



# AOTEAROA BIKE CHALLENGE 2024

Queenstown Lakes  
Campaign Evaluation

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March 2024

**POWERED BY**  
**LIGHTFOOT**

# AOTEAROA BIKE CHALLENGE 2024

## KEY STATS AT A GLANCE

1500+ PEOPLE CYCLED 140,000 KILOMETRES (+64%)

11,000 TRIPS MADE BY BIKE (+82%)

5K TRANSPORT TRIPS (78%) & 40K TRANSPORT KMS (+72%)

TRANSPORT TRIPS BY BIKE SAVED 7.2 OF CO<sub>2</sub> (+72%)

99 BUSINESSES REGISTERED (+26 NEW BUSINESSES)

75+ EVENTS, ACTIVATIONS & TRAINING SESSIONS

250+ BIKES REPAIRED & SAFETY CHECKED

14K ORGANIC INTERACTIONS ON FACEBOOK



# AOTEAROA BIKE CHALLENGE 2024

## QUEENSTOWN LAKES CAMPAIGN EVALUATION

The Aotearoa Bike Challenge is a national campaign to encourage cycling as a means of transport and a way for individuals, workplaces and groups to reduce their transport related carbon emissions. Participants log their rides on the Love to Ride platform throughout February, tracking and comparing their progress against others. Nationally, over 4.5 million kilometres were traveled by 25,000 participants in February 2024, saving 275t of CO<sub>2</sub>.

**LOVE TO RIDE IS A CYCLING ENCOURAGEMENT PLATFORM THAT MOTIVATES PEOPLE TO RIDE MORE**

Individuals and workplaces in Queenstown Lakes District have participated in the Aotearoa Bike Challenge (the Challenge) over the past several years. In 2024, the Queenstown Lakes District Council invested in a localised Love to Ride site and an externally led campaign to increase awareness of the Challenge and encourage higher uptake for individuals and workplaces. The Queenstown Lakes campaign focused on three key areas:

1. Increase workplace and employee engagement with the Challenge by recruiting 100 businesses
2. Motivate and incentivise current and future cyclists to increase their cycling time, distance and confidence
3. Socialise the idea of the Challenge and the positive impacts of cycling to the wider community



In February 2024, participants in the Queenstown Lakes District made 11,000 trips by bike and cycled 140,000 kms. This represented a 82% increase in trips and a 64% increase in kilometres traveled compared to the local results in 2023.



More than 5000 cycle trips for transport were completed, an increase of 78% compared to 2023. This equated to over 40,000 transport related kilometres cycled in February 2024, representing an increase of 72% compared to the previous year.

**5000 TRANSPORT TRIPS BY BICYCLE +78%**  
**40,000 TRANSPORT KMS BY BIKE +72%**

Workplace participation increased, with 99 workplaces registered. This included 26 new registrations. Additionally, 368 new individuals registered, which included 58 “new” or “inexperienced” riders.

Overall, participants in the Queenstown Lakes District localised campaign for the 2024 Aotearoa Bike Challenge saved 7.2t of CO<sub>2</sub> which was an increase of 72%, for transport trips made by bicycle in February 2024.

**SAVED 7.2 OF CO<sub>2</sub> AN INCREASE OF 72% FROM 2023**

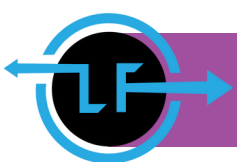


# AOTEAROA BIKE CHALLENGE CAMPAIGN 2024

The Challenge campaign ran from 25th January to 29th January. The strategy focused on the delivery of a series of activations and events running throughout the month and a marketing campaign to increase workplace and employee engagement, motivate and incentivise cycling and socialise the idea of the Aotearoa Bike Challenge to promote the positive impacts of cycling.

A calendar of events that included activations, training sessions and events hosted by Lightfoot, along with community led bike events was developed and shared via different channels.

The monthly Challenge was launched with three events, a photo opportunity with BECA staff (10 adults), a mini bike confidence course at the QLDC Teddy Bear's Picnic (35 children attempted the course) and a breakfast meet-up for QLDC staff (12 adults attended).



# COFFEE & KAI PITSTOPS

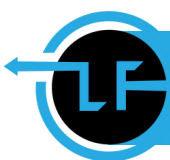
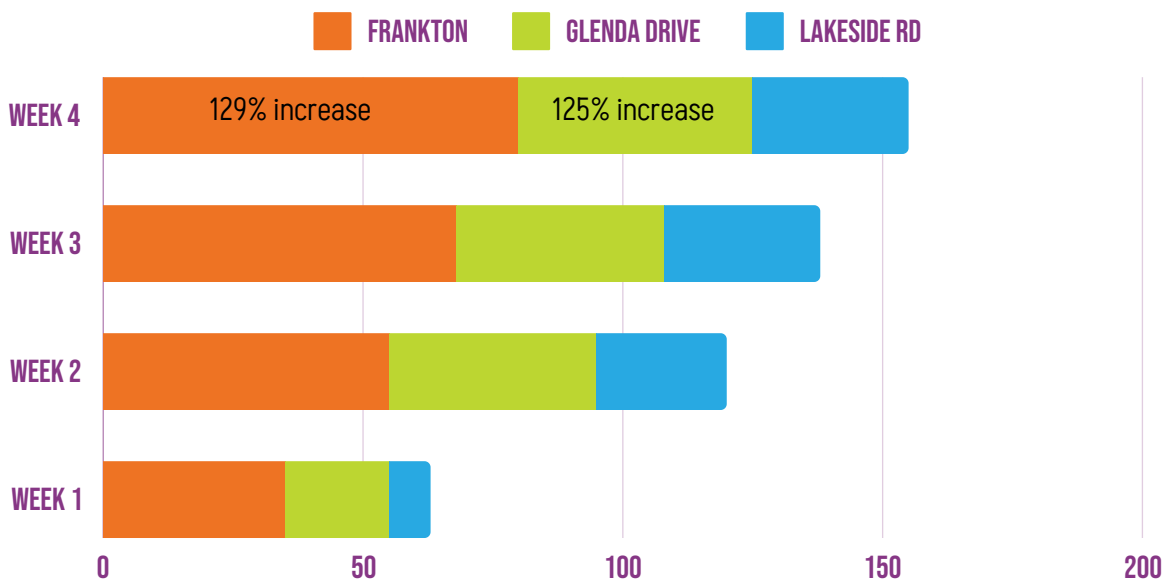
WEDNESDAYS 7AM TO 9AM

**500 CYCLISTS  
OVER 4 WEEKS**

The aim of the Pitstops was to increase awareness of the Challenge by rewarding cycle commuters with quality barista coffee and breakfast food. The Pitstops also enabled cyclists to meet other cyclists in a relaxed social environment, reinforcing the positive physical and mental benefits of cycling. This activation successfully increased engagement by providing an experience that participants enjoyed, which then led to positive net promotion of the activation, therefore increasing numbers of participants over the month. A digital marketing campaign and local and regional press was successful in raising awareness of the activations.

A total of 500 cyclists attended the Pitstops over the four weeks. The majority of attendees had interaction with a Lightfoot team member or QLDC staff. At the Frankton and Lakeside Road pitstops, approximately 75% attending were regular cyclists. Glenda Drive had a higher proportion of occasional and new cyclists, with a 50/50 split.

In Wānaka, we were able to offer bike safety checks and tune-ups during the Pitstop. This was well received by the community.





**120+ CYCLES  
OVER 4 WEEKS**

# BIKE FIX MARKET DAYS

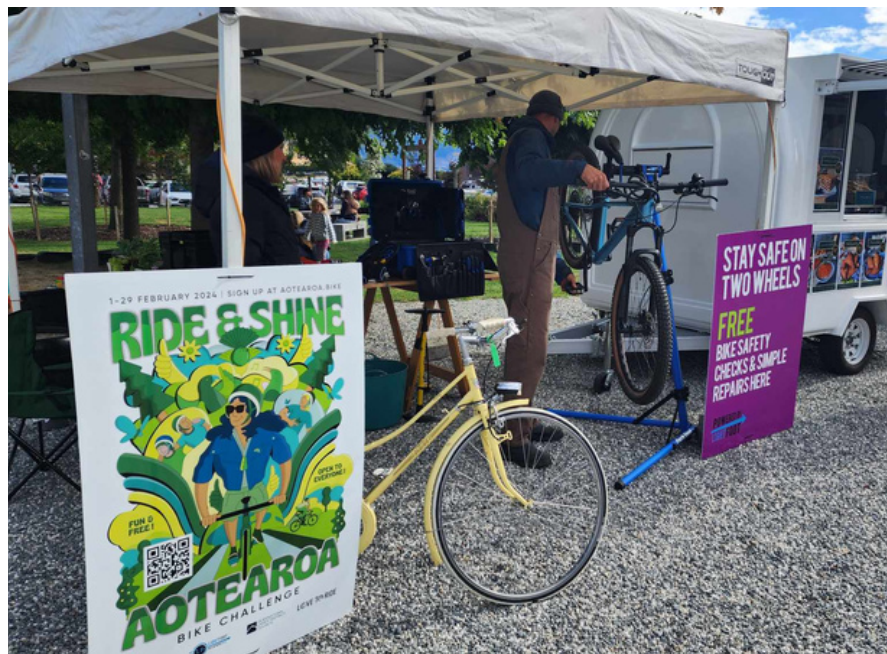
## SATURDAYS AND SUNDAYS (VARIABLE TIMES)

- REMARKABLES MARKET
- ARROWTOWN MARKET
- WĀNAKA CRAFT MARKET

The Bike Fix sessions provided access to free bike repairs, maintenance and safety checks for community members in Queenstown, Arrowtown and Wānaka. The sessions enabled the Lightfoot team to promote and socialise the Challenge by engaging with people using the service. A broad range of people engaged with the service, bringing in child and adult bikes.

Lower than expected uptake at Arrowtown, coupled with high demand at the Remarkables Market, positioned us to double the number of mechanics at the Remarkables Market for the final two Saturdays of the month. Engagement was consistent in Wānaka. Additional promotion via the Remarkables Market social media channels helped grow numbers attending the clinics over the month.

- Remarkables Market - 65 bikes over four sessions
- Wānaka Craft Market - 32 bikes over three sessions (Wind closed down parts of the market Week one)
- Arrowtown Market - 20 bikes over two sessions





**260 SESSIONS  
ATTENDED**

# LITTLE PEDALLERS - BIKE CONFIDENCE SESSIONS

WEDNESDAY 1PM - 4PM (45 MINUTES PER SESSION) - WĀNAKA

FRIDAY 10AM - 4.30PM (45 MINUTES PER SESSION) - QUEENSTOWN

The Little Pedallers bike confidence sessions had an impressive reception from the community in both Wānaka and Queenstown. The sessions aimed to build confidence in under 7's by providing an experienced and qualified cycle trainer, Electric Meg (Megan Page) to work with the children (and parents).

44 sessions were delivered, with 264 spaces available of which 260 were filled with an average class size of six children per session. Several children came over consecutive weeks, building on their skills over the four week period of the courses.

With the exception of two children, every child who presented with either the learn to pedal unassisted or start unassisted, the outcomes were achieved. Helmet safety checks were completed on all pedalers, with eight unsafe helmets identified to parents, with the offer of a replacement helmet if needed.

Feedback from parents responding to a course evaluation indicated that 100% of children enjoyed their session(s). 82% of parents indicated that their child learned new skills. Overall, feedback from the parent community was very positive, with a high level of interest in attending more courses. Most parents were not aware of the Challenge, so the sessions provided an opportunity to discuss cycling and commuting plus workplace benefits of joining the challenge.

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**“HUGE THANKS TO THE WHOLE TEAM FOR MAKING THIS EXPERIENCE SUCH AN AWESOME ONE.”**





**“ HE ENJOYED THE SESSION WITH MEG SO MUCH THAT HE ASKED TO GO BACK. SHE DOES A BRILLIANT JOB WITH SUCH LITTLE ONES - I WAS REALLY IMPRESSED WITH HOW IN TUNE SHE WAS TO THEM AND THEIR NEEDS.”**



# BIKE MAINTENANCE COURSES

THURSDAYS IN FEBRUARY

32 BIKE  
COURSE  
ATTENDEES

Central Lakes Trust funding enabled four weeks of afterschool bike maintenance courses, plus Lightfoot's attendance at a Queenstown Library event.

Twelve teens completed 2 x four hour bike maintenance courses. The course evaluation indicated that 100% of attendees learned new skills and that the course met their expectations.

Twenty participants attended the Queenstown Library event. The participants reflected Queenstown's broad demographic base and had people aged 12 - 70 attending.



# WORKPLACE ENGAGEMENT

**99 BUSINESS  
ENGAGED**

The Lightfoot team made contact with 165 businesses across the Queenstown Lakes District. 99 businesses registered for the 2024 Challenge, which included 26 new businesses. Engagement with businesses began on Thursday 25th January, an earlier date for engagement is recommended to give businesses more time to bring staff on board for the 2025 Challenge.

An informal competition between businesses was encouraged and was discussed by cyclists at some of the events. The competition element appeared highly motivating for some participants, and further support to drive this in future years should be considered.

An on-site bike mechanic service was provided to ten businesses, with a total of 70 bikes safety checked and/or repaired.

The planned sessions to promote Workride were not needed as workplaces were making direct contact with the company. Over February, Workride signed up ten new businesses in Wānaka and Queenstown.

Two businesses engaged with the e-bike taster sessions.



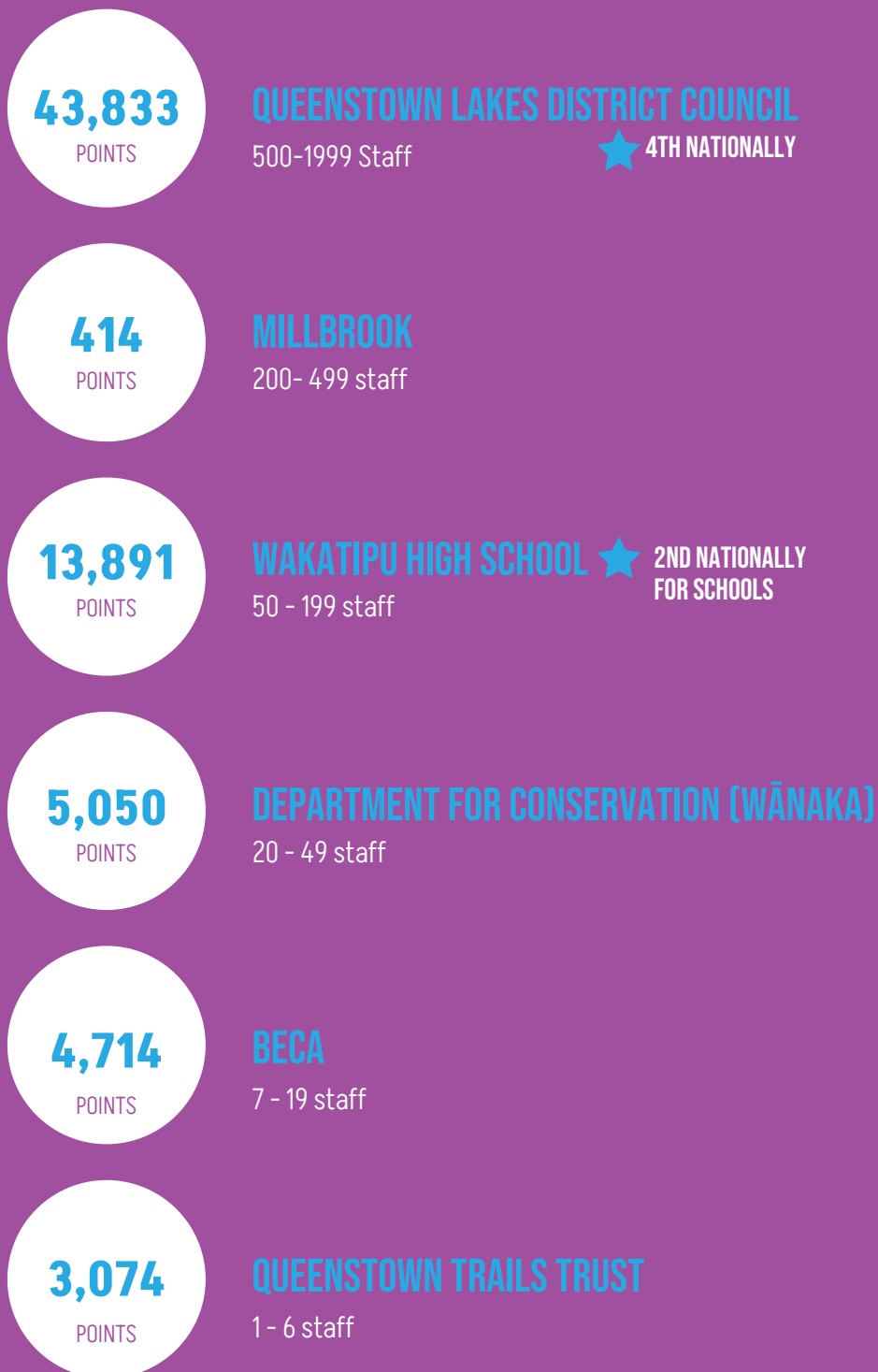
**Businesses  
registered**

26 new businesses



# RESULTS

## Workplace Leaderboard



## TOP 10 RIDERS by Kilometers



391 Trips



10,992 KMS



9 out of 10 were male

## TOP 10 RIDERS by Trips made



706 Trips



6,451 KMS



Even gender split

## TOP 5 NEW RIDERS



258 Trips



3,260 KMS

## TOP 10 COMMUTERS



3,671 KMS

to and from work



# DIGITAL MARKETING CAMPAIGN

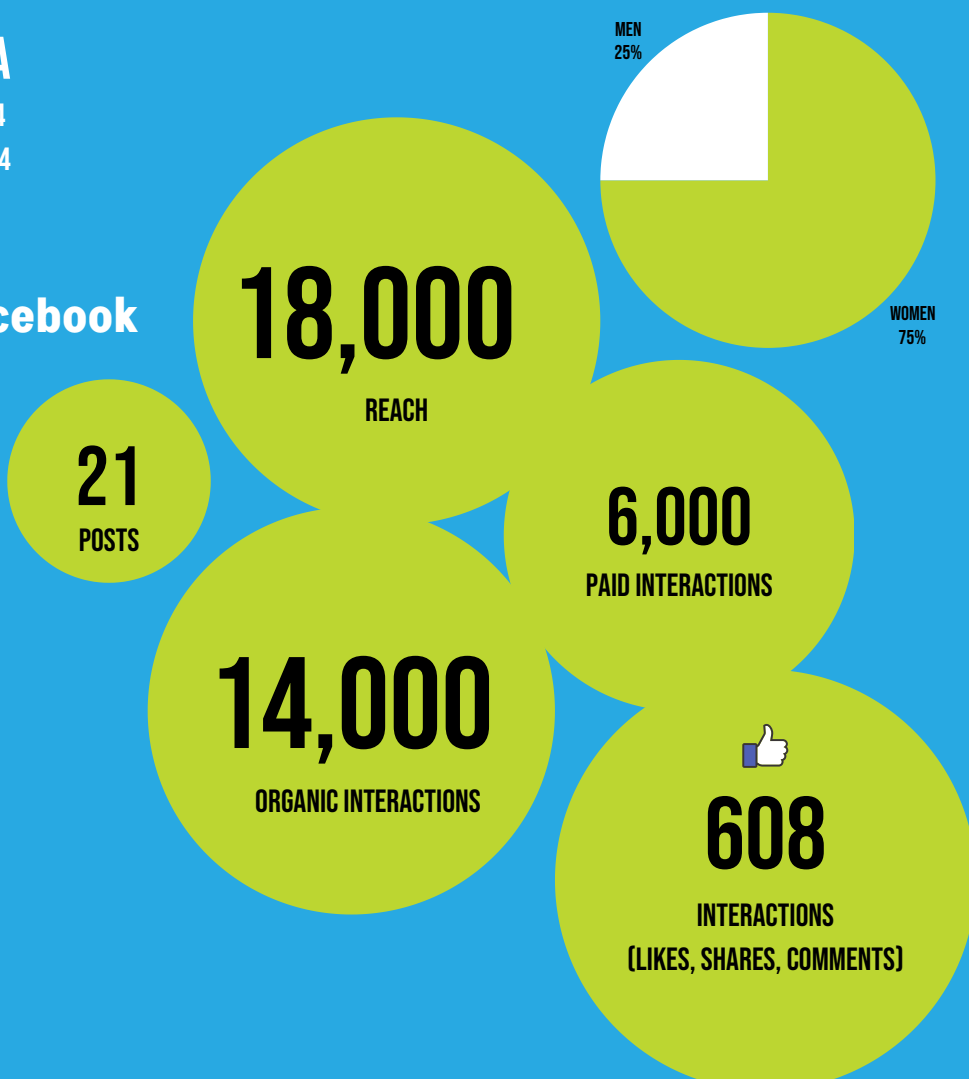
A multi-channel communications strategy was developed to ensure the wider community was aware of the Challenge, with targeted communications developed for specific audiences. The campaign ran from 25th January to 29th February.



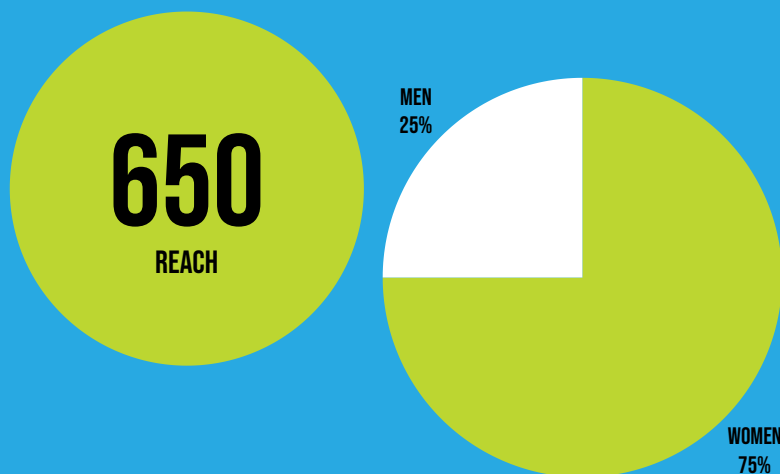
# SOCIAL MEDIA

26TH JANUARY 2024  
TO 29TH FEBRUARY 2024

## Facebook



## Instagram



## Linkedin

1500 IMPRESSIONS ACROSS FOUR POSTS ON AMANDA'S PAGE  
1500 IMPRESSIONS ON THE LIGHTFOOT PAGE





# Top Social Posts

12 February  
**7.3K**  
 REACH

**The Lightfoot Initiative**  
 Published by Amanda Robinson · 12 February ·

The weather will be HOT. It's Valentine's Day, so go on and treat yourself... Coffee and Danish to keep you rolling throughout the day. See you at Frankton Marina or Glenda Drive between 7 and 9am on ya bike!

Served up by the [Aotearoa Bike Challenge](#) with big thanks to Queenstown Lakes District Council !!! See more



29 January  
**5.8K**  
 REACH

**The Lightfoot Initiative**  
 Published by Amanda Robinson · 29 January ·

Calling all local businesses, the Aotearoa Bike Challenge is coming and your employees could win prizes by riding a bike! The Aotearoa Bike Challenge is all about promoting the benefits of bikes, from enhanced health and wellbeing to reduced carbon emissions. It's also about fun and friendly competition! 🏆 Every ride enjoyed turns into points that will help businesses climb to the top of the local workplace leaderboards. Take part by registering at [aotearoa.bike/queenstow...](#) See more



16 February  
**4.1K**  
 REACH

**The Lightfoot Initiative** is 🥳 feeling excited at **Remarkables Market**.  
 Published by Amanda Robinson · 16 February at 20:32 · Queenstown ·

FREE bike repairs and safety checks... week 3 of the [Aotearoa Bike Challenge](#)... see you with your kid's bike, your bike, your nana's bike. Our mechanics can (probably) sort it out! [Remarkables Market](#) from 9am to 2pm - double trouble with two mechanics on duty... come and keep them busy!  
 Queenstown Lakes District Council  
 Sustainable Queenstown Lakes Community



## SOCIAL MEDIA CONT.

Regular cross-posting and tagging to affiliate Facebook pages including

- QLDC,
- Bike Wānaka,
- WAO Aotearoa,
- Sustainable Queenstown,
- Queenstown Trails Trust,
- Upper Clutha Trails,
- Queenstown Chamber of Commerce and the
- Upper Clutha and Whakatipu community Facebook pages:

Jack's Point/ Hanley Farm	Arthur's Point	Sunshine Bay/Fernhill
Frankton	Quail Rise	Shotover Country/LHE
Upper Clutha Community Notices	Lake Hawea Community Notice Board	
Queenstown Kids	Upper Clutha Plunket	Wakatipu Plunket
Dirt Town Queens Rides	Bike Wānaka Women's Social Rides	
Remarkables Market	Chargeabout	Queenstown Airport

## NEWSMEDIA

### Print & Digital

Print media coverage included long form articles or opinion pieces in the following publications:

- 3 x Otago Daily Times (Articles and Video)

<https://www.odt.co.nz/node/3008617> ]

<https://www.odt.co.nz/regions/queenstown/school-kicks-gear-bike-challenge>

- Mountain Scene (1),
- Crux (2),
- Lakes Weekly Bulletin (4),
- Wānaka Sun (1)
- Upper Clutha Messenger (1)
- Queenstown Chamber of Commerce, Ignite Wānaka, WAO Aotearoa & Destination Queenstown monthly newsletter
- The Outlet Podcast

<https://theoutletthetalkofqueenstown.buzzsprout.com>



## Advertising

85 x 15 second advertisements across MoreFM, The Edge, The Breeze  
40 x 30 second advertisements across Channel X

Mainstream channels were selected because they represent a diverse audience with a high listenership. Although new, Channel X represents Gen X age listeners.  
MoreFM - predominantly female, aged 30 - 55, decision-makers in household  
The Edge - audience is split between male and female listeners aged 25 - 40 years. Less likely to own a house.  
The Breeze - commercial station that is often playing in retail outlets.

## Organic Content

Weekly interviews with Joel from MoreFM and Ferg from The Hits during the morning drivetime. The initial interviews were to socialise the idea of the Challenge, encouraging registrations. Subsequent interviews focused on promoting the activations and updating the community on the results throughout the Challenge.

Live X-overs (Crossovers) were carried out on Wednesday 7th February from the studio to two onsite DJs. This mini-campaign was run in conjunction with Queenstown Airport and Chargeabout. Listen to the live radio content here and watch the video here.

[X-over 1](#)

[X-over 2](#)



# DIGITAL MARKETING

## Digital

- Four weeks of digital advertising via JCDecaux screens at Queenstown Airport (8 large format, public screens)
- Four weeks of digital advertising on main screens at Wakatipu High School

## Print

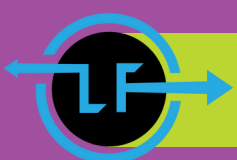
- 250 printed A3 and A4 posters displayed across the Queenstown Lakes District in public venues, community spaces, restaurants/cafes, shops and businesses
- 50 printed A3 double sided Aotearoa Bike Challenge calendars distributed to businesses and organisations
- Displays at Queenstown Library and several other locations

## Email

- Four direct mail emails with tailored content shared with registered workplaces, with a read rate of 68% average across all emails sent.

## Website

- Dedicated pages on Lightfoot Initiative website 'projects' and 'news' showed that the "Aotearoa Bike Challenge is Back!" post was by far the most popular page with 534 views.
- The most viewed pages in February included "The Aotearoa Bike Challenge is back," "The Lightfoot Initiative," and "Projects and Events."
- The highest level of traffic came from New Zealand (42.5%), and had by far the highest level of engagement (55 secs on average) and clicks (approx 75% of all), demonstrating that these users were actively reading and pursuing further information.
- 38.6% of users were on mobile
- Active user count shows a generally increasing trend over the month, with fluctuations in the daily counts. Direct traffic contributed the most to new user acquisition, followed by organic search. Interestingly, social media and referral traffic contributed comparatively fewer new users.



# KEY LEARNINGS FOR 2025 CAMPAIGN

## Lead-in time

A three month lead-in is recommended for this project to ensure that businesses can be contacted at the end of 2024. This will contribute to higher levels of engagement, enable pre-event activations and workplace based events and ensure that employees are aware of the district-wide events. Time to build momentum for the competition element between workplaces to promote cycling as a valid form of commuter travel is also needed.

Development of the communications strategy, collateral and materials needs to begin 5-6 months in advance of the campaign.

## Early confirmation of contract and budget

Cost-savings can be made by negotiating with suppliers as we now have data to inform numbers. Additional time to engage with suppliers will enable better, more efficient outcomes. Sponsorship opportunities may be possible, to reduce overall costs.

## Continued investment in quality

By investing in quality experiences and products, the cycling community acted as net promoters of the Aotearoa Bike Challenge. Developing a trusted brand requires endorsement, promotion of the 2025 Challenge can now leverage the positive user experience that 2024 Challengers had.

## Alignment with other trusted brands

The 2024 Challenge socialised the idea of the Aotearoa Bike Challenge to the Queenstown Lakes Community. There are opportunities to cross-promote other trusted organisations and events eg: Queenstown Trails Lovers campaign, Cyclorama to increase recognition and awareness about the Challenge.

## Coordination of Biking Events Calendar for QLD

The 2024 Challenge saw the first collated calendar of bike related events. This district-wide calendar could be continued, gaining sponsorship from advertisers and be used by locals and visitors.

## Investment in People

Baseline data is now available to evidence the effectiveness of the programme. This means that further investment to increase the number of support staff is possible. In some instances, further staffing of activations could have encouraged more casual or workplace sign-ups throughout the month.

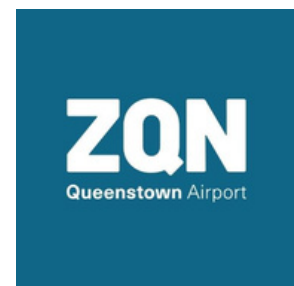
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THANKS...

WE COULDN'T HAVE DONE IT WITHOUT YOU



QUEENSTOWN  
LAKES DISTRICT  
COUNCIL



Great to be working with local suppliers Sweet Coffee, The Shot Central Otago, Johnny Crema, The European Bakery, Hammer & Nail Bakery, Amplified Health

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# THE LIGHTFOOT INITIATIVE

## **If we want to go far, we must go together**

There's an old saying, "If you want to go fast, go alone. If you want to go far, go together." But what happens when going alone slows you down too?

Only with a safe, efficient and sustainable travel network can we ensure a positive future for our communities and businesses in the Whakatipu.

The Lightfoot Initiative was started to help meet this shared goal of less reliance on car travel, less congestion on our roads, less carbon in our atmosphere.

This isn't about being anti-car. Rather it is about inspiring a change in thinking about how we move around this beautiful place - and making certain this change can occur regardless of the challenging transport conditions ahead.

The future stretches out in front of us. We need the vision and wherewithal to meet it on the right foot.



# OUR PURPOSE

Lightfoot's purpose is to benefit communities within the Queenstown Lakes District by supporting the development and use of safer, healthier and more sustainable transport networks that encourage widespread mode shift and greater community connection.

We are committed to the following principles:

## EQUITY

Everyone should be able to access active travel options

## KAITIAKITANGA

Kaitiaki of this district should ensure it is healthy for future generations

## GLOBAL RESPONSIBILITY

Local actions protect the global environment

## COMMUNITY

Connected people live, work and play better together

## CUMULATIVE ACTION

Many small steps create big change

