by the rider and cannot exceed a pedal assisted speed of 25km/hr. Modifying the speed capacity to exceed 25km/hr without pedalling makes them illegal. Doing so could land you and your child with a \$723 fine for riding an unregistered device, and potentially an additional infringement for riding a vehicle without a license. Similarly the motor must have a maximum power output of 500 watts. Bike shops might not always disclose this information, so make sure you know your e-bike's speed and motor capacity and if your child or anyone else has tampered with it.
- 3. Ding-ding! All bicycles need a bell**
Ensure your child's bike has a bell. It's a small but essential safety feature that can prevent collisions and help alert pedestrians and other cyclists of their presence.
- 4. Know the e-bike code**
Before your child heads out, make sure they know the [e-bike code](#).

- Slow down to walking pace when others are on the path

Downloadable resources

 Term 2, 2024

Teacher's Hub

Dear Teachers and Educators,
Our Teacher's Hub offers excellent opportunities for your students including curriculum-based activities, events and programs.

[Visit the hub](#)

Latest



New e-bike safety campaign
Help us ensure students know the e-bike code.

[Find out more](#)

Multiple eDM campaigns

 **Northern Beaches News**



A message from Mayor Heins

I am extremely proud to share that our very own Belrose Children's Centre is one of only 29 early learning centres nationally to be awarded the highest possible quality rating – 'excellent'.

Given there are over 17,000 centres across Australia this is an incredible accolade and squarely positions them as one of the best centres in the country.

It's testament to the incredible commitment of the educators and their dedication to providing innovative programs that enrich the lives of our local children. Congratulations to them all..... [More >>](#)

Latest news



A parent's guide to e-bikes
Get the facts on what's legal and sensible, and tips to keep your kids and the community safe.

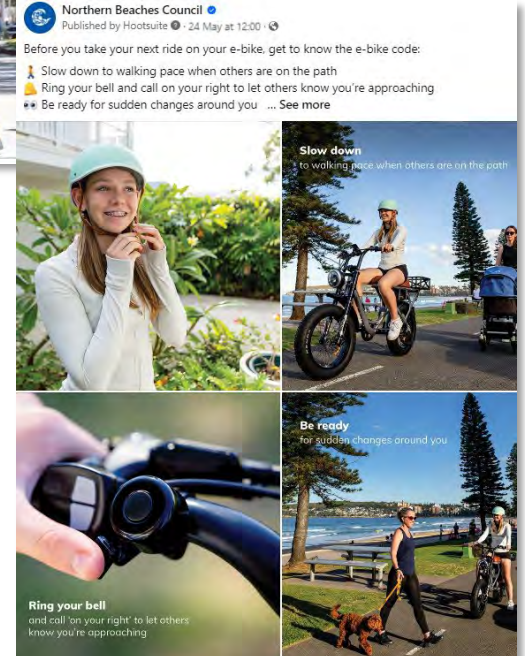
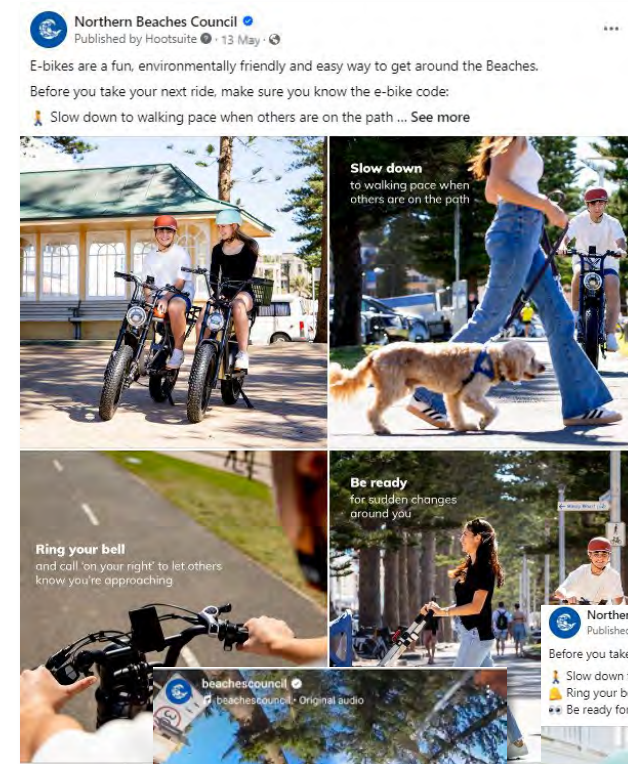
[Read more](#)

We have one of the best early learning centres in Australia!
Congratulations Belrose Children's Centre, who attained the rare recognition of Excellent in the national rating.

[Read more](#)

Social media

- Organic and paid content
- Targeted Instagram reels
- Facebook photosets
- Mix of stylised, hi-fi, short, sharable video/stills for broad appeal, and low-fi, unpolished sharable video/stills
- You Tube ads



Advertising

Media launch and PR

Digital banner ads Print ads

Social media collabs – paid partnership

You Tube ads

Northern Beaches Council
Published by Hootsuite • 13 May •

E-bikes are a fun, environmentally friendly and easy way to get around the Beaches.
Before you take your next ride, make sure you know the e-bike code:
🚦 Slow down to walking pace when others are on the path ... See more



Know the e-bike code

Slow down
to walking pace when others are on the path

Ring your bell
and call 'on your right' to let others know you are approaching

Be ready
for sudden changes around you - people, pets and prams

KNOW THE CODE

Know the e-bike code
17 videos
Northern Beaches
1.25K subscribers

12,415 views, 17 May 2024
Before your next ride, get to know the e-bike code

Northern Beaches Advocate

MANLY OBSERVER

PENINSULA LIVING

pittwaterlife

The Tawny FROGMOUTH



Know the e-bike code

Slow down
to walking pace when others are on the path

Ring your bell
and call 'on your right' to let others know you are approaching

Be ready
for sudden changes around you - people, pets and prams

KNOW THE CODE

northern beaches council

northernbeaches.nsw.gov.au

Stakeholders

NSW Police

launch event & ongoing campaign

Bicycle NSW

launch events & resources

Local schools

onsite activations and visits

Bike shops

post cards & posters



Campaign performance

'Know the Code' campaign is Australia's first behavioural change campaign to improve pedestrian and rider safety concerning e-bikes.

Ring your bell

and call 'on your right' to let others know you're approaching



Campaign highlights

Reach

3.29m

Est. media reach, paid media reach and social media average reach across Council channels

Engagement

12.4K

Social media likes, shares, comments across Council channels

Plays, downloads

268K

Total plays on video content produced by Council on Instagram and YouTube, resource downloads

Source: Media data provided by iSenita Digital marketing: Meta, YouTube, Instagram, Agency Analytics, Google Analytics, paid media provided by Neilson

In the media

Local Council

The Code: Council releases e-bike Safety Campaign

Northern Beaches Council is tackling the issues associated with the spike in e-bikes, launching an education and behavioural change campaign to help riders know the road rules, ride safely and respect other road users.

"We've had to act swiftly with the rapid influx of e-bikes on our streets and in the absence of legislative change of the road rules by the state government", says Mayor Sue Heins. "We strongly advocate for cleaner forms of transport like bike riding because they are good for our physical and mental health, and the environment, but we know members of the community no longer feel safe walking on our footpaths and there have been some serious collisions and many near misses. Unfortunately, we don't want it to be a matter of not 'if' but 'when' someone will get seriously injured or worse.

The e-bike code is:

1. Slow down to walking pace when others are on the path.
2. Ring your bell and call 'on your right' to let others know you're approaching.
3. Be ready for sudden changes - people, pets and prams can be unpredictable.

Northern Sydney Sector Highway Patrol Command Inspector Stuart Forbes has been a strong advocate of not only promoting responsible riding but also of the safety of e-bikes.



Watch out baby, there's an e-bike coming

to assist in improving the knowledge of students using e-bikes.

The facts:

- E-bikes are subject to the same road rules as bicycles. To be considered a bicycle it cannot be propelled exclusively by a motor. In Australia, e-bikes must not assist pedalling past the speed of 25km/h.
- Under 18s are legally allowed to ride on footpaths, and they can be accompanied by an adult.
- Bicycle riders must keep to the left on footpaths and give way to pedestrians.
- All bicycle riders must wear a helmet and have their brakes checked.

Fat bike death 'matter of time'

Anthony Segarra

The mayor of the Northern Beaches has said it is "only a matter of time" before someone is killed on a "fat bike" ridden with modified throttles, as her council launches a campaign to crack down on dangerous riding.

Pleading for the NSW and federal governments to take more action, Sue Heins said fat bikes - e-bikes with large wheels that are designed for "extreme terrain" - are "so similar to a small motorbike that you just can't tell any more" what vehicle can be ridden on pavements.

The bikes have inundated Sydney's beachside suburbs in recent years. NSW road rules enforce a 25km/h cap, but many bikes are modified for greater speed by users removing a cap on the throttle.

"The problem is, near-misses aren't really reported," Heins said. "What we really try and avoid here is death and injury, because we're very aware that it's only a matter of time."

The Northern Beaches, along with Cronulla in the city's south, has been particularly affected by the trend. Its council received 80 reports of near-misses and other related issues in the past 12 months. NSW Police recorded

ment was challenging because many riders were below the "licensable age" of 16. "The younger ones, a lot of them have been cautioned; they've been spoken to, and some of the parents we've engaged," he said. "Parents are buying the bikes for the younger audience, but they become problematic when they're exceeding the speed limit."

"They're going too fast and putting themselves at risk."

"They're not wearing a helmet. If they come off at high speed, they will seriously injure themselves."

Bicycle NSW chief executive Peter McLean said e-bikes that did not meet Australian safety standards (and whose speed caps could be removed easily) were being imported with little to no oversight.

"There is a loophole with how you import," McLean said. "Anyone here could get an import assignment, which is a voluntary declaration, and illegally import bikes which are poor quality and unsafe. And that declaration should be monitored. It should not be self-declared."

Northern Beaches Council launched a campaign yesterday to "know the e-bike code", encouraging riders to slow down to

dena riding e-bikes to school must first prove their bike is capped at the legal limit, they must show they have read the road rules and they must have passed the learner's practice driving test.



'Deadly serious'

Death only a matter of time, mayor says

Northern Beaches Council may be the first in the state to launch an e-bike safety campaign, following a spike in collisions and near

Mayor Heins said fat bikes looked so similar to motorbikes that it took time to establish whether they should be on a footpath or not.

one's actually been hurt, but it's just a matter of time. It's a bit intimidating for little kids on the footpath when these (e-bikes) are flying around the corner. They don't have a chance."

Ms Farrugia wrote to St Augustine's, with the dean of students Nigel Wickham saying the school was 'disappointed that the students were not more respectful of members of the public. "We are continually educating the students that they need to be aware of members of the public when they are riding and that bikes on a footpath can be intimidating."

Mr Wickham told Ms Farrugia that because the majority of students were under 16, they could ride on the footpath. "I completely understand that this may cause a hazard to pedestrians, and we have taken numerous actions to educate the boys and their parents," he said. "I will continue to send the message to the boys regarding safe use of bikes."

Earlier this year, Stella Maris College in Manly implemented a strict policy



Newslocal > Manly

Northern beaches: Council launches Australia first code for safe use of electric 'fat bikes'

Concerns that locals could be killed or seriously injured by dangerously ridden electric "fat bikes" has prompted a Sydney council to launch an Australian-first safety code. See the video.

Editorial

Council moves to avert tragedy

Northern Beaches Council is to be commended for its initiative in partnering with NSW Police and stakeholder Bicycle NSW to deliver a campaign aimed at ingraining good safety habits in e-bike users.

As we reported last month, police are set to ramp up fines for riders who break the law. Meantime, Council has launched 'The Code' - a three-step guide to making our shared paths, roads and open spaces safer places (p6).

It's an Australia-first; while there are no guarantees, the hope is that with enough focus, behavioural change will help

Pittwater suburbs, around 10 per cent of drivers lost their licence in 2023-24.

Mr Amon wants to work with the Government to determine why that is (p11).

Back to our cash-strapped Council, Councillors fear there may be no alternative but to apply to the Independent Pricing and Regulatory Tribunal (IPART) for a hefty residential rate rise variation - which could see rates bills increased by \$500 a year (p8).

Last, further to our story last month about the Minns Government's 'shameful' school funding cuts, we were contacted



Other outcomes

- 'Know to Code' established Northern Beaches Council as a catalyst for change in e-bike safety
- Resident complaints regarding e-bike rider behaviour dropped 11% with 73% more positive feedback

Since...

- Bicycle NSW produced an online module for responsible bike riding
- NSW Department of Education began a trial of a new e-bike education module
- TfNSW commenced research into e-bike riders at local high schools
- Council key contributor in NSW Parliamentary inquiry into e-scooters, e-bikes, and related mobility options.

What our stakeholders said

“

“Our e-bike safety and compliance can only move forward when road users comply with vehicle standards, legal obligations around road rules and that we share all of our roads, paths and cycle areas safely. The ongoing work and commitment by Northern Beaches Council with their e-bike safety campaign on the Northern Beaches has promoted a positive focus and awareness to the local community. Councils collaborative approach in supporting our communities brings about a refreshing positive change with the education to our pedestrian and especially, cyclists road users.”

**Inspector Stuart Forbes, Northern Sydney Sector Highway Patrol
Traffic & Highway Patrol Command**

”

“

“We are pleased to see this initiative, especially after a small child was struck by an e-bike outside our school earlier this year. And we appreciate the Council's efforts.”

Barrenjoey Montessori School

”



Questions



northern
beaches
council