



2022 Micromobility Conference & Expo Event Report

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Founder, Micromobility Conference

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1. Event Details

2022 Micromobility Conference & Expo

Venue: Royal Randwick Racecourse, Alison Road, Randwick NSW

Incorporating:

CWANZ (Cycling & Walking Australia New Zealand) annual meeting
Thursday 24th November.

Facilities tours of the City of Sydney
Friday and Saturday 25th-26th November

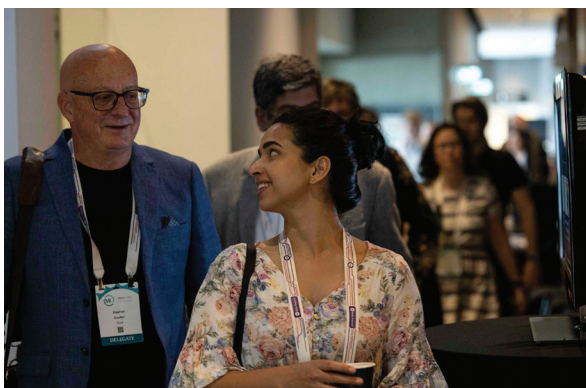
We Ride Australia Cycling Luminaries Awards Dinner
Saturday 25th November

Micromobility Conference
9am-5pm Friday and Saturday 25th – 26th November

Micromobility Expo including test riding tracks & public seminars
10am-5pm Friday and 10am-4pm Saturday 25th- 26th November



Facilities Tour of the City of Sydney



2. Summary of 2022 Micromobility Conference & Expo

This was the first annual Micromobility Conference & Expo.

Micromobility Conference

Approximately 130 in-room and 40 online delegates participated in the conference, which was held upstairs in the Grand Ballroom that was partitioned into a main conference room, break-out theme room, catering / networking area and green room.

Most of the delegates were professionals working in some aspect of urban design, infrastructure or micromobility. There was a good mix of delegates from the government and private sectors.

After morning plenary sessions each morning with international keynote speakers, the conference divided into two themes each day.

- On Day One the themes were Making it Right (infrastructure) and Making it There (transport).
- On Day Two the themes were Making it Happen (behaviour change) and Making it Pay (business and economic aspects).

In summary, the conference was a huge success.

All four themes were well-attended. One of the many highlights was the enthusiasm of the delegates. They had a voracious appetite for networking during the breaks. Knowing that networking is important, the conference format was deliberately designed with longer than average breaks: 30 minutes each for morning and afternoon tea and one hour for lunch.

In addition, the happy hour from 5pm to 7pm on day one was extremely well attended and as the attached video shows, there was more enthusiastic networking between the delegates, who came from all over Australia and overseas.





Another highlight was the outstanding calibre of presenters and the effort they put into their presentations. We deliberately designed the program with 10 minutes of question and discussion time at the end of each 20 minute presentation session. In virtually every session, the questions and comments came thick and fast, only stopping when we shut it down to keep to time for the next session.



Lucy Saunders founder of Healthy Streets (UK) visited from London and gave the opening keynote address as well as a public seminar in the Expo downstairs on the following day.



Oliver Bruce (Wellington, NZ) gave two presentations on Day Two. Oliver is co-founder of Micromobility.io which runs Micromobility Europe and Micromobility America.



Gordon Hughes represented Transport for NSW giving a keynote address summarising micromobility / active transport developments across NSW.



Andy Salkeld, Active Travel Team Leader from the City of Leicester (UK) gave the opening keynote on day two.

Other highlights included the facilities tours, held each morning before the conference started. These were facilitated by Pedal Set Go and hosted by Fiona Campbell who had carefully planned a route to show both a range of new infrastructure and sites of new projects soon to be underway.

A fleet of e-bikes were kindly provided by Zoomo and helmets by Azur, so that visiting delegates only needed to turn up and ride.

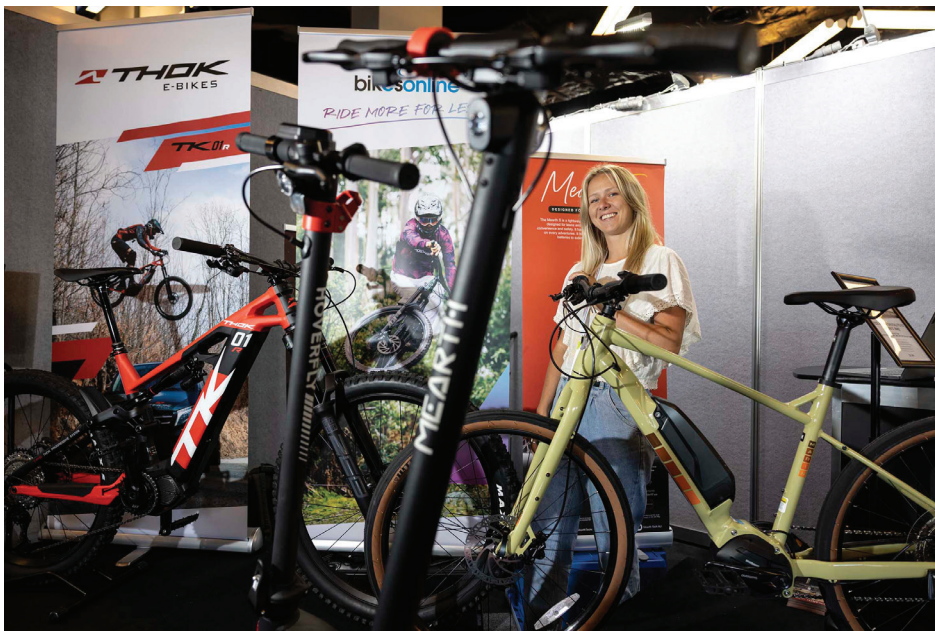
Micromobility Expo

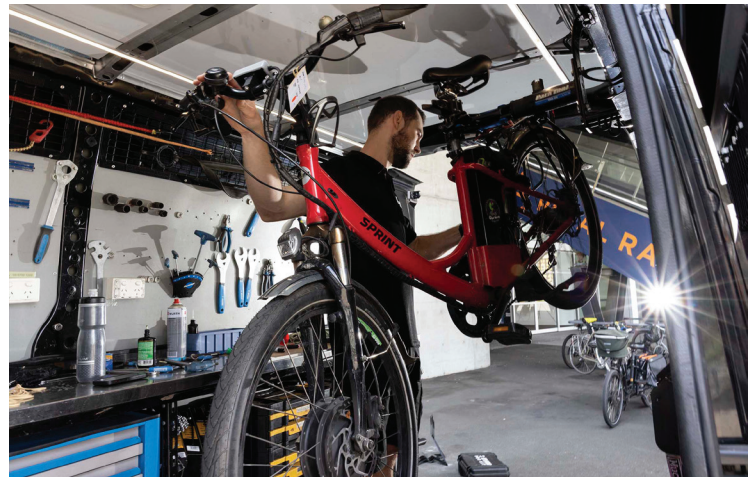
A total of 45 exhibitors filled the Kensington Room, which covers the ground floor of the QEII building, a floor area of approximately 2,000 square metres, and the lawns outside where three test tracks were set up.

The standard of exhibits was high. Exhibitors could be broadly divided into three categories:

- Hardware – typically wholesalers of e-bikes and other light electric vehicles.
- Services and Software – including consultants and share scheme facilitators.
- Community and Charity – including grass roots groups and cycling related charities and not for profits.

Anyone, including the public, could visit the expo, free of charge. They could also test a wide range of bikes on three separate test tracks.





There was also good engagement and interest from conference delegates in the expo with 81% of those conference delegates who completed the exit survey saying they visited the expo.

However, the separation of the two events on the ground floor and level two respectively was somewhat problematic as delegates also wanted to spend time networking during the breaks upstairs.

Unfortunately, the public and general bicycle trade attendance to the Expo was below the expectations of some exhibitors, with total attendance over the two days being slightly under 1,000.

Bearing all factors in mind, the owners of the Expo, Interpoint Events have announced that they will move to a biennial event, with no public Expo to be held in 2023 and then next one planned for 2024.

As to why the attendance was not higher, despite there being an extensive pre-event publicity campaign, one factor many exhibitors agreed upon was the name.

The word 'micromobility' although well known in the professions of urban planning, transport etc is not yet in widespread public use. A name including 'e-bike' might have been better.

Secondly many segments of this market are still very new. E-scooters for example, are still in very early trial stages for share schemes and not legal apart from these trials on NSW roads.

3. Marketing, Promotion and Media Coverage

Conference and Expo sponsor logos and acknowledgement appeared on all marketing material.

Combined Marketing for the Micromobility Conference and Expo.

Two linked websites were created: www.micromobilityconference.com and www.micromobilityexpo.com.au.

Both the Micromobility Conference & Expo were heavily promoted throughout the year leading up to the event on both www.thelatzreport.com.au and www.micromobilityreport.com.au.

This included continual banner advertising and articles in almost every one of the twice monthly newsletters for each site.

The event was included in the 'What's on?' segment on Sydney ABC Radio Breakfast with James Valentine on Friday 25th November.

Posters and flyers were distributed to bike shops throughout Sydney and these shops were followed up by phone.

The peak NSW user group Bicycle NSW promoted the event to their members and mailing lists as part of a multi-faceted sponsorship agreement.

Phil Latz was interviewed on the YarraBUG weekly cycling program on 3CR. This is a Melbourne based radio station, but has a wider following in the cycling community via the web.

Specifically tailored articles appeared in Position Magazine, (surveying and special sciences professional journal) and Government News.

Extensive multi-faceted paid promotions were run through websites and social media channels of Bicycling Australia magazine and Ride Cycling Review.

We exhibited at the Sydney Classic Bike Show in Lidcombe a few weeks prior to the Micromobility Conference & Expo.

The Micromobility Conference & Expo was listed with all available guides including Experience Sydney, Sydney.com, Visit NSW, What's On in Sydney and more.

There were many listings via Facebook, Instagram and other social media.

A 143 page summary report was produced by the contracted consultants, Milestone Creative and is available upon request.

Phil Latz presented to 150 participants in TfNSW's Active Travel Community of Practice. These were mainly local government transport officers from across NSW.

Additional Promotion Specific to the Micromobility Conference

In addition to the Milestone Creative work, a separate paid social media campaign focused upon the Micromobility Conference was conducted by the contractor Be Kind Marketing.

[The influencers! YouTube interview series](#) that is part of the Micromobility Report featured interviews with six key Micromobility Conference presenters during the year leading up to the conference.

Post event, the videos of all conference sessions, which will remain password protected until March 2023 and are currently only available to conference delegates, have had over 600 views in total during their first six weeks since being posted just before Christmas.



4. Conference Delegate Testimonials

The following is a sample of the comments from delegates who completed the conference exit survey:

- This was a great event, and in many ways was a mini version of Velo-City for Australia. The interaction between government academics and practitioners is just the sort of thing we need to get mobility to move forward in Australia.
- Fantastic! Great speakers, insights and networking opportunities.
- Really enjoyed the mix of government, professional, start up as well as the Expo.
- Loved the door prize, even if I didn't win it.
- Great work! First is always the hardest.
- I really enjoyed networking
- Facilities tour was sold out. I'd have loved to join.
- Maybe three days!! But same quantity of speakers, expo etc. I feel like I couldn't do everything I wanted.
- I think you got the balance right, well done.
- Great work to bring it all together.
- No, I would not change much, if anything
- Conference was very good and well structured. Break times were appropriate and gave enough time to speak to colleagues.
- Wrap up session was great.
- Really good to see the nominated charity profiled in the event. Excellent organisation and a credit to all the team.
- I really liked the diversity of session types.
- Friendly and relaxed atmosphere. Well done, a great achievement.
- Brilliant discussion great opportunities for networking great breaks.
- Overall, the conference had a professional feel about it.
- It was a really good conference! Very refreshing!! Networking was the best!



5. Sponsor Acknowledgement

Micromobility Conference

Presenting Partner

Supported by the



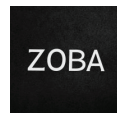
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Theme Sponsors



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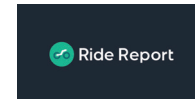
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Coffee Cart Sponsor



Lanyard Sponsor



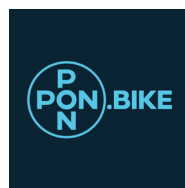
Micromobility Expo

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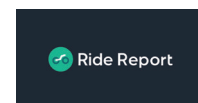
Test Track Naming Rights Sponsors



Bike Parking Sponsors



Lanyard Sponsor



Coffee Cart Sponsor



Battery Recharging Area Sponsor



Facilities Tour E-Bike Sponsor



Other Sponsor



Micromobility Conference sponsor thanks and logos that linked to each sponsor's website appeared twice on the Micromobility Conference website, on the home page [here](#) and a dedicated sponsors page [here](#). Micromobility Expo sponsor logos with links appeared on the expo website homepage [here](#).

All Micromobility Conference sponsors were acknowledged and thanked by the MC, Stephen Hodge during his opening remarks in the morning plenary sessions each day. Their logos appeared on the screen when they were mentioned.

In the case of theme sponsors, their logos also appeared on all title screens throughout that theme.

All sponsor category exclusivities and logo placement and acknowledgement order were carefully adhered to.

6. Forward Planning for 2023

Following the announcement that Interpoint Events will not be running a Micromobility Expo in 2023, our company, Bicycle Lane P/L, which is the sole owner of the Micromobility Conference, will be continuing as a stand-alone event in 2023, with the following two key changes.

Firstly the dates have been changed to Tuesday 24th - Wednesday 25th October 2023 and we are returning to Royal Randwick Racecourse.

Having Friday/Saturday dates last year was less than ideal for a conference aimed at government and business professionals, but was done to suit the needs of a public facing expo. Now that there is no longer that requirement we'll move to optimum days for the conference.

Secondly the format will change to a 'Confex'. There will be a smaller expo, closely dovetailing with the needs of conference delegates, to be held in the catering area, immediately adjacent to the two conference rooms. This area is ballrooms D and E with a combined space of 465 square meters. So there will be ample room for catering, tables & chairs plus exhibits.

This means that all delegates will be exposed to the expo during every break.

In addition the highly successful happy hour will again be held from 5-7pm on day one, also in the expo area. The expo will run throughout this time. Because the conference sessions will have finished for the day, exhibitors will be welcome to invite other guests to visit them and as event organisers, we will also invite others from business and government to attend this session, free of charge.

Registrations for the 2023 Micromobility Conference and the Call for Abstracts will both go live on at www.micromobilityconference.com by the end of March 2023.

If you'd like to discuss any aspect of the Micromobility Conference please contact Event Manager Scott Green on 0457 001 226 or Event Founder Phil Latz on 0414 637 886.

We look forward to welcoming you to the 2023 Micromobility Conference!