



AUSTRALIAN INSTITUTE OF URBAN STUDIES – SOUTH AUSTRALIA

MEDIA RELEASE

March 2019

The Australian Institute of Urban Studies – South Australia (AIUS-SA) held the public event *Good for business: human-powered connection*, which explored how the promotion of cycling and cycling friendly urban environments can improve retail and commercial precincts and local neighbourhoods.

The AIUS SA has prepared an Urban Update that consolidates discussion from the event as well as relevant research and studies from other sources.

Discussion, research, studies and surveys have revealed:

- places that have undertaken public realm improvement projects, including cycling infrastructure, are more likely to attract shoppers more often;
- improving accessibility and the public environment resulted in an increase in retail sales and economic activity;
- people that walk or ride to dense urban areas spend more per capita at local businesses;
- cycling infrastructure requires significantly less space than car parks, which is important for shopping centres and main streets;
- where vehicle speeds were reduced and other travel modes were encouraged, trade from cyclists increased; and
- promoting cycling supports employment in cycling related industries.

Statements by event leader and AIUS-SA Vice President Reb Rowe:

“Many business owners have traditionally resisted the removal of car parking spaces, fearing this will result in a decline in customers. However a number of studies from around the world have shown us that accommodating cyclists is actually good for business”.

"In addition to the improvement to retail strips and local places is the broader and larger economic benefit of cycling to South Australia.

"Cycling tourism is currently under realised in South Australia. There is potential to make Adelaide and South Australia a ‘bike capital’ with a global reputation".

"The Tour Down Under has shown us what is possible when we put cycling first. How can we sustain that mindset across the year and build up on it?"



Statements by AIUS SA President Benjamin Cooper

“Investing in cycling infrastructure also creates other economic benefits by reducing; congestion, wear and tear on road infrastructure and impacts on the environment.”

“Cycling promotes physical activity, which also generates long term benefits for the health system.”

“The AIUS-SA encourages further investment and studies into the overall costs and benefits of cycling, cycling infrastructure and public realm improvement projects”.

ABOUT THE AIUS-SA

The AIUS-SA is a forward looking, independent, not-for-profit, member-based organisation that exists to provoke rich conversation, deep discussion and rigorous debate about urban life in Adelaide and South Australia.

For further enquiries, please contact AIUS-SA: president@aius-sa.org.au