

BIKES PALYA

**BIKE EDUCATION FOR
REGIONAL AND REMOTE
OUTBACK COMMUNITIES**

A wide-angle photograph of a group of people riding bicycles on a dirt path in a dry, open landscape. The path is reddish-brown and leads through a field of sparse, low-lying vegetation. In the background, there are scattered trees and a clear sky. The overall scene is bright and sunny, with long shadows cast on the ground. A vertical orange bar is visible on the right side of the image.

**“Four wheels
move the body,
two wheels
move the soul.”**



ABOUT US



ESTABLISHED: **1982**

FREE COMMUNITY RIDES PER YEAR: **2000+**

PARTICIPANTS PER YEAR: **70,000+**

FULL-TIME & CASUAL EMPLOYEES: **53**

VOLUNTEERS: **200+**

MEMBERS: **6000+**

E-NEWS SUBSCRIBERS: **25,000**

SOCIAL MEDIA FOLLOWERS: **20,000**

Bicycle SA is the peak body for recreational and commuter cycling in South Australia. Bicycle SA is an independent, non-for-profit organisation that promotes all types of cycling - for recreation, transport, health, the environment, tourism and fun. Our mission is to get more people cycling.

Bicycle SA is proud of its education programs that get more young people riding bikes and promote healthy lifestyles. The Bikes Palya program was first funded and designed for schools in the APY lands in 2013 and turned into a popular and impactful school holiday program afterward. It is the only community engagement program that uses bikes as a vehicle to empower whole communities to make healthier lifestyle choices. In 2022 it was acknowledged by We Ride Australia with its "Bike Culture Award" at the Cycling Luminaries Awards in Sydney and by the University of South Australia with its Lifelong Learning Award.

Over the past three years the program has established strong relationships with 14 communities, built three new bike tracks, provided 170 bikes to communities, designed a road safety online learning platform and engaged 1200 youth from remote outback communities in the program.

We have achieved so much throughout the years of the Bikes Palya program, but we know that there is a tremendous amount more that we can and should do. With the right partners, we can stay longer, go further, deliver more equipment and opportunity, and continue the respectful relationships with remote outback communities that have been the backbone of our impact.





OUR MISSION

**...IS TO GET MORE YOUTH
IN REGIONAL AND REMOTE
OUTBACK COMMUNITIES
TO RIDE A BIKE.**

The Bikes Palya program promotes riding and fixing bikes as an important vehicle for developing healthy and empowering behaviours in youth living in remote outback communities where recreational and educational opportunities are limited. In the Pitjantjatjara language “Palya” means Good- Bikes are good! Through creative and engaging hands-on activities and projects, Bikes Palya teaches practical skills for building capacity for wellbeing and resilience in direct response to chronic issues unique to these environments such as social and cultural disconnection, boredom, disenfranchisement, and poor nutrition and exercise habits.



Bikes Palya exudes the feeling that nothing is impossible and so people are happy to engage and their enthusiasm is contagious.



ROSEY VAHER
Indigenous Children and
Schooling Program, APY Lands



14

remote
communities



400

youth
each year

BIKES PALYA

OBJECTIVES

ESTABLISH COMMUNITY ASSETS

(bikes, helmets, tools, spare parts) to improve access to bikes and cycling infrastructure

PROVIDE SKILLS TRAINING

to build capacity, confidence and self-sufficiency in youth

OFFER WORKSHOPS

that teach individuals and communities about bike mechanics, bike maintenance and tracks to establish employment pathways to jobs in cycling industries

BUILD STRONG RELATIONSHIPS

with remote outback communities

SUPPORT AND STRENGTHEN EXISTING YOUTH AND HEALTH SERVICES

by using the high popularity of bikes

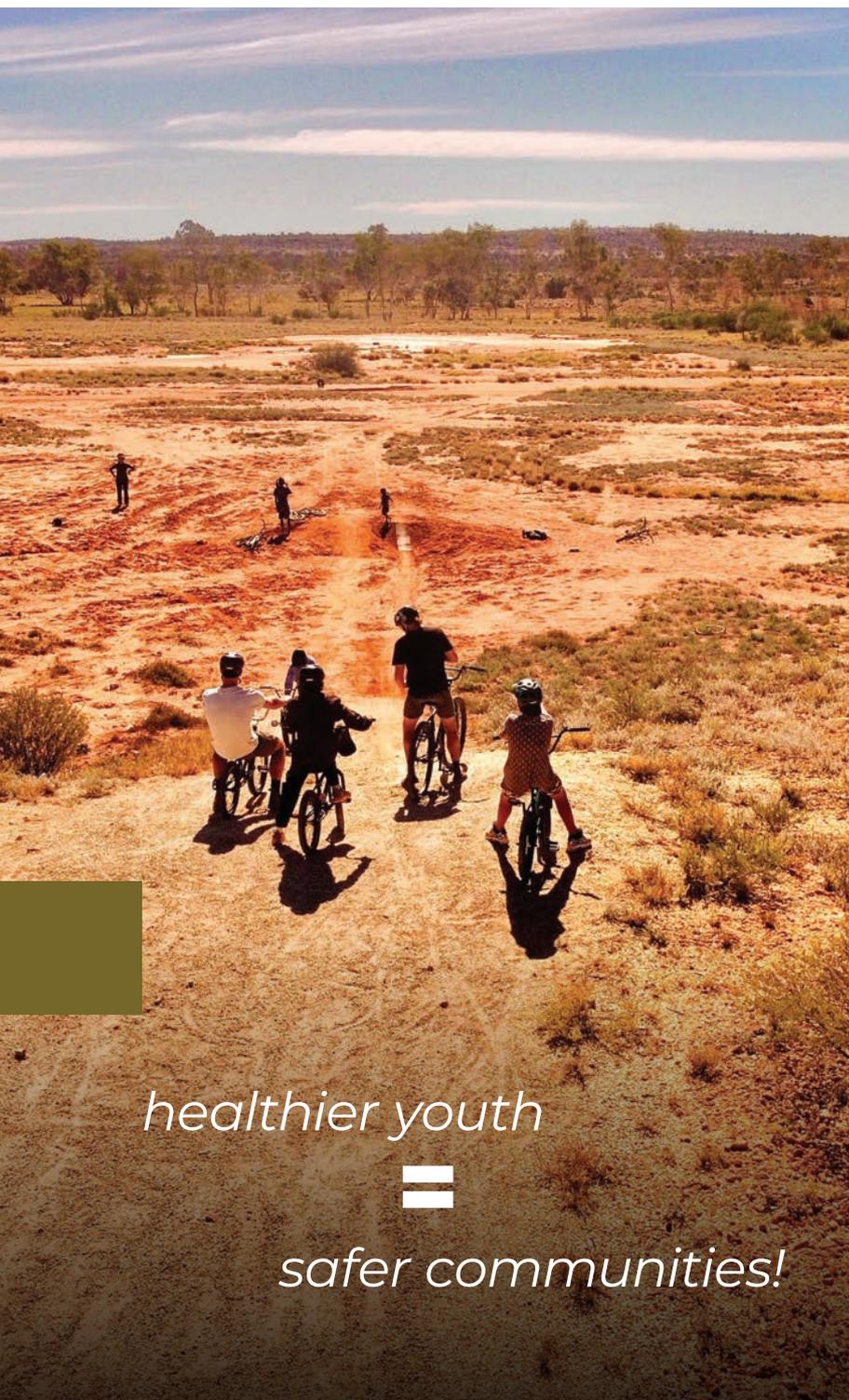
TAILOR PROGRAMS

to meet local priorities

CONTRIBUTE TO REGIONAL DEVELOPMENT AIMS

through supporting cycle tourism

BIKES PALYA OUTCOMES



- ✓ Improved physical and mental health and general wellbeing
- ✓ Increase in confidence and self sufficiency
- ✓ Increase in school attendance rates
- ✓ Stronger community connectivity
- ✓ Increased road safety awareness
- ✓ Decreased antisocial behaviour

healthier youth



safer communities!

BIKES PALYA PROMOTES

PHYSICAL HEALTH AND WELLBEING AMONG CHILDREN.

As many remote communities lack sports and recreational facilities, cycling can provide an accessible and enjoyable form of exercise. Regular cycling can improve cardiovascular fitness, strengthen muscles, and enhance overall physical health, helping to combat issues such as chronic diseases, obesity and sedentary lifestyles.

SKILL DEVELOPMENT AND EDUCATION.

Alongside cycling, participants can receive training on bicycle maintenance, repair, and safety. This knowledge empowers youth to become more self-sufficient and confident, mitigating the challenges associated with limited access to education and resources. Additionally, incorporating elements of environmental conservation and sustainable practices within the program educates young people about environmental issues and inspires them to become responsible global citizens.

A POSITIVE OUTLET FOR YOUTH.

By engaging in a structured activity that promotes teamwork, discipline, and focus, participants can develop essential life skills and values.

A PLATFORM FOR SOCIAL INTERACTION.

fostering friendship, support, and a sense of community among young people. This can help combat issues such as boredom, social isolation, and the lure of negative influences that may arise in remote communities.

IN CONCLUSION, A CYCLING PROGRAM IN REMOTE OUTBACK SOUTH AUSTRALIAN COMMUNITIES EFFECTIVELY ADDRESSES THE CHALLENGES, WHILE CAPITALISING ON THE ADVANTAGES FOR YOUTH AS OUTLINED.

By promoting physical health, environmental awareness, cultural preservation, skill development, and community engagement, such a program empowers young people to thrive and develop a positive outlook on life. It is crucial to recognise and invest in initiatives that provide opportunities for youth to benefit from cycling and other recreational activities, ensuring their holistic development and well-being and in turn benefiting the individual, as well as the broader local and state communities.

EXPLORATION AND CONNECTION WITH NATURE.

Remote outback communities often boast stunning landscapes and natural attractions. Through cycling, young people can have the opportunity to appreciate and develop a deeper connection with their environment. Moreover, this engagement with nature can foster a sense of adventure and curiosity, promoting a spirit of exploration and discovery.

CULTURAL PRESERVATION AND IDENTITY-BUILDING.

Bikes Palya is incorporating traditional and cultural elements into our program, such as bush trips led by elders in community. This gives youth the opportunity to learn about their indigenous heritage while developing cycling skills. This fusion of cultural education and physical activity can foster a sense of pride and belonging among participants, strengthening their cultural identity and self-esteem.

FOCUS AREAS

HOLIDAY PROGRAMS

Bikes Palya works in partnership with local service providers to engage disadvantaged youth. We use bikes to inspire enthusiasm, activity and positive choices while working to eliminate the community scourges of boredom and antisocial behavior. We focus on the skill development of young people and service providers in using, fixing, and maintaining locally owned bike assets that allow people in the community to ride their bikes more and therefore become more active.

SCHOOL PROGRAMS

Bikes Palya supports schools to increase and maintain bike assets and integrate cycling-based curriculum activities. We provide resources and guidance for establishing a bike program within schools that is linked to increased attendance and engagement in class. Our road safety online module is available to schools and students online. The interactive learning platform allows students to understand road safety and practise safe procedures for when riding on the road. This independent part of the program increases road safety awareness and teaches them to stay safe and follow the road rules from early on.





AFTER-SCHOOL PROGRAMS

Bikes Palya works in partnership with local youth sheds and youth program providers and supports them in establishing a bike lending program. Bikes Palya is delivering bike maintenance workshops to staff and youth after school. In supporting youth sheds with bike infrastructure such as bikes, helmets, tools and parts, the program has a further reach and participants have the chance to engage in an activity that increases their physical activity and their general wellbeing. Learning to fix a bike and having the tools available at the youth shed also allows the youth to fix their own bikes in their own time, which empowers them to feel more confident and be more self-sufficient. It also allows them to ride their own bikes more in their own free time.

BUILDING REMOTE CYCLING COMMUNITIES

By adopting a community development approach, Bikes Palya projects work towards long-term sustainability of outcomes by building on strengths and collaborating with local stakeholders. Significant emphasis is placed on providing community-owned assets, like bike fleets, helmets, tools, and spare parts.

Skill-building activities ensure correct usage of all assets and engage intergenerational participation to not only build community capacity but to strengthen social bonds and collective resilience. Our aim is to create healthy and safe communities, where community members feel encouraged to ride their bikes more often.

Over time, Bikes Palya aims to step back while providing ongoing support as required.



OUR STORIES OF SUCCESS

THE THREE STORIES BELOW WILL PROVIDE YOU WITH SOME REAL-WORLD SCENARIOS THAT SHOW WHAT IMPACT BIKES PALYA HAS ON REMOTE OUTBACK COMMUNITIES.

LEIGH CREEK VISIT BOOSTS SCHOOL ATTENDANCE

Students at the Leigh Creek Area School saw the possibilities in Bikes Palya's four-day visit in April 2023 and grabbed them for all they were worth.

During that time, the youth either learned how to ride or improved their riding skills, developed road safety awareness and abilities, and boosted their bike handling and overall confidence. School attendance rates spiked, and student engagement was elevated all week. They engaged enthusiastically with the Bikes Palya instructors - who were supported by the school's teachers and support staff - and not only developed a better understanding of how to look after their bikes but also learned about great new ways to have fun in their community. The program increased the general school attendance significantly over the week the program was delivered.

Opportunity is a defining pillar of the Bikes Palya program. Teaching the students not only that learning and challenging themselves opens doors for their future but that, with a bike and the skills they learn from us, their own world right now becomes a bigger, more exciting and more fun place to explore and enjoy.



ON TRACK - HOW A BIKE TRACK INSPIRED COOBER PEDY'S YOUTH

It all started in April 2022, when the ageing BMX track in Coober Pedy needed upgrading and Bikes Palya were asked to help. Every morning for a week, a mountain of dirt was moved, shaped and smoothed, all in pursuit of the goal of giving Coober Pedy's youth a great spot to ride.

While the track was being built, Bikes Palya was in consultation with community stakeholders about the future of cycling in the community.

In the meantime, youth were engaged during workshops and learned about bike maintenance and improved their riding skills.

After we delivered an information session on how to take care of the track, it was handed back to the community and especially the excited kids. They were so happy to ride the track. They improved their skills rapidly and loved the jumps and the new challenges the track provided to them. Three months later, Bikes Palya returned for a school holiday program and delivered the 30 new BMX bikes and helmets that the youth shed ordered.

Since then, plenty more school holiday programs have been delivered by Bikes Palya, with an average of 15-20 kids per session. The combination of the upgraded track, the new bikes and helmets and the capacity building through the Bikes Palya programs has not only engaged youth in cycling, but it also provided the youth in town with an outlet. Riding outside improves not just the physical ability of each child, it also has a positive impact on mental health and the general wellbeing. Additionally, it creates a platform for kids to interact with each other and the rest of the community. Feeling part of the community fosters more social behaviour and therefore creates a safer community.

Overall, improving the track engaged the whole community, from the enthusiasm of the expectant youngsters to the hardworking hands-on assistance of the adults. Combining the hard work in the dirt with bike maintenance and skills sessions primed the youth for action as soon as the last berm had been knocked into shape. Their skills, wellbeing and confidence have increased since. It is tremendously exciting for everyone in the Bikes Palya program to see more youth riding, which creates healthier, stronger and more social communities.





**ODNADATTA'S
AFTER-SCHOOL
PROGRAM BUILDS
MOTIVATED,
SELF-SUFFICIENT
YOUTH**

Sometimes, all that's needed is a pinch of extra attention to see people really thrive with the opportunities before them. Oodnadatta is a perfect example of that success story. Over multiple years, Bikes Palya has delivered school holiday programs within the community, but over the past year the program was extended to an after-school youth program during school terms, which let the kids in community thrive.

While Bikes Palya established the bike skills during the school holidays, the kids engaged in a more diverse youth program during the school term. The after-school program offered games, art and crafts, and kids could take out the bikes stored at the community hall. The youth in community very clearly took the opportunities presented to them and responded with enthusiasm and initiative.

It's amazing to see how keenly they are engaging within the program. They sought out spare parts at the town tip to upgrade their bikes and in the bike maintenance clinics they showed real aptitude for working on their own bicycles. From program to program, Bikes Palya could clearly see that the children were not only much more capable of fixing bikes by themselves, but they also showed great improvement in their riding. The significant increase that occurred in the confidence of all the youngsters to ride across cattle grids between Bikes Palya's visits was the perfect example of that self-motivated development.



Now with more youth using the community tools to independently fix their bikes, thanks to what they learned in the Bikes Palya program, interest in bike riding has increased and youngsters are taking a lot more care for and ownership over their bikes as well.



Seeing children grow throughout the course of a Bikes Palya visit is immensely rewarding. But seeing them develop by way of their own initiative and enthusiasm between our visits is even more so, as a sign of the real long-term potential they have found in themselves.

PARTNERING WITH BIKES PALYA

BIKES PALYA IS CURRENTLY UNFUNDED. TO INCREASE THE SCOPE OF THE PROGRAM, BICYCLE SA IS ACTIVELY LOOKING FOR LONG-TERM PARTNERS WHO WOULD LIKE TO SUPPORT THE PROGRAM AND CREATE HEALTHIER AND SAFER COMMUNITIES WITHIN REGIONAL AND REMOTE SOUTH AUSTRALIA.

Being a Partner of Bikes Palya and Bicycle SA would ideally suit a company looking to achieve the following objectives:

- Extensive reach into remote outback communities within South Australia
- Promote your brand and equipment in remote outback South Australia through our branding & promotional marketing packages
- Align with a highly visible SA brand to tell your story as a responsible corporate citizen
- Engage with a like-minded community and network of other financial partners
- Help disadvantaged children in remote outback communities by supporting the vision of a non-for-profit organisation to get more children cycling and to create healthier and safer communities.

“

With each program Bikes Palya have delivered I have found them to be successful, flexible, innovative and professional.

”

SAM ADAMS

Youth Development Officer, Ernabella



HOW CAN YOU GET INVOLVED?



Our program instructors are traveling to the most remote regions within South Australia to deliver bike skills and assets for a weekly cost of circa \$15k. Bikes Palya's aim is to fund the programs through 4 different revenue schemes: program sales, grants, sponsorships, and donations. By sharing the program costs, Bikes Palya aims to share the costs between community stakeholders, government bodies, and partners. This creates a stronger funding body and bigger support network, that strengthens not just communities but also South Australian businesses long-term.

There are three pathways for you to get involved: our community partnerships, marketing packages, or via donations.

1.

COMMUNITY PARTNERSHIP

Do you have a special connection to a remote town or community? Why not fund a Bikes Palya program? Your contribution can promote physical health and wellbeing, provide skill development and education, and give youth a positive outlet and a platform for social interaction.

Over 40% of our program costs are equipment and hardware expenses. In particular, vehicle costs are a large share of our expenditure. While community stakeholders and grants cover some of these costs, community partners like you can make a difference by contributing to the equipment and hardware costs.

As a community partner, you will receive special program updates and program reports from your partner community.

2.

PROMOTE YOUR BRAND TO REMOTE OUTBACK COMMUNITIES

Our brand promotion packages are divided into bronze, silver, and gold levels. For details, please see the next page.



SOCIAL MEDIA FOLLOWERS: **900**
TRIPS PER YEAR: **12-18**
PARTICIPATING COMMUNITIES: **14**
MINIMUM PARTICIPANTS PER YEAR: **400**



BICYCLE SA MEMBERS: **4800**
PROMOTED VIA BICYCLE E-NEWS: **25,000**
SUBSCRIBERS
PROMOTED VIA CYCLE MAGAZINE: **3000**
SUBSCRIBERS
SOCIAL MEDIA FOLLOWERS: **20,000**
RIDE PARTICIPANTS: **70,000**



OUR BRAND PROMOTION PACKAGES

PARTNERSHIP ASSET	BRONZE	SILVER	GOLD
Recognition as a Bikes Palya Partner			
Logo placement on our Bikes Palya website with link back to partner's website	•	•	•
Logo placement in 1 program report (send after each trip to program partners, sponsors, and communities)	•	•	•
Logo placement on all promotional material (flyers, posters etc.)		•	•
Bikes Palya Facebook page: Post with Business logo introducing a special offer	1 occasion	2 occasions	4 occasions
Bikes Palya Facebook page: Inclusion in Social Media Tiles			•
Logo placement in Cycle magazine (partners page)			•
Logo placement on Bikes Palya vehicles (Toyota Hilux)			•
The opportunity to activate			
Provide banners for community events		•	•
Merchandise handouts during delivery and community events	Negotiable	Negotiable	Negotiable
Tap into the Bicycle SA network			
eDM standalone sent to members on 1 occasion each year introducing a special offer		•	•
Placement of Banner in x1 eNews			•
Full page advertisement provided in Cycle Magazine for 1 edition (produced quarterly) and one editorial in 1 edition			•
Your special offer communicated electronically to members on joining & renewal			•
Offer to your Customers			
1 annual riding event pass (\$250 retail value)			•
(All prices are per annum, GST excluded. We require a minimum 1 trip partnership)	\$500	\$2500	\$5000

*All options above are negotiable.



**FOR MORE INFORMATION,
PLEASE FEEL FREE TO
REACH OUT TO US:**



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