

## Scientists for Cycling Colloquium at Velo-city Adelaide 2014

### 9.00am REGISTRATION

#### 9.30am WELCOME ADDRESS:

- ▶ Professor Richard Head, Deputy Vice Chancellor and Vice President: Research and Innovation, University of South Australia
- ▶ Dr Bernhard Ensink, Secretary General of ECF
- ▶ Professor Kevin Norton, University of South Australia, Host and member of Adelaide's "University meets Velo-city" initiative

#### 9.45am CYCLING IS A GLOBAL ISSUE – Increasing demands for cycling related research and the current status of the S4C agenda setting

- ▶ Manfred Neun, ECF President and Chair of the 'Scientists for Cycling' network Advisory Board.

#### 10.15am THE CYCLING CULTURE SESSION – Driving Forces:

Producing a cycling culture: the place of knowledge makers

- ▶ Jennifer Bonham, School of Social Sciences, University of Adelaide

Cycling Economy – reasons for de-investing and (re-)investing in cycling mobility

- ▶ Piotr Kuropatwinski, Faculty of Economics, University of Gdansk

#### 11.15am MORNING TEA

#### 11.45am THE STIMULATING CYCLING SESSION – How to unleash potentials

State of cycling in India

- ▶ D V Manohar, Chairman, Hyderabad Bicycling Club and Shri Shakti Group

System Innovation and User Characteristics of Public Bike in Taipei

- ▶ Professor SK Jason Chang, Advanced Public Transportation Research Center, National Taiwan University
- ▶ Associate Professor Jen Te PAI, Department of Land Economics, National Chengchi University

Anchoring vignettes and perceptions of cycling safety: results from the Sydney Travel and Health Study

- ▶ Professor Chris Rissel, School of Public Health, The University of Sydney

#### 1.15pm LUNCH

#### 2.00pm THE CYCLING SAFETY SESSION – contributions to a crucial issue

Cycling Safety Research at Centre for Automotive Safety

- ▶ Simon Raftery, Centre for Automotive Safety Research, University of Adelaide

Exposure-based cycling crash and injury rates in New South Wales, Australia

- ▶ Associate Professor Roslyn Poulos, School of Public Health & Community Medicine, University of New South Wales

#### 3.00pm COFFEE BREAK

#### 3.30pm CYCLING RESEARCH 'UNDER CONSTRUCTION' – interdisciplinary approach and perspectives of collaboration in the global S4C network

Panelists:

- ▶ Professor SK Jason Chang, Advanced Public Transportation Research Center, National Taiwan University
- ▶ Professor Steffen Lehmann, School of Art, Architecture and Design, University of South Australia
- ▶ Dr Robert Crocker, School of Art, Architecture and Design, University of South Australia

Chair:

- ▶ Manfred Neun, ECF President and Chair of the 'Scientists for Cycling' network Advisory Board

#### 4.30pm CONCLUDING REMARKS

- ▶ Manfred Neun, ECF President and Chair of the 'Scientists for Cycling' network Advisory Board

#### 5.00pm END OF COLLOQUIUM



# SCIENTISTS FOR CYCLING COLLOQUIUM

hosted by the  
University of South Australia



Monday, 26 May, 9.30am – 5.00pm,  
Bradley Forum, Level 5, Hawke Building,  
North Terrace, City West campus



University of  
South Australia

# WELCOME

*From Professor Richard Head, Deputy Vice Chancellor and Vice President:  
Research and Innovation, University of South Australia.*

As an enterprising and dynamic institution, the University of South Australia is proud to host the Scientists for Cycling Colloquium.

UniSA is a leading research institution with a reputation for excellence across a range of discipline areas, and is committed to high quality research that contributes practical solutions to real-world challenges. The development of sustainable cities, living and planning, is vital to ensure we have and will continue to have, the water, materials, and resources to protect humanity and our environment.

Sustainability creates and maintains the conditions under which humans and nature co-exist in productive harmony, and enables the social, economic and environmental requirements for present and future generations.

In the pursuit of innovative, cohesive and sustainable societies, this colloquium is not just about riding, but about the power of collaborations. I trust this event will provide the opportunity to share best practices for creating and sustaining bike-friendly and mobile cities.



# TRANSFORMING CYCLING SAFETY

University of South Australia Industrial Design academic, Sandy Walker, is set to make cycling safer for all recreational riders by inventing a water bottle fitted with a removable and rechargeable LED light that provides 360 degree visibility of the bike and rider for approaching drivers.



Designed so that it is compatible with most pre-existing standard bicycle mounted bottle cages the Safety Bottle Light, invented by Mr. Walker, aims to decrease the risk of cycling-car accidents due to poor visibility.

"I'm a cyclist myself and I usually ride in the early mornings. As a cyclist, one of your concerns is always visibility to other traffic," Mr. Walker says.

After receiving positive feedback from fellow recreational cyclists, Mr. Walker approached ITEK (the University's commercialisation company) with his final design. ITEK has now patented the invention and is currently negotiating with companies to take on the manufacturing and distribution rights for the product.

Believing his invention will not only be popular with cyclists, Mr. Walker notes that the bottle could also be used for other physical activities such as running and walking and for children's backpacks making it safer for people to participate in all types of outdoor activities.

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