

SA Cycling, Great Rides, Cdorp

GREAT
WESTERN CAPE BIKE RIDE
George to Cape Town 4th-12th November 2006



Great Event Company



- Paul McKay
 - Moreland all my life
 - management accountant Kodak
 - BV 1984 – 1992 – GVBR in house, equip, interstate rides, Bugs, campaigns Dept, membership, T/o from 20k to 5mil
 - Events, Marketing, PR consulting – renewable energy – biomass, CFCL, chickens in the UK
 - BV – 2000 – 2005 – brochure, free bike, WA, relationships, chairs and tables, queues, RTW & ATB sponsors, health, Cycle Instead, parking bits growth, T/o from 3 mill to 10mill...
- Angelo
 - Frenzi
 - Wheels in Motion, Norco
 - Balmain – Aust's biggest non bank
- Michelle, Peter, Ben, Paul G, Jono, Neil.....

Mission



- *Changing the world through cycling*
- *Travelling, studying, evaluating, adapting, implementing*
- *Rides the foothold and impetus*

- *We aspire to a place where people work on projects that improve others' lives. We love bicycles and cycling. Imagine people's lives if they rode their bicycle more: **their health** and fitness, **the environment**, the impact on **infrastructure**, the economic ease of transport, the freedom, **through** the pure enjoyment. We just love **cycling**.*

South Africa



- 48 mill
- 10 mill live like us the rest are poor
- 3rd highest murder rate per capita (behind Swaziland and Columbia)
- After Mbeki??? Zuma –Rammaphosa or Tokyo Soquale?
- African history says Zimbabwe hear we come
- Colour coded
- 50% rural & rushing to cities
- ANC dominate
- 11 official languages
- Joburg – 6+2, Cape Town 4, Durban 2...
- BEE



Cycling In South Africa



- The Cape Argus 35k, 94,7 – 27k
- A stunning timing & seeding scene – 70 rides a year in Cape Town
- The new golf phenomena
- Little infrastructure
- Dangerous – accidents & security – Johan's story
- Relatively respectful motorists
- Cycling = cycle sport
- Missing from the transport debate, development and economic debate
- White lead PPA – black government
- 170,000 NGOs
- 600,00 bikes sold last year

“A woman needs a man like a fish needs a bicycle” Leunig



Our Views



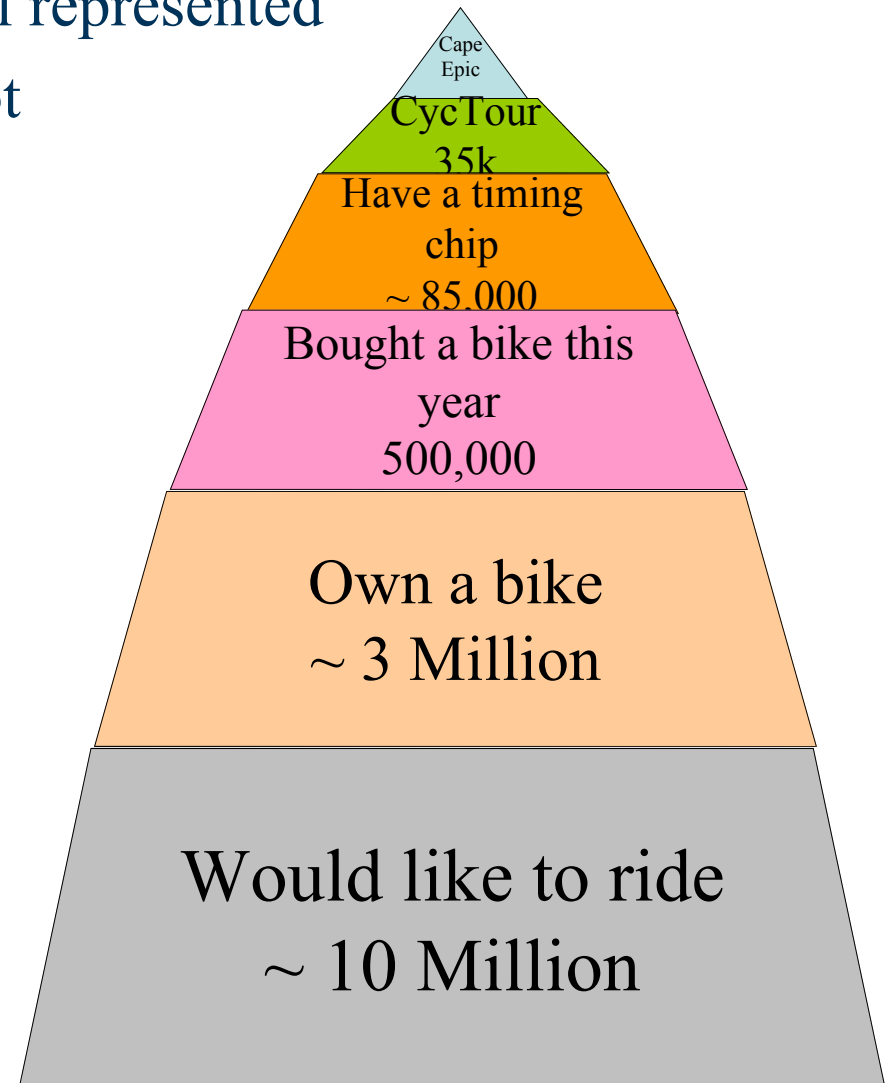
- Our View of Cycling
 - Human rights issue
 - Economic Development opportunity – thriving countries
 - The easy transport option
- Governments keen but
 - Afribike
 - Talkfests
 - IBDs
 - Usual NGO egos and politics
 - Clarity of what to do now
 - Transformative belief



The Unseen Masses



- Wealthy & racing cyclists are well represented
- Poor & commuting cyclists are not



Great Rides



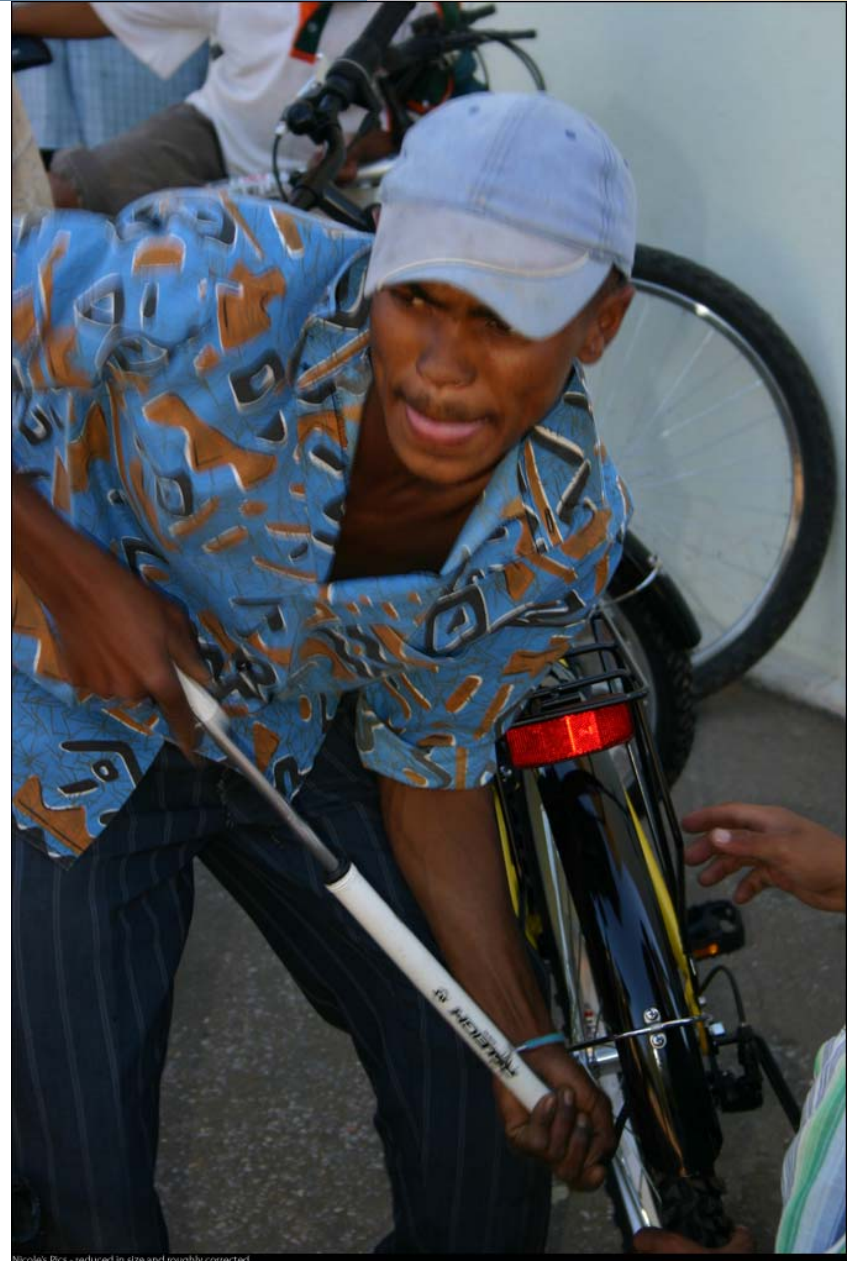
- Last year - Great Western Cape Bike Ride – 1000
- This year + Mpumalanga
- The usual – 700 free bike, meals, super routes, lions, elephants
- + Calitzdorp Project
- Township folk



Upliftment

- More than ticking BEE boxes
- Employees
- Vusi's team
 - jobs during the ride
 - food at the end
- Shower project
 - Vusi as partner
 - Sanco support
 - trial for 3 months
- University catering students

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Nicole's Pics - reduced in size and roughly corrected

Calitzdorp – why rural



- Distances walked are greater – 20km to town, shop, high school, jobs, friends....
- Less crime – ownership is easier
- Often less traffic
- Mechanical skills and access to tools
- Savings process
- Background
 - Black and white
 - 13 years and all they get is a vote
 - \$30 for 50+ hours
 - No mojo



Calitzdorp Project



- Calitzdorp Project - 320 new bikes
- Axiz
- Price – locks, tools, fee for farm workers collective
- Partnerships – Axiz, UTI, Ngos, Farm workers collective, & the farmers coop



Learnings



- Poor folk with pay 250 rand for a useful bike
- The local politics is critical
- Big job to empower farm workers to save
- Bogota Repair shops are real
- The Shipping and tsp industry will help
- It really does matter and it really does work



The Results



- "I get so much more done"
 - "I get to work on time, and I can even sleep a bit later"
 - "Kids use it on weekends and we can send them for shopping"
 - "I can now visit all the family, even the ones far away"
 - "It's like having a sportscar- cool hey!"
 - "I can get all my wine home in one piece!"
 - " We can now race each other, and I suddenly have new friends"
 - " The girls think I look sexy on my wheels"
 - "It makes me feel good about myself and I take good care of it"
 - "Can we get some more, the whole family need one, they keep taking mine"
 - "I can get around much better, easier to cycle than walk with my back problem."
-
- The general comment I got back from some of the farmers is that the guys are looking after their bikes, they don't like anyone touching their bikes unnecessary!! , it has given them more dignity and they are very proud of their new acquisition. It has given the whole family more freedom and access to quite a few more opportunities.

Math Tricks



| | 1 speed | 6 speed | |
|-------------------|---------|---------|---------|
| | | | |
| bikes to shanghai | 42 | 60 | |
| transport | 40 | 40 | |
| VAT | 24 | 29 | |
| distribution | 20 | 20 | |
| total | 126 | 149 | |
| | | | |
| User | 40 | 50 | |
| govt | 0 | 0 | |
| Quebbecka | 86 | 99 | |
| | 4,663 | 4,040 | 400,000 |

What Next



- Fundraising & NGO – leveraging support - makes us brave
- The Bike
 - One speed – back pedal brake
 - Integrated rear rack
 - Solid Front basket
 - no mud guards or kick stand
- The Pack – online kit
 - how it works – no storage, simple, no wages,
 - collecting
 - assembly session
- Aim at 5000 - where the ride goes



Audit Process



- The usual suspects not enough
- Supporters invited
- List of recipients web published
- Quick and dirty vid and pics – web published
- Supporters Blog
- Supporters publish numbers & receive calls



And After That



1. Places the ride isn't
2. The rest of Africa



How You Can Help



- Stay tuned
- Computer skills
- Come on the ride



Questions and Answers

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