

National Ride to Work Day 17 October 2007

Media Report

December 2007



National Ride to Work Day 2007, Media Report December 2007

Table of contents

Executive summary.....	4
Strategy	5
Implementation	5
Print media	5
<i>National – 9 items</i>	5
<i>Victoria – 147 items</i>	6
<i>New South Wales – 68 items</i>	12
<i>South Australia – 21 items</i>	15
<i>Queensland – 24 items</i>	16
<i>Western Australia – 25 items</i>	17
<i>Australian Capital Territory – 5 items</i>	18
<i>Tasmania – 8 items</i>	19
<i>Northern Territory – 7 items</i>	19
Radio	20
<i>National – 26+ items</i>	20
<i>Victoria – 286 items</i>	20
<i>New South Wales – items</i>	23
<i>South Australia – 97 items</i>	25
<i>Queensland – 74 items</i>	27
<i>Western Australia – 30 items</i>	29
<i>Australian Capital Territory – 15 items</i>	29
<i>Tasmania – 36 items</i>	30
<i>Northern Territory – 14 items</i>	31
Television.....	31
<i>National – 195 items</i>	31
National Ride to Work Day 2007 Media Report December 2007	2



<i>Victoria – 30 items</i>	31
<i>New South Wales – 15 items</i>	32
<i>South Australia – 1 item</i>	32
<i>Queensland – 7 items</i>	32
<i>Australian Capital Territory – 1 item</i>	33
<i>Tasmania – 1 item</i>	33
Online.....	33



Executive summary

The inaugural National Ride to Work Day was on 17 October 2007.

Highlights of the media coverage included:

- Coverage of launch on 8 August, by The Australian, The Age, the Herald-Sun and the Adelaide Advertiser.
- Partnership with ABC Local Radio including national promos
- Outstanding coverage in major metropolitan dailies in lead up to the event, particularly in The Age, the Sydney Morning Herald, Hobart Mercury and Adelaide Advertiser
- Strong coverage in regional/suburban weeklies, including syndicated Health Plus feature in Leader Newspapers
- Strong coverage in all media on the day, including five weatherman segments on Today (Channel 9), Channel 10 News, Sydney Morning Herald and Age online, ABC Local Radio OBs or live crosses at the larger community breakfasts.
- Widespread internet coverage – featured on more than 59 sites

	Print items	Radio items*	TV items*
National	9	26	195
NSW	68	92	15
Victoria	147	286	30
Tasmania	8	36	1
ACT	5	15	1
NT	7	14	0
WA	25	30	0
Queensland	24	74	7
SA	21	97	1
TOTAL	314	670	250

*includes syndicated items



Strategy

The National Ride to Work Day media strategy was developed by Bicycle Victoria in consultation with Pacific Strategies (Communication and Marketing Counsellors) and MediaWise, Bicycle Victoria's media consultant.

Implementation

The event was launched on 8 August by BHP Billiton CEO, Chip Goodyear. MediaWise implemented media releases and coordinated media liaison nationally, with SparkImpact contracted as publicists in New South Wales and ACT. Lina Caneva Media provided media training for state/territory organisers. National spokespersons were Heidi Marfurt and Harry Barber, with local spokespersons in all states/territories as follows: Heidi Marfurt and Harry Barber (Bicycle Victoria), Alex Unwin and Liz Hole (Bicycle NSW), Christian Haag, (Bicycle South Australia), Mary McParland (Cycling South – Tas.), Debra Mayrhofer, (Bicycle Transport Alliance - WA), Chris Thompson, (Cycling Western Australia), Leon Arundell and Tony Shields (Pedal Power), Ben Wilson and Andrew Demack (Bicycle Queensland), Julian Barry (Bicycle NT).

Print media

National – 9 items

- The Big Issue, cover story, feature article with photos, April–May 2007, On Ya Bike, pages 14–17
- Australian, Business, article & photo, Chip puts pedal to the metal for productivity, 9 August, page 21 (flagged on front page of section with photo)
- Australian Cyclist, article & photo, September–October, Ride to Work Day, page 13
- Australian Cyclist, listing, September – October, page 21
- Life etc, listing, September–October, page 15
- Weekend Australian, Careers, brief, Two wheels better, 8 September, page 9
- Super Food Ideas, Health watch, listing, October, page 12
- Choice, included in Travel Options article & photo, Hop on the bike bus, October, page 4
- Australian Traveller, included in article, November, page 45
- AAP Newswire, Lifestyle, Vic: Number of city cyclists doubles, 17 October



Victoria – 147 items

- The Age, article, Ride to work day pushes benefits of pedal power, 7 August, page 5
- Melbourne Times, brief, Pedalling a big event, 8 August, page 5
- Herald Sun, Business, Fully Frank, article & photo, Chip keeps pedals to the metal, 9 August, page 69
- RoyalAuto (RACV), article & photo, Get to work: the Australia-wide ride, September, page 77
- Inside (The Age subscribers newsletter), listing, September, page 2
- Geelong Business News, What's On, listing, September, page 49
- The Age, My career, article & photo, Riding to work, 1 September, page 2
- Ovens and Murray Advertiser, included in article, Tour to hit town, 5 September, page 12
- Herald Sun, Health & Fitness, article, Ride day to saddle up and pedal to work, 10 September, page 92
- Sunday Herald Sun, Sunday Magazine, Sunday Best, included in article, 16 September, page 8
- Castlemaine Mail, article & photo, Ride to work, 21 September, page 25
- Snowy River Mail, article & photo, Bikes are best, 26 September, page 5
- Colac Herald, article & photo, Bicycle is best to get to work, 26 September, page 10
- East Gippsland News, included in cycling article & photo, Hang up the car keys, 26 September, page 4
- Cobram Courier, article, Ride to work day is coming, 26 September, page 9
- Sunraysia Daily (Mildura), article & photo, Stefano at the stoves, 28 September, page 21
- Melbourne Magazine (The Age), listing & photo, October, page 33
- RoyalAuto (RACV), article & photo, October, page 75
- Boroondara Bulletin, article & photo, October, page 7
- Lilydale & Yarra Valley Leader, article & photo, Hop on bike campaign, 1 October, page 19
- Frankston Standard Leader, article & photo, Hop on bike campaign, 1 October, page 25
- Waverley Leader, article & photo, Working to a peddle power day, 2 October, page 13
- Moorabool Express Telegraph, article & photo, Workers ready to pedal, 2 October, page 22



- Hume Leader, article & photo, Baker backs cyclists, 2 October, page 11
- Berwick Pakenham Gazette, brief, Heading to work? Join the chain gang, 2 October, page 2
- Heidelberg Leader, article & photo, Hop on bike and see what it's like, 2 October, page 12
- Northcote Leader, brief, Cycle prizes, 2 October, page 3
- Northcote Leader, brief, Take challenge, 2 October, page 12
- Diamond Valley Leader (Nillumbik), article & photo, Hop on bike and see what it's like, 2 October, page 16
- Preston Leader, brief, Cycle prizes, 2 October, page 3
- Hume Weekly, article & photo, Workers become lean, green cycling machines, 2 October, page 3
- Hume Weekly – Broadmeadows Tullamarine, article & photo, Workers become lean, green cycling machines, 2 October, page 3
- Sunbury Telegraph, article & photo, Ride to Work Day no big deal for some, 2 October, page 3
- Maroondah Leader, article & photo, Hop on bike campaign, 2 October, page 21
- Mornington Peninsula Leader, article & photo, Hop on bike campaign, 2 October, page 25
- Knox Leader, article & photo, Hop on bike campaign, 2 October, page 23
- Waverley Leader, article & photo, Hop on bike campaign, 2 October, page 19
- South Gippsland Sentinel Times, article & photo, Leave the car at home and get on ya bike!, 2 October, page 7
- Footscray – Yarraville Star, article & photo, Saddle up for a free sustainable brekky, 2 October, page 3
- Maryborough Advertiser, article, Pedal your way to work, get fit and win prizes, article, Working to a peddle power day, 2 October, page 3
- Sunbury Leader, article & photo, Hop on bike campaign, 2 October, page 13
- Melton Express Telegraph, article & photo, Workers ready to pedal, 2 October, page 22
- Northcote Leader, article & photo, Hop on bike campaign, 2 October, page 12
- Progress Leader, article & photo, Hop on bike campaign, 2 October, page 19
- Footscray Yarraville Braybrook Star, article & photo, Saddle up for a free sustainable brekky, 2 October, page



- Manningham Leader, article & photo, Hop on bike campaign, 3 October, page 17
- Altona Laverton Mail, article, Residents asked to leave car at home, 3 October, page 3
- Cranbourne Leader, article & photo, Hop on bike campaign, 3 October, page 21
- Berwick Leader, article & photo, Hop on bike campaign, 3 October, page 21
- Whitehorse Leader, article & photo, Hop on bike campaign, 3 October, page 21
- Williamstown Advertiser, article, Riding is good green fun, 3 October, page 6
- Moorabbin Leader, article & photo, Hop on bike campaign, 3 October, page 19
- Casterton News, article, Ride to work and win big, 3 October, page 11
- Cranbourne News, article & photo, Cycling figures start to turn full circle again, 4 October, page 12
- Cranbourne News, article & photo, Cycling figures start to turn full circle again, 4 October, page 12
- Sunraysia Daily (Mildura), article & photo, Get on your bike, 5 October, page 12
- The Age, article, Cyclists on the ride, but does this mean fewer cars?, 6 October, page 9
- Cranbourne Journal, article & photo, Bikes gearing up for the big day, 8 October, page 65
- Ballarat Courier, article & two photos, Liposuction your emissions, 8 October, page 9
- Frankston Standard Leader, brief, Free breakfast, 8 October, page 3
- Moonee Valley Leader, brief, Ride or car-pool, 8 October, page 3
- Mordialloc Chelsea Leader, article & photo, Making a ride work for you, 8 October, page 11
- Moreland Leader, article & photo, A delight for cycling, 8 October, page 12
- Swan Hill Guardian, article, Ride away now, 8 October, page 3
- Pakenham Journal, article & two photos, Join the ride for the world, 8 October, page 24
- Berwick & District Journal, article & two photos, Join the ride for the world, 8 October, page 24
- Wyndham Leader, article & photo, Medicos roll for health, 9 October, page 5



- Bayside Leader, article & photo, Workers join the big ride, 9 October, page 17
- Hobsons Bay Leader, brief, What's On, 9 October, page 51
- Ranges Trader Mail, article, Ride to work day, 9 October, page 12
- Community News - Moreland, article & photo, Get on your bike, 9 October, page 8
- Ferntree Gully Mail, article, Ride to work day, 9 October, page 12
- Warragul & Drouin Gazette, included in article, 9 October, page 16
- Midland Express (Kyneton), article & photo, Cycling's Return to Centre Stage, 9 October, page 13
- The Age, Epicure, diary, On yer bike, 9 October, page 2
- Williamstown Advertiser, article & photo, Punters keen to see ferry service revived, 10 October, page 5
- Cobram Courier, article & photo, Catch the active bug, 10 October, page 6
- Geelong News, article & photo, Bike power takes over the roads, 10 October, page 3
- Wangaratta Chronicle, article & photo, Wheel good start to day, 10 October, page 9
- Snowy River Mail, article, Free breakfast for local bike riders, 10 October, page 7
- Manningham Leader, article & photo, So many reasons to ride, 10 October, page 10
- Ballarat News, article & photo, Pedal power to work, 10 October, page 3
- City Weekly, 5 things, brief with artwork, 11 October, page 4
- Ararat Advertiser, article & photo, Clem hits the road, 12 October, page 33
- Bendigo Weekly, article & photo, Get on your bikes and ride, 12 October, page 17
- Bendigo Weekly, article & photo, Pedal to work for a pumped-up start, 12 October, page 91
- Torquay Independent, article, Ride on, 12 October, page 47
- Maryborough Advertiser, article, Join in the day and ride to work or school, 12 October, page 14
- Castlemaine Mail, article & photo, Greener future?...on your bike!, 12 October, page 1
- Castlemaine Mail, listing, Ride to Work Day, 12 October, page 9
- Bellarine Independent, article, Ride on, 12 October, page 47
- Bendigo Advertiser, article & photo, City urges participation – Riders get breakfast, 13 October, page 30



- Riverine Herald, photo, On your bike, 15 October, page 1
- Riverine Herald, article, On your bike day, 15 October, page 2
- Portland Observer, brief, Ride to work Wednesday, 15 October, page 5
- Wimmera Mail Times, article & photo, Riding for healthy environment, 15 October, page 5
- Dandenong Leader, article & photo, Uniting in a ride, 15 October, page 17
- The Age, article & photo, Cyclists preparing to saddle up for a two-wheel journey, 15 October, page 5
- Ararat Advertiser, article & photo, Council leads first Ride to Work Day, 16 October, page 9
- Ararat Advertiser, article, Time to jump on your bike and head to work, 16 October, page 7
- Community News – Moreland, brief, Free brekkie on offer, 16 October, page 6
- The Age, article & four photos, 16 October, On Your Bike, page 14 (story flagged with brief and photo on page 1)
- The Age, article, 16 October, But for some, a harder road, page 14 (story flagged with brief and photo on page 1)
- Hume Star, brief, Take part in life's cycle, 16 October, page 7
- Progress Leader, article & photo, Cycle day is ride on, 16 October, page 20
- Warragul & Drouin Gazette, article, Time to Ride to Work, 16 October, page 11
- Warrnambool Standard, article & photo, Ty always gets the box seat, 16 October, pages 1 & 2
- Yarra Ranges Journal, article & photo, Ride to work day pushes green benefit, 16 October, page 3
- Stonnington Leader, brief, Ride to work day, 16 October, page 9
- Melbourne Weekly Magazine - Eastern, needtoknow – 5 things & photo, 16 October, page 5
- Herald Sun, Business, Fully Frank, article & photo, Punters' wheel good idea, 16 October, page 35
- The Age, article, A ride to work still too risky, 17 October, page 5 (story flagged on page 1 masthead)
- The Age, article & photo, Pedal power pays as Bike Account interest rises, 17 October, page 5 (story flagged on page 1 masthead)
- The Age, brief & photo, On Your Bike, 17 October, page 2
- The Age, editorial, Peddling the right message for Melbourne, 17 October, page 18



- Geelong Advertiser, article & photo, Ride to work and have breakfast in the park, 17 October, page 13
- Mansfield Courier, article, What's On Calendar, listing, 17 October, page 33
- Shepparton News, article & photo, Many reasons to ride, 17 October, page 3
- Melbourne Weekly Magazine, needtoknow, 5 facts & photo, 17 October, page 10
- Melbourne Weekly Magazine - Bayside, needtoknow, 5 facts & photo, 17 October, page 5
- Herald Sun, article (with Herald Sun Tour) & photo, Hard work payes off for riders, 18 October, page 11
- Ballarat Courier, article & photo, Perfect weather to push pedals to work, 18 October, page 4
- Pakenham News, article & photo, Heads turn as wheels roll, 18 October, page 3
- Stock & Land, article & photo, City workers get a bush brekkie, 18 October, page 7
- Warrnambool Standard, article & photo, Why do bike riders look so happy?, 18 October, page 4
- Warrnambool Standard, article, Pedalling the green route, 18 October, page 4
- Bendigo Advertiser, article & photo, Cyclists treated to yummy breakfast, 18 October, page 7
- Castlemaine Mail, article & three photos, What a way to start the day!, 19 October, page 1
- Castlemaine Mail, Mayor's message, National Ride to Work Day, 19 October, page 10
- Colac Herald, article & photo, On your bike and off to work, 19 October, page 12
- Bairnsdale Advertiser, seven photos, 19 October, page 10 & 12
- Hamilton Spectator, article, Ride to work was low key, 20 October, page 8
- Lilydale & Yarra Valley Leader, photo, Get on ya bike and help save the planet, 22 October, page 3
- Latrobe Valley Express, article & two photos, Ride to work is celebrated in style, 22 October, page 9
- Midland Express (Kyneton), article & photo, On their bikes, 23 October, page 12



- Mountain Views Mail - Healesville, article & photo, Balloon up on pedal power, 23 October, page 9
- Hume Leader, article & photo, On health track, 23 October, page 13
- Ferntree Gully Mail, article & photo, Balloon goes up on pedal power, 23 October, page 5
- Upper Yarra Mail, article & photo, Balloon up on pedal power, 23 October, page 9
- Mountain Views Mail / Upper Yarra Mail, article & photo, Balloon up on pedal power, 23 October, page 23
- Rangers Trader Mail, article & photo, Balloon goes up on pedal power, 23 October, page 5
- Ararat Advertiser, two photos, 23 October, page 3
- Bendigo Advertiser, Loddon Shire - Mayor, Ride to Work Day, 24 October, page 37
- Seymour Telegraph, article & photo, On your bike for health, 24 October, page 18
- Mansfield Courier, photo, Ride To Work, 24 October, page 26
- High Country Times, article & four photos, Cyclists treated to yummy breakfast, 24 October, page 29
- Ararat Advertiser, article, Extreme ride for students, 26 October, page 6

New South Wales – 68 items

- Sunday Telegraph (NSW), Sunday Magazine, Sunday Best, included in article, 16 September, page 8
- Blue Mountains Gazette, brief, National Ride to Work Day, 19 September, page 32
- North Shore Times, brief, Get on yer bike, 26 September, page 3
- Hawkesbury Gazette, brief, Ride to work day, 26 September, page 5
- Sydney Morning Herald, Magazine, listed in calendar, October, page 39
- Village Voice Balmain, article & photo, Ten tips to get you and your bike rolling, October, page 38
- South Western Rural Advertiser, brief, Ride to work, 3 October, page 48
- The Glebe, article & photo, Council's gone biking mad, 4 October, page 214
- Macarthur Chronicle (Camden), article & photo, Cyclists are pumped, 9 October, page 24
- Lithgow Mercury, article & photo, On ya bike, 9 October, page 2
- Moree Champion, article, Residents encouraged to be active, 9 October, page 2



- Camden Advertiser, article & photo, Fired up about bikes, 10 October, page 5
- News Weekly (Merimbula), article, National Ride to Work Day, 10 October, page 15
- Parramatta Advertiser, brief, Get on your bike, 10 October, page 9
- Bankstown Canterbury Torch, article & photo, Riding to work well worth try, 10 October, page 8
- Narooma News, article & photo, Workers urged to use pedal power, 10 October, page 39
- Wentworth Courier, brief, On Yer Bike, 10 October, page 13
- The Glebe, brief, Pedal power, 11 October, page 222
- Inner-West Weekly, brief, On your bike, 11 October, page 7
- Ballina Shire Advocate, article & listing, Cyclists prepare for Ride to Work Day, 11 October, pages 22 & 28
- Cook River Valley Times (Sydney), article & photo, Work ride worth try, 11 October, page 5
- Tweed Sun, article & photo, Biking the way to go, 11 October, page 80
- Myall Coast Nota, article & photo, Ride to work, 11 October, page 2
- Eastern Suburbs Spectator, article & photo, Get On Your Bike!, 12 October, page 4
- North Shore Times (Sydney), article & photo, Jon steals an hour catching the bike bus, 12 October, page 11
- Coffs Coast Advocate, article & photo, Saddle up for a ride to your office next week, 13 October, page 13
- Newcastle Herald, brief, Easy Riders, 15 October, page 20
- Port Macquarie News, article & photo, Riding to Work will be Geoff's next Everest, 15 October, page 11
- Sydney Morning Herald, article & photo, Ride to work day plans to be more than just a cycle, 15 October, page 2
- Inner Western Suburbs Courier, article & photo, Bums on seats breaks vicious cycle, 16 October, page 8
- Inner Western Suburbs Courier, photo, On yer bike, 16 October, page 26
- Manly Daily, article & photo, Peninsula's two-wheel brigade, 16 October, page 3
- Macleay Argus, article & photo, Pedal power popular, 16 October, page 13
- mX, brief, It's a work in progress, 16 October, page 4
- South Western Rural Advertiser, article & photo, Biking to a better life, 17 October, page 8



- Illawarra Mercury (Wollongong), article & photo, Cycle to work and stay healthy, 17 October, page 12
- Central Coast Express-Advocate (Gosford), article & photo, Ride bike to work to ease pollution, 17 October, page 35
- Coffs Coast Advocate, article & photo, 17 October, pages 1 & 6
- Weekly Times (Sydney), brief & photo, Ride to Work Day, 17 October, page 23
- Northern District Times, article & photo, Pedal power the way to travel, 17 October, page 3
- Daily News (Tweed Heads), article & photo Spokesperson handles national-day ride, 18 October, page 4
- Sydney Morning Herald, photo, Chain gang gets to work, 18 October, page 3
- Daily Examiner (Grafton), article & photo, Spokes-man Mike gets on his bike, 18 October, page 5
- Southern Highland News, article & two photos, Workers get on their bikes, 19 October, page 7
- Macleay Argus, brief & photo, 19 October, page 5
- Port Macquarie News, article & photo, On your bike, say campus staff, 22 October, page 12
- The Newcastle Herald, article, Rediscover your bicycle and reap rewards, 15 October, page 9
- The Newcastle Herald, Business, article, Champion champions leadership in office, 15 October, page 20
- South Coast Register (Nowra), article & photo, Navy does its bit to cut the vicious greenhouse gas cycle, 19 October, page 5
- District Reporter Camden, article & photo, Healthy benefits of peddle power, 19 October, page 5
- Bega Districy News, brief & photo, Workers ride to work, 19 October, page 8
- Western Advocate (Bathurst), brief, On Your Bike popular locally, 20 October, page 2
- Illawarra Mercury (Wollongong), article & photo, Greenfleet – riding a bike can save the world, 23 October, page 26
- Inner Western Suburbs Courier, brief & photo, Duty calls for week of action, 23 October, page 29
- Inner Western Suburbs Courier, brief & photo, On ya bike, 23 October, page 31
- Southern Courier, article & photo, Riding to work part of the political cycle, 23 October, page 11



- North Side Courier, letter, Peddling change for cyclists, 24 October, page 25
- North Side Courier, brief & photo, Cyclists takeover, 24 October, page 5
- Wentworth Courier, brief & photo, Wheel easy way to get healthy, 24 October, page 39
- News Weekly (Merimbula), brief & photo, Four wheels swapped for two, 24 October, page 26
- Liverpool Champion, brief & photo, Healthy and wealthy, 24 October, page 10
- Kiama Advertiser, article & photo, Riding to work fires Tony up, 24 October, page 2
- Camden Advertiser, article & photo, For Mother Earth's sake, 24 October, page 13
- Bay Post (Ulladulla), article & photo, Council staff get wheels turning, 24 October, page 13
- The Glebe, article & photo, Labor MP gets wheel turning, 25 October, page 226
- Manning River Times (Taree), article, 'Bike Buses' once a term, 26 October, page 4
- Manning River Times (Taree), article & photo, Cyclists with a message ride to work, 26 October, page 9
- North Shore Times, letter, Pedalling a work message, 26 October, page 4

South Australia – 21 items

- Adelaide Advertiser, Business, photo of Chip Goodyear, 23 August, page 65
- Leader – Barossa Valley (Angaston), article, National Ride to Work Day, 26 September, page 7
- Whyalla News, article & drawing, Students get active and ride to school, 4 October, page 25
- Roxby Downs Sun (Port Augusta), article & photo, Get ready to ride, 4 October, page 5
- Lakelander (Meningie), included in article, Be active, 5 October, page 5
- Sunday Mail (SA), article & photo, Pushed to my limits – I'm working on riding to work, 7 October, page 32
- News Review Messenger (Adelaide), article & photo, Geared up to ride to work, 10 October, page 12
- Leader – Barossa Valley (Angaston), article & photo, Countdown to National Ride to Work Day, 10 October, page 41



- Border Watch (Mt Gambier), article & photo, City workers urged to leave cars home for national ride day, 12 October, page 4
- South Eastern Times (Millicent), article & photo, A greenhouse gas saver, 15 October, page 7
- Adelaide Advertiser, article & two photos, Potholes, rubbish and disappearing lanes...ride at your own risk, 17 October, page 13
- Adelaide Advertiser, Editorial & photo, Cyclists given a rough ride, 18 October, page 16
- Border Watch (Mt Gambier), article & photo, Riders hit streets for national day, 18 October, page 9
- Port Pirie Recorder, brief, Workers taken for a ride, 18 October, page 3
- Independent Weekly (Adelaide), hearsay, listing, News we didn't use this week, 20 October, page 7
- Whyalla News, article & photo, Students ride to school, 22 October, page 8
- Guardian Messenger (Adelaide), article & photo, Hearty reward for riders, 24 October, page 23
- Leader Messenger (Adelaide), letter, Cycling links to north are lacking, 24 October, page 18
- Mount Barker Courier, letter, Share the road, 24 October, page 6
- News Review Messenger (Adelaide), letter, No cycling links to north, 24 October, page 20
- Standard Messenger (Adelaide), letter, Bike paths to north, 24 October, page 16

Queensland – 24 items

- Glasshouse Country News (Beerwah), article & photo, On Your Bike ! – For A Good Cause, 3 October, page 3
- Cairns Post, article, Bikers get wheeling, 5 October, page 4
- Northern Times Caboolture, article & photo, Saddle up and ride into work, 5 October, page 6
- Atherton Tablelander, article, Breakfast for cycling to work, 9 October, page 5
- Northern Miner (Charters Towers), article & photo, Come on, get on your bike, 9 October, page 11
- Daily Mercury (Mackay), article & photo, On your bike; it's a great way to stay fit & healthy, 9 October, page 4
- Cairns Sun, article & photo, Fran's set to ride, 10 October, page 6
- Cairns Sun, included in article, Cycling circus, 10 October, page 9



- Capricorn Coast Mirror (Yeppoon), article, Coast locals ride to work, 10 October, page 14
- Albert & Logan News, brief, Ride to work, 12 October, page 75
- Innisfail Advocate, article & photo, Cyclists urged to get skates on for group ride to work, 13 October, page 3
- Cairns Post, Weekender, article & photo & listing, Ride with the nation, 13 October, page 15
- mX Brisbane, brief & photo, Wheely good way to work up enthusiasm, 16 October, page 5
- Atherton Tablelander, article, Ride to free breakfast, 16 October, page 3
- Noosa News, article, Save the environment and get fit – ride to work, 16 October, page 26
- Cairns Post, article & five photos, Quirky cyclists roll out for Bike Week launch, 16 October, page 3
- Daily Mercury (Mackay), article & photo, Health benefits are pushing bike riding, 17 October, page 7
- Cairns Post, article & photo, Byrne-ing up the road in tandem, 18 October, page 9
- Sunshine Coast Daily, article & photo, Pedal pushers ride to work to help save planet, 18 October, page 11
- Western Star (Roma), article & photo, Roma joins Ride to Work day, 19 October, page 5
- Toowoomba Chronicle, article & three photos, USQ cyclists pedal on Ride to Work Day, 20 October, page 28
- Daily Mercury (Mackay), Paul's Point, article, 20 October, page 8
- Fraser Coast Chronicle (Hervey Bay), article & photo, More targets as more ride, 20 October, page 6
- Midweek (Mackay & Sarina), article, Get on your bike and ride to work today, 17 October, page 42

Western Australia – 25 items

- Perth Voice, article & photo, Pedal for the planet, 25 August, page 6
- Albany & Great Southern Weekender, article, National Ride to Work Day, 6 September, page 75
- Subiaco Post (WA), listing, 8 September, page 76
- Western Suburbs Weekly (WA), listing, 11 September, page 18
- Augusta Margaret River Mail, brief, Ride to Work Day, 3 October, page 14
- The Extra (Albany), article & photo, Take your workmates for a ride, 5 October, page 3



- Bunbury Mail, brief, Ride to Work, 10 October, page 5
- Goldfields Express (Kalgoorlie), article & photo, On your bike, 12 October, page 1
- Busselton Dunsborough Times, article, Riding to work is never better, 12 October, page 8
- Subiaco Post, article, Get set to ride to work, 13 October, page 46
- Midland Kalamunda Reporter, article & photo, Beat the jam cycle instead, 16 October, page 5
- Southern Gazette, brief, National Ride to Work Day, 16 October, page 31
- Canning Community, article & photo, Traffic-shy opt for pedal power, 16 October, page 16
- Bunbury Herald, article & photo, Pedal power put to good use, 16 October, page 5
- Southern Gazette, article & photo, Saddle up and save, 16 October, page 7
- Geraldton Guardian, article & photo, Come on, workers, get on your bikes, 17 October, page 3
- South Western Times (Bunbury), article & photo, Hopes high cycling will catch on, 18 October, page 9
- Golden Mail (Kalgoorlie), brief & photo, Pedal Power, 19 October, page 2
- Perth Voice, article & photo, Bustling bikers stop off for a bite, 20 October, page 6
- Comment News, photo, highlights, 23 October, page 2
- Comment News, article & photo, Cyclists brave weather, 23 October, page 4
- Stirling Times, article & photo, Workers choose a two-wheel ride, 23 October, page 10
- Bullsbrook Ellenbrook Advocate, article, Radisich pedals community health policy, 24 October, page 4
- Armadale Examiner, article & photo, Simpson pushes for pedal power, 25 October, page 11
- West Australian, Motoring, article & photo, Thousands saddle up, 27 October, page 44

Australian Capital Territory – 5 items

- Canberra Times, article, Cycle showdown, 28 September, page 14
- Sunday Canberra Times, article & photo, Riding for health, wealth and happiness, 7 October, page 15



- Canberra Times, article & photo, Figures show ACT going car crazy, 17 October, page 7
- Canberra Times, article & photo, Freewheeling start to the working day, 18 October, page 8
- The Chronicle (Canberra), article, Hundreds ride to work at Barton, 23 October, page 10

Tasmania – 8 items

- Glenorchy Gazette, article & photo, Work ride day pedals healthy message, October, page 17
- Huon News, article, National Ride to Work Day – Wednesday 17 October, 10 October, page 12
- Hobart Mercury, brief, Ride to work to help planet, 13 October, page 13
- Hobart Mercury, article & photo, Beats sitting in clogged traffic, 15 October, page 9
- Hobart Mercury, article & two photos, Healthy Tassie work cycle, 16 October, page 5
- Hobart Mercury, letter & photo, Time to change our culture of commuting, 16 October, page 24
- Launceston Examiner, brief, Tip of the week, 18 October, page 98
- Hobart Mercury, article & eight photos, Workforce discovers its true pedal power, 18 October, page 13

Northern Territory – 7 items

- Sunday Territorian, article & photo, Territory workers urged to get on their bikes, 12 October, page 19
- Centralian Advocate (Alice Springs), Advertising feature, article & map, Enjoy the brekkie and ride, 12 October, page 19
- Centralian Advocate (Alice Springs), Advertising feature, article, Ride your way to fit, healthy lifestyle, 12 October, page 19
- Centralian Advocate (Alice Springs), Advertising feature, article & photo, Cycling best way to maintain fitness and well-being, 12 October, page 19
- Centralian Advocate (Alice Springs), Advertising feature, article, Enjoy benefits of riding to work, 12 October, page 18
- Centralian Advocate (Alice Springs), Advertising feature, article, On yer bike, plan for a smooth ride, 12 October, page 18
- Northern Territory News, brief, Big breakfasts for keen pushbike commuters, 17 October, page 8



Radio

National – 26+ items

- National Radio News – community radio network, HM pre-record interview, 26 September

syndicated to unspecified number of stations = 1+

- Triple J (National Australia), News, 17 October, 08:02am, Summary ID: M00028303279

syndicated to 7 station/s = 8

- Triple J (National Australia), Breakfast, Myf, Jay & The Doctor, 17 October, 8:35am, Summary ID: A00028310190

syndicated to 7 station/s = 8

- Radio National (National Australia), Breakfast, Fran Kelly, 17 October, 6:22am, Summary ID: C00028300762

syndicated to 8 station/s = 9

Victoria – 286 items

- 774 ABC Melbourne, CSA's – multiple
- ABC Melbourne, Drive, Craig Bingham interviewed by Lindy Burns, 7 August, 4.55pm
- 3AW, News, HM interviewed, 8 August
- Nova/Vega, News, HB, interviewed, 8 August
- Mix/Gold, News, HB, interviewed, 8 August
- Triple R, The Word, HM interviewed by Donna Morabito, 25 September, 10.30am
- ABC Ballarat, Breakfast with Dominic Brine, Mark Dixon, 8 October, 6.15am
- NOVA 100.3 (Melbourne), Breakfast, Kate Langbroek and Dave Hughes, 11 October, 6.07am / 6.16am / 6.35am, Summary ID: M00028230735 / M00028230844 / M00028233230
- KLFM (Bendigo), News, 15 October, 6.00am / 7.01am / 8:01am / 12.06pm / 5.00pm / 6.00pm, Summary ID: 300028268593 / 300028269316 / 300028270835 / 300028275951 / 300028280148 / 300028281105
- 3AW, Nightline, Bruce Mansfield & Phil Brady, Ian McIlwraith preview for The Age, 15 October, 11.08pm, Summary ID: M00028287437
- 3AW, HB interviewed by Ernie Sigley, 16 October, 12.50pm, Summary ID: M00028293189 (story flagged at 12.10pm - Summary ID: M00028292754)



- ABC Central Victoria, Jonathan Ridnell, 16 October, 7.16am, Summary ID: 300028286572
 - ABC Mildura Swan Hill, Breakfast, 16 October, 6:24am, Summary ID: 300028285199
 - ABC Central Victoria, Dave Lennon interviewed HB, 16 October, 8.52am, Summary ID: 300028288385
- syndicated to 2 stations = 3*
- 774 ABC Melbourne, Red Symons / Hilary Harper, 16 October, 6.15am, M00028284200
 - ABC 774 Melbourne, News, 16 October, Summary ID: M00028295083
- syndicated to 1 station/s = 2*
- 774 ABC Melbourne, Jon Faine, 16 October, 9.07am, Summary ID: M00028288745
 - NOVA 100.3 (Melbourne), Breakfast, Kate Langbroek and Dave Hughes, 16 October, numerous times between 6.28am - 8.41 am, Summary ID: M00028285200 / M00028286160 / M00028287099 / M00028289855 / M00028289814 / M00028289787 / M00028289694 / M00028287228 / M00028287196 / M00028289696
 - ABC Gippsland (Sale), Statewide Drive, Kathy Bedford, 5:11pm, Summary ID: 300028298219
- syndicated to 6 station/s = 7*
- ABC 774 Melbourne, Drive, Lindy Burns, 16 October, 4:35pm, Summary ID: M00028296162
 - Melbourne Conference Unit (Melbourne Monitors attended doorstep media conference which included RTWD), Premier John Brumby, 16 October, 10:30am, Summary ID: M00028291560
 - NOVA 100.3 (Melbourne), Breakfast, Kate Langbroek and Dave Hughes, 17 October, 6.06am / 6.14am / 6.17am / 6.24am / 6.31am / 6.32am / 6.38am / 6.44am / 8.59am, Summary ID: M00028301232 / M00028301476 / M00028301546 / M00028301606 / M00028305908 / M00028305918 / M00028305984 / M00028306012 / M00028309996
 - ABC 774 Melbourne, Mornings, Jon Faine, 17 October, 8.33am / 9.05am / 9.26am / 9.33am / 9:36am / 9.41am / 9.51am, Summary ID: M00028303976 / M00028304359 / M00028305718 / M00028305790 / M00028305862 / M00028305996 / M00028306200
 - 3AW (Melbourne), Morning, Neil Mitchell, 17 October, 9:23am, Summary ID: M00028305284
 - JOY 94.9 FM (Melbourne), News, 17 October, 9:00 News, Summary ID: M00028305496



- K-ROCK FM (Geelong), News, 17 October, 9:04am, Summary ID: M00028305507
- BAY FM (Geelong), News, 17 October, 7.04am / 8.03am / 9:02am, Summary ID: M00028302631 / M00028303958 / M00028305157
- ABC 774 Melbourne, News, 6.03am / 7.07am / 7.55am / 9:03am / 12.06pm, 17 October, Summary ID: M00028300446 / M00028301819 / M00028303517 / M00028304868 / M00028308519

syndicated to 7 station/s = 8 x 5 = 40

- GOLD FM 104.3 (Melbourne), News, 17 October, 7.05am / 8:00am, Summary ID: M00028302906 / M00028304224
- Triple M (Melbourne), News, 17 October, 7.03am / 8:02am, Summary ID: M00028302049 / M00028303260
- ABC South Western Victoria (Warrnambool), Breakfast, Jeremy Lee, 17 October, 6:24am, Summary ID: 300028304635
- STAR FM (Bendigo), News, 17 October, 8:01am, Summary ID: 300028303463

syndicated to 3 station/s = 4

- 774 ABC Melbourne, Red Symons / Hilary Harper, 17 October, 5.41am / 5.52am / 6.15am / 6.18am / 6.24am / 6.35am / 6.58am / 7.10am / 7.44am, Summary ID: M00028300556 / 400028303264 / S00028300510 / M00028300548 / M00028300634 / B00028301919 / M00028301555 / M00028301603 / M00028303522
- ABC Western Victoria (Horsham), Breakfast, Fiona Parker, 17 October, 6.16am / 7.36am, Summary ID: 300028300560 / 300028302506
- 3AW (Melbourne), News, 17 October, 6.03am / 7:33am, Summary ID: M00028300365 / M00028302387

syndicated to 17 station/s = 18 x 2 = 36

- ABC Gippsland (Sale), Breakfast, Belinda King, 17 October, 7.12am / 7:20am, Summary ID: 300028303133 / 300028303434
- ABC Ballarat, Breakfast, Janine McKenzie, 17 October, 7.16am, Summary ID: 300028301946
- ABC Goulburn Murray, Breakfast, Jonathan Wright, 17 October, 7.12am, Summary ID: 200028303357
- Nova 100.3 (Melbourne), News, 17 October, 7.01am / 11.02am, Summary ID: M00028301522 / M00028307943
- 3AW (Melbourne), Morning, Neil Mitchell, 17 October, 11:44am, Summary ID: M00028308018
- 3CR (Melbourne), Breakfast, 17 October, 7.00am / 7:13am, Summary ID: M00028308986 / M00028309288



- ABC Shepparton, Breakfast, Matt Dowling, 17 October, 6:23am, Summary ID: 300028306425
- 3AW, Sports Today, Dwayne Russell & Gerard Healy, 17 October, 7:34pm, Summary ID: M00028314540

syndicated to 7 stations = 8

- ABC 774 Melbourne, Mornings, Jon Faine, 18 October, 8.33am, Summary ID: M00028320051
- 3AW (Melbourne), Breakfast, Ross Stevenson and John Burns, 18 October, 5.45am / 8.12am, Summary ID: M00028316571 / M00028319571
- NOVA 100.3 (Melbourne), Breakfast, Kate Langbroek and Dave Hughes, 18 October, 6.28am, Summary ID: M00028317926
- ABC South Western Victoria (Warrnambool), Breakfast, Jeremy Lee, 18 October, 6:24am, Summary ID: 300028319693
- ABC South Western Victoria (Warrnambool), Vic Country Hour, Libby Price, 17 October, 12:46pm, Summary ID: 300028309825

syndicated to 6 stations = 7

- ABC 774 Melbourne, Afternoons, Richard Stubbs, 17 October, 2.05pm / 2.21pm / 2.26pm / 2.31pm / 2.54pm / 2.56pm, Summary ID: M00028310272 / M00028310792 / M00028310841 / M00028310603 / M00028310993 / M00028311025

syndicated to 7 stations = 8 x 6 = 48

- 3AW, Drive, Derryn Hinch, 17 October, 4.09pm / 4.12pm / 4.17pm / 4.18pm / 4.24pm / 4.24pm / 4.25pm / 4.26pm / 4.26pm / 4:27pm, Summary ID: M00028311922 / M00028312000 / M00028312097 / M00028312120 / M00028312142 / M00028312164 / M00028312182 / M00028312196 / M00028312219 / M00028312240

syndicated to 3 stations = 4 x 10 = 40

- ABC 774 Melbourne, Drive, Lindy Burns, 17 October, 3.05pm / 5.10pm / 5.49pm, Summary ID: M00028310955 / M00028312600 / M00028313138
- 3CR (Melbourne), City Limits, Kevin Healey and Doug Jordan, 17 October, 9.06am, Summary ID: M00028314433

New South Wales – items

- ABC 702 Sydney, Breakfast, Adam Spencer, 11 October, 6.26am / 6.40am / 7:35am, Summary ID: S00028230121 / S00028230511 / S00028232529

syndicated to 1 stations = 2 x 3 = 6

- STAR FM 104.5 (Gosford), News, 11 October, 8:01am, Summary ID: 200028233531



- ABC South East NSW (Bega), South East Mornings, Tim Holt, 11 October, 10:05am, Summary ID: 200028237639
- 2GB, Weekend Drive, Dan Mullins and Kayley Harris, Alex Unwin interview, 14 October (via Spark Impact)
- ABC South East NSW (Bega), South East Mornings, Tim Holt, 15 October, 10:20am, Summary ID: 200028275388
- Vega 95.3FM (Sydney), Breakfast, Ange, Tony & Bec with Mikey, 16 October, 08:52am, Summary ID: S00028293721
- ABC New England North West (Tamworth), Mornings, Suzanne Hill, 16 October, 10:23am, Summary ID: 200028290610
- ABC 702 Sydney, Breakfast, Adam Spencer, 16 October, 06:47am / 7:43am, Summary ID: S00028284819 / S00028286332
syndicated to 1 stations = 2 x 2 = 4
- ABC Newcastle, Breakfast, Aaron Kearney, 16 October, 7:26am, Summary ID: 200028286598
syndicated to 1 stations = 2
- ABC North Coast NSW (Lismore), Afternoons, Brooke Daniels, 16 October, 2:25pm, Summary ID: 200028294662
syndicated to 1 station/s = 2
- 2BS (Bathurst), Morning Show, Janine Hosemans, 17 October, 9:41am, Summary ID: 200028305870
- ABC Illawarra (Wollongong), Breakfast, Peter Riley, 17 October, 6.48am / 7.14am / 7.38am, Summary ID: 200028301474 / 200028302045 / 200028302426
- ABC Illawarra (Wollongong), Mornings, Nick Rheinberger, 17 October, 9:26am, Summary ID: 200028305501
- ABC Mid North Coast NSW (Port Macquarie), Breakfast, Fiona Poole, 17 October, 7:14am, Summary ID: 200028301975
- ABC New England North West (Tamworth), Breakfast, Jennifer Ingall, 17 October, 6.22am / 8.35am / 9.05am / 9:07am, Summary ID: 200028300805 / 200028304316 / 200028305124 / 200028305149
- ABC New England North West (Tamworth), Mornings, Suzanne Hill, 17 October, 7.36am, Summary ID: 200028303125
- ABC 702 Sydney, News, 17 October, 6.32am / 9:00am, Summary ID: S00028300900 / S00028305042
syndicated to 1 station/s = 2
syndicated to 13 station/s = 14
- 2SM (Sydney), News, 17 October, 9:00am, Summary ID: S00028304965
syndicated to 12 station/s = 13



- STAR FM 102.3 (Port Macquarie), News, 17 October, 8:37am, Summary ID: 200028304450
- ABC North Coast NSW (Lismore), Mornings, Vicki Kerrigan, 17 October, 8:55am, Summary ID: 200028304663
- 2HD (Newcastle), News, 17 October, 8:30 News, 8:33am, Summary ID: 200028304199
- ABC 702 Sydney, Breakfast, Adam Spencer, 17 October, 5.37am / 6.15am / 6.44am / 7.11am / 7.42am, Summary ID: S00028300221 / S00028300510 / S00028301193 / S00028302137 / S00028303093

syndicated to 1 station/s = 2 x 5 = 10

- 2AY (Albury), News, 17 October, 7:32am, Summary ID: 300028302266
- 2LM (Lismore), News, 17 October, 6.31am / 7:31am, Summary ID: 200028300818 / 200028302310
- 2MC FM (Port Macquarie), News, 17 October, 7:31am, Summary ID: 200028302897
- ABC Newcastle, Breakfast, Aaron Kearney, 17 October, 6.49am / 7:27am, Summary ID: 200028303078 / 200028303149

syndicated to 1 station/s = 2 x 2 = 4

- ABC South East NSW (Bega), Breakfast, Andrew Ogilvie, 17 October, 7.23am, Summary ID: 200028302165
- POWER FM Illawarra (Wollongong), News, 17 October, 7:01am, Summary ID: 200028302543
- Triple Z (Lismore), News, 17 October, 7:01am, Summary ID: 200028301428
- 2RE (Taree), News, 17 October, News, 6:37am, Summary ID: 200028301788
- NEW FM (Newcastle), News, 17 October, 6:31am, Summary ID: 200028301267
- 2BS (Bathurst), News, 17 October, 5.03pm, Summary ID: 200028313716
- ABC Newcastle, News, 17 October, 4.03pm, Summary ID: 200028312038
- ABC 702 Sydney, Drive, Richard Glover, 17 October, 3.19pm, Summary ID: S00028311391

syndicated to 1 station = 2

- Vega 95.3FM (Sydney), Breakfast, Ange, Tony & Bec with Mikey, 17 October, 6:08am, Summary ID: S00028310187

South Australia – 97 items

- ABC 891 Adelaide, Evenings, Peter Goers, 10 October, 7:05pm, Summary ID: A00028231262

syndicated to 5 stations = 6



- ABC 891 Adelaide, Breakfast, John Kenneally and Tony McCarthy, 11 October, 6:37am, Summary ID: A00028231301
- ABC 891 Adelaide, Drive, Grant Cameron, 11 October, 5.23 – 5.28pm / 5:30pm, Summary ID: A00028241036 / A00028243139 / A00028242976 (This program or part thereof is syndicated to 4 station/s.)

syndicated to 1 stations = 2

syndicated to 4 stations = 5 x 2 = 10

- ABC 891 Adelaide, Breakfast, John Kenneally and Tony McCarthy, 16 October, 6.15am / 6.23 / 6.45am / 6.46am / 7.10am, Summary ID: A00028284311 / A00028285523 / A00028302117 / A00028302117 / A00028288146
- ABC 891 Adelaide, Afternoons, Carole Whitelock, 15 October, 2.53pm / 2.56pm / 3.58pm, Summary ID: A00028241036 / A00028241041 / A00028279716

syndicated to 5 stations = 6 x 3 = 18

- Cruise (Adelaide), News, 16 October, 1:02pm / 4.02pm, Summary ID: A00028294050 / A00028296121
- 5SE (Mt Gambier), News, 16 October, 12:04pm, Summary ID: 500028293668
- 5AA (Adelaide), Afternoons, Amanda Blair, 16 October, 3:07pm, Summary ID: A00028295446
- ABC 891 Adelaide, Evenings, Peter Goers, 16 October, 9.09pm, Summary ID: A00028303297

syndicated to 5 station/s = 6

- ABC 891 Adelaide, Drive, Deb Tribe, 16 October, 4:41pm, Summary ID: A00028296535

syndicated to 4 station/s = 5

- MIX FM (Adelaide), News, 16 October, 4:03pm, Summary ID: A00028296249
- 5AA (Adelaide), Matthew Pantelis, 16 October, 7:31pm, Summary ID: A00028299165
- ABC 891 Adelaide, Afternoons, Carole Whitelock, 16 October, 1.56pm, Summary ID: A00028294813

syndicated to 5 station/s = 6

- MIX FM (Adelaide), News, 16 October, 1:04pm, Summary ID: A00028294120
- ABC 891 Adelaide, Breakfast, John Kenneally and Tony McCarthy, Outside Broadcast at Victoria Square, 17 October, 6.15am / 6.24am / 6.38am / 6.38am / 7.10am / 7.11am / 7.17am / 7.27am / 7.39am / 7:44am, Summary ID: A00028300989 / A00028301671 / A00028302047 /



A00028302030 / A00028302661 / A00028302770 / A00028302812 /
A00028303090 / A00028304039 / A00028304222

- 5AA (Adelaide), News, 17 October, 6.32am / 7:33am, Summary ID: A00028301553 / A00028303531
- 5AA (Adelaide), Pilkington & Conlon, 17 October, 6:08am, Summary ID: A00028301148
- SA FM (Adelaide), News, 17 October, 8:00am / 6.05pm, Summary ID: A00028304373 / A00028314507
- Triple M (Adelaide), News, 17 October, 12:02pm / 1.59pm / 5.03pm, Summary ID: A00028308868 / A00028310734 / A00028313139
- 5AA (Adelaide), Afternoons, Amanda Blair, 17 October, 2.37pm, Summary ID: A00028311053
- ABC 891 Adelaide, Evenings, Peter Goers, 17 October, 7.05pm / 7.17pm, Summary ID: A00028318065 / A00028318306

syndicated to 5 stations = 6 x 2 = 12

Queensland – 74 items

- ABC 612 Brisbane, Breakfast , Spencer Howson, 11 October, 6:28am, Summary ID: B00028230813
- 4CA FM (Cairns), Breakfast, Lou and Locca, 11 October, 8:40am, Summary ID: 400028236165
- 4MK FM (Mackay), News, 15 October, 8:30am, Summary ID: 400028273746
- ABC Far North (Cairns), Mornings, Pat Morrish, 15 October, 9:36am, Summary ID: 400028277683
- Zinc (Sunshine Coast), News, 16 October, 8:02am, Summary ID: 400028293495
- ABC 612 Brisbane, Breakfast , Spencer Howson, 16 October, 6:37am, Summary ID B00028285551
- ABC 612 Brisbane, Afternoons, Richard Fidler, 16 October, 1.12pm, Summary ID B00028277526

syndicated to 10 stations = 11

- ABC Central Queensland (Rockhampton), Mornings, Jessica Hinchliffe, 16 October, 10:25am, Summary ID: 400028291794
- ABC 612 Brisbane, Breakfast, Chris Welsh & Phil Smith, Outside broadcast is at the University of QLD, 17 October, 5.35am / 5.40am / 5.41am / 5.47am / 5.49am / 5.54am / 6.16am / 6.20am / 6.36am / 6.43am / 7.10am / 7.12am / 7.14am / 7.21am / 7.25am / 7.28am / 7.34am / 7.37am, Summary ID: B00028300665 / B00028301071 / B00028301201 / B00028301339 / B00028301393 / 400028303264 / B00028301610 /



B00028301741 / B00028301919 / B00028302306 / B00028302610 /
B00028303350 / B00028303372 / B00028303574 / B00028303669 /
B00028303806 / B00028303861 / B00028303940

- ABC North West Qld (Mt Isa), Mornings, Stacey Katter, 17 October, 9:38am, Summary ID: 400028306011

syndicated to 1 station/s = 2

- SEA FM Townsville, News, 17 October, Summary ID: 400028305418

syndicated to 1 station/s = 2

- Hot Tomato (Gold Coast), News, 17 October, 6.00am / 7:30am, Summary ID: 400028303264 / 400028303792
- ABC Coast FM - Sunshine Coast, News, 17 October, 6.33am / 7:34am, Summary ID: 400028301080 / 400028303162
- ABC Coast FM - Sunshine Coast, Breakfast, John Stokes, 17 October, 6.20am / 6.22am / 6.27am / 6.35am / 6.55am / 7.11am / 7:17am / 7.37am / 8.35am / 8.41am / 8.41am / 8.50am / 9.06am / 9.09am / 9.15am / 9.32am / 9.54am, Summary ID: 400028309079 / 400028309215 / 400028309221 / 400028315979 / 400028316060 / 400028305594 / 40002830597 / 400028306283 / 400028306730 / 400028306883 / 400028306798 / 400028306899 / 400028307422 / 400028307428 / 400028307451 / 400028308248 / 400028308523
- ABC Central Queensland (Rockhampton), Breakfast, Jacquie Mackay, 17 October, 7.16am, Summary ID: 400028291794
- ABC North Queensland (Townsville), Breakfast, Michael Clarke, 17 October, 6:50am, Summary ID: 400028304408
- ABC Coast FM - Gold Coast, Early Breakfast, Peter Scott, 17 October, 6.17am / 6:41am, Summary ID: 400028302307 / 400028302570
- Easy Listening 846 AM (Cairns), John Mackenzie, 17 October, 10:17am, Summary ID: 400028307629
- ABC Tropical North (Mackay), Mornings, Pat Hession, 17 October, 9.59am / 10:12am, Summary ID: 400028307124 / 400028307544
- ABC Central Queensland (Rockhampton), Mornings, Jessica Hinchliffe, 17 October, 9.56am, Summary ID: 400028307921
- 4MK FM (Mackay), News, 17 October, 8:30am, Summary ID: 400028306310
- ABC Western Queensland (Longreach), Mornings, Leonie Lyons, 17 October, 10:54am, Summary ID: B00028309888

syndicated to 1 station = 2

- ABC Coast FM - Sunshine Coast, Drive, Cam Young, 17 October, 2.20pm, Summary ID: 400028310566



- ABC 612 Brisbane, Breakfast , Spencer Howson, 18 October, 6:16am, Summary ID: B00028317586

Western Australia – 30 items

- Curtin FM 100.1, Jim Krynen's cycling show at 7.45am on Saturday mornings, Chris Thompson
- ABC 720 Perth, Mornings, Geoff Hutchison, Chris Thompson interviewed, 16 October, 8:57am, Summary ID: P00028291076
syndicated to 8 stations = 9
- ABC Perth, Breakfast, Eoin Cameron, 17 October, 7.17am, Summary ID: P00028305263
- PMFM & Mix 94.5, News, 17 October tbc
- Nova 93.7, News, Chris Thompson, 17 October
- ABC South Coast WA (Albany), Breakfast, Irene Montefiore, 17 October, 7:13am / 7.33am, Summary ID: 700028306074 / 700028306501
- NOVA 93.7 (Perth), News, 17 October, 6.03am, Summary ID: P00028303767
- 96.1 FM (Perth), News, 17 October, 7.01am / 8:03am, Summary ID: P00028306231 / P00028307499
- ABC South West WA (Bunbury), Breakfast, Greg Pearce, 17 October, 7:12am, Summary ID: 700028306988
- MIX 94.5 (Perth), News, 17 October, 7:03am, Summary ID: P00028306405
- ABC 720 Perth, WA Early Mornings, Ron Tait, 17 October, 4:05am, Summary ID: P00028307522
syndicated to 8 station/s = 9
- ABC 720 Perth, Afternoons, Bernadette Young, 17 October, 3:51pm, Summary ID: P00028313177

Australian Capital Territory – 15 items

- ABC 666 Canberra, Drive, Louise Maher, 16 October, 5:52pm, Summary ID: C00028297486
- FM104.7 (Canberra), News, 17 October, 7.33am / 8:32am, Summary ID: C00028303975 / C00028304200
- 2CC (Canberra), News, 17 October, 6.31am / 8:04am, Summary ID: C00028302804 / C00028303456
syndicated to 1 station/s = 2 x 2 = 4
- ABC 666 Canberra, Early Breakfast, Ross Solly, 17 October, 6.16am / 6.23am / 6.46am / 7:10am / 8.58am, Summary ID: C00028300526 / C00028300813 / C00028301257 / C00028301954 / C00028306203



- ABC 666 Canberra, News, 17 October, 9:03am, Summary ID: C00028306279

syndicated to 1 station/s = 2

- ABC 666 Canberra, Morning Show, 17 October, cross from breakfast (via Spark Impact)

Tasmania – 36 items

- ABC Tasmania, Mary M interviewed by Tim Cox, 25 September, 10.30am, 30 minutes, Summary ID: M00028039114
- HO FM (Hobart), News, Mary McParland, 16 October, 7:04am, Summary ID: M00028285832
- ABC Tasmania, Breakfast, Joel Rheinberger, lead up to Outside Broadcast at Mawson Place, includes 15 October, 6.22am, Summary ID: M00028272900
- ABC Tasmania, Breakfast with Andy Muirhead, lead up to Outside Broadcast at Mawson Place, includes 16 October, 6.10am / 6.43am / 6.51am / 7.10am, Summary ID: M00028284857 / M00028286089 / M00028305711 / M00028289030 /
- Heart 107, Breakfast, MP interviewed by Brett Marley, 16 October
- ABC 936 Hobart, Statewide Mornings, Tim Cox, 16 October, 11:32am, Summary ID: M00028290690
- syndicated to 1 stations = 2
- ABC 936 Hobart, Drive, Louise Saunders, 16 October, 4.22pm / 5:29pm, Summary ID: M00028295327 / M00028296031
- ABC Northern Tasmania, Drive, Roisin McCann, 16 October, 5:26pm, Summary ID: 600028296012
- ABC Tasmania, Breakfast with Andy Muirhead, Outside Broadcast at Mawson Place, 17 October, 6.05am / 6.17am / 6.26am / 6.35am / 6.39am / 6.44am / 6.49am / 6.55am / 6.56am / 6.57am / 6.59am / 7.10am / 7.10am / 7.16am / 7.37am, Summary ID: M00028301055 / M00028302028 / M00028302323 / M00028302401 / M00028305240 / M00028305348 / M00028286414 / M00028305645 / M00028305667 / M00028305685 / M00028305487 / M00028303798 / M00028303746 / M00028303960 / M00028301582
- ABC 936 Hobart, News, 17 October, 6.03am / 7.08am / 7:57am, Summary ID: M00028300416 / M00028301008 / M00028306030

syndicated to 1 station/s = 2 x 3 = 6

- ABC Tasmania, Breakfast, Andy Muirhead, 18 October, 6.24am / 6.54am, Summary ID: M00028317444 / M00028318836



Northern Territory – 14 items

- ABC Darwin, Breakfast, Julia Christensen, 16 October, 07:10am, Summary ID: A00028289484
- Territory FM (Darwin), Daryl Manzie, 16 October, 10:09am, Summary ID: A00028292039
- ABC Darwin, Morning Show, Richard Margetson, 15 October, 10:30am, Summary ID: A00028275329
- 8KIN FM (Alice Springs), Strong Voices – Paul Wiles & Steve Gumerungi Hodder, 15 October, 10:57am, Summary ID: B00028276640
- ABC Darwin, Breakfast, Julia Christensen, 16 October, 7.15am / 7:25am, Summary ID: Summary ID: A00028290248 / A00028290425
- ABC Central Australia (Alice Springs), Late Breakfast, Stewart Brash, 17 October, 8:30am, Summary ID: A00028306014
- ABC Darwin, Breakfast, Julia Christensen, 17 October, 6.36am / 7.16am / 7.22am / 7.36am / 8.41am, Summary ID: A00028304733 / A00028305191 / A00028307346 / A00028304253 / A00028306446
- ABC Central Australia (Alice Springs), News, 17 October, 12:33pm, Summary ID: A00028309515
- ABC Darwin, Morning Show, Richard Margetson, 17 October, 9.25am / 9.47am, Summary ID: A00028306361 / A00028306612

Television

National – 195 items

- Channel 9, Today, Weather, Steve Jacobs, 17 October, 6.34am / 7.07am / 7.35am / 8.06am / 8.33am, Summary ID: M00028300779 / M00028301567 / M00028302281 / M00028303198 / M00028303955
syndicated to 38 station/s = 39 x 5 = 195

Victoria – 30 items

- Channel 31 (Melbourne), Making the Switch, 15 October, 9.30am
- ABC Channel 2 (Melbourne), News, Weather Report, 17 October, 7.26pm, Summary ID: M00028298441
- WIN Bendigo, News, 17 October, 6:45pm, Summary ID: 300028313905
- WIN Gippsland, News, 17 October, 6:41pm, Summary ID: 300028315297
- Channel 10 Melbourne, 17 October, 5.37pm, Summary ID: M00028312912

syndicated to 7 stations = 8



- Channel 10 Melbourne, Weather Report, 17 October, 5.58pm, Summary ID: M00028313202

syndicated to 7 stations = 8

- Prime Gippsland, News, 17 October, 3.55pm, Summary ID: 300028315085
- Channel 7 (Melbourne), Go For Your Life, What's On, 13 October, 5.59pm, Summary ID: M00028304487

syndicated to 7 stations = 8

- ABC Channel 2, Stateline, story on commuter cycling included RTWD, 19 October, 7.50pm

New South Wales – 15 items

- WIN Albury, News, 17 October, 6:46pm, Summary ID: 300028313951
- NBN Central Coast (Gosford), News, 17 October, 6:36pm, Summary ID: 200028315756
- NBN Tamworth, News, 17 October, 6:36pm, Summary ID: 200028313985
- NBN Newcastle, News, 17 October, 6:36pm, Summary ID: 200028315065
- Channel 10 Sydney, Weather Report, 17 October, 5.40pm, Summary ID: S00028312955

syndicated to 10 stations = 11

South Australia – 1 item

- WIN Mt Gambier, News, 17 October, 6:12pm, Summary ID: 500028314578

Queensland – 7 items

- Seven Cairns, News, 16 October, 6:14pm, Summary ID: 400028298488
- NBN Gold Coast, News, 17 October, 6:42pm, Summary ID: 400028320640
- Seven Cairns, News, 17 October, 6:16pm, Summary ID: 400028314317
- Seven Mackay, News, 17 October, 6:13pm, Summary ID: 400028314766
- Seven Sunshine Coast, News, 17 October, 6:12pm, Summary ID: 400028313921
- WIN Toowoomba, News, 17 October, 6:10pm, Summary ID: 400028313761
- WIN Cairns, News, 17 October, 6:10pm, Summary ID: 400028314389



Australian Capital Territory – 1 item

- WIN Canberra, News, 17 October, 6:43pm, Summary ID: C00028313874

Tasmania – 1 item

- WIN Hobart, News, 17 October, 6:18pm, Summary ID: M00028315322

Online

- www.abc.net.au/sunshine/stories/s2053267.htm
- www.abc.net.au/adelaide/stories/s2040076.htm
- www.abc.net.au/backyard/stories/s2039404.htm
- www.abc.net.au/melbourne/stories/s2029802.htm
- www.adelaide.edu.au/inside_adelaide/
- www.adelaide.edu.au/news/events/event9181.html
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- www.theage.com.au/news/national/cyclists-on-the-rise-but-does-it-mean-fewer-cars/2007/10/05/1191091367543.html
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- www.theage.com.au/news/national/ride-to-work-day-pushes-benefits-of-pedal-power/2007/08/06/1186252630122.html
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- www.waverley.nsw.gov.au/
- www.webwombat.com.au/
- www.workplaceexpress.com.au
- www.yarracity.vic.gov.au