



Campaign Kit

Call-to-action

Make cycling safe. Make your mark on BikeSpot.

Website

bikespot.org

About BikeSpot

BikeSpot is a map that allows every Australian to say where they feel safe or unsafe while riding their bike. With your input, the BikeSpot map will create a detailed picture of where people love to ride, and where people feel unsafe. BikeSpot is only open until January 2024, so go to bikespot.org and add your spot to the map. The data generated from the project will be made publicly available to help ensure BikeSpot insights have the biggest impact possible in making cycling safe for everyone.

Assets in this campaign pack

1. Flyer & Poster [[DOWNLOAD FILES HERE](#)]
2. Social media images [[DOWNLOAD FILES HERE](#)]
 - Facebook
 - Instagram
 - Twitter / X
 - LinkedIn
3. Social media message guide [page 2]
4. Email message guide [page 3]
5. Background information [page 4]

Social Media Message Guide

Please spread the word about BikeSpot on your social media channels. We want to hear from people all over Australia, so we can create a detailed picture of where people love to ride, and where people feel unsafe. BikeSpot is only open for a limited time, closing in January 2024. So we'd love to see you posting regularly about BikeSpot over the coming months.

Hashtags

#BikeSpot #MakeYourMark

Suggested Messages

- 1) BikeSpot 2023 has just launched! BikeSpot is a map that allows every Australian to say where they feel safe or unsafe while riding their bike. Let's make cycling safe. Go to bikespot.org and make your mark.
- 2) Do you ride a bike? Then it's time to make your mark! Add your spot to the BikeSpot map, and share where you feel safe or unsafe while riding your bike.
- 3) BikeSpot 2023 is live! Wherever you are in Australia, it's time to add your spot to the BikeSpot map, so we can build a picture of where people love to ride, and where people feel unsafe.

Build your own message

Here's some information about BikeSpot, which you can use to build your own message encouraging your followers to make their mark on the BikeSpot map.

- BikeSpot is a map that allows every Australian to say where they feel safe or unsafe while riding their bike.
- Wherever you are in Australia, we want you to add your spot to the BikeSpot map.
- We want to hear from people who ride their bike to work, parents who do drop-offs on the bike, folks who ride for fun or fitness, kids who ride to school and delivery riders. No matter the reason, we want to hear about your ride.
- With your input, the BikeSpot map will create a detailed picture of where people love to ride, and where people feel unsafe.
- The Amy Gillett Foundation will work with your local government to make sure they see the BikeSpot map. We'll connect them with tools and resources so they can fix your local bike routes and make cycling safe for everyone in your community.
- BikeSpot is only open for a limited time, so go to bikespot.org and add your spot to the map.
- Spread the word about BikeSpot using the hashtag #BikeSpot.
- The data generated from the project will be made publicly available to help ensure BikeSpot insights have the biggest impact possible in making cycling safe for everyone.

Email Message Guide

If you use email to communicate with your network, please spread the word about BikeSpot in your next e-newsletter. BikeSpot is a fantastic way for people to have input on the bike routes in their area, to help make cycling safe.

Suggested Message

BikeSpot 2023 has just launched! BikeSpot is a map that allows every Australian to say where they feel safe or unsafe while riding their bike. The data generated from the project will be made publicly available to help ensure BikeSpot insights have the biggest impact possible in making cycling safe for everyone. BikeSpot is only open for a limited time, so go to bikespot.org and add your spot to the map.

Suggested Images

[\[DOWNLOAD IMAGES HERE\]](#)

Background Information

BikeSpot 2023 is a collaboration between the Amy Gillett Foundation and CrowdSpot to crowdsource perceptions of cycling safety across Australia via an interactive map. The aim of the project is to develop insights into perceived safe and unsafe cycling locations and contribute to prioritising future cycling infrastructure improvements.

CrowdSpot is an award-winning, Melbourne-based digital consultancy specialising in map-based community engagement and data collection. Their mission is to help create quality spaces in a social, inclusive and engaging process. They do this by connecting decision-makers with targeted community groups through the use of online map-based social survey tools.

The Amy Gillett Foundation is Australia's leading cycling safety organisation, driven by a core mission to reduce the death and injury of cyclists. The foundation was established in 2005 following the death of Amy Gillett, who was killed by a driver on 18 July 2005 while she was cycling in Germany with the Australian women's cycling team.

Further background on BikeSpot

On 19 October 2023, BikeSpot 2023 will launch and begin crowdsourcing the perceptions of cycling safety from people across the Australia. This new interactive map will be open for public submissions until late January.

Australia's cities and regions should be safe, active and healthy places to be. The most significant barrier to more people riding a bike is because they feel it is too unsafe. BikeSpot aims to capture the 'knowledge of the crowd' to better understand where people feel safe and unsafe riding, and why. BikeSpot projects from 2016 and 2020 reveal that separation from riding a bicycle in close proximity to motor vehicles is a significant determinant if someone feels safe riding or not.

BikeSpot allows people to mark their safe or unsafe locations directly to an interactive map. Other users can also support or comment on those submissions. This offers a unique opportunity to capture and analyse where people feel most safe or unsafe and the reasons behind they feel that way.

By sharing experiences of cycling, people are directly contributing to the evidence needed to make change. The data collected as part of BikeSpot will be made publicly available and aims to provide decision-makers with meaningful insights about the experiences of riders across Australia.