



[www.cyclingdevelopment.org.au](http://www.cyclingdevelopment.org.au)

## The Cycling Development Foundation Partners with Community and Socially Conscious Organisations

### What we do

The Cycling Development Foundation (CDF) offers corporate social responsibility mechanisms via partnership with community minded organisations. The CDF services three pillars of corporate social responsibility via the following programs: Community; Health; & Sport

- **Community-** the CDF run programs for at-risk youths; indigenous populations; and remote communities that teaches the benefits of cycling as a form of exercise, transportation, autonomy, & well-being. An example of this is the Perth Laverton Cycling Classic charity event fundraising for the Laverton Cycling Project. These are examples of outward facing corporate social responsibility mechanisms corporations can partner with.
- **Health-** the CDF runs health programs that teach sedentary people the benefits of exercise on health, well-being, productivity and as a form of social facilitation to largely sedentary or corporate clientele. The programs delivery a customized onsite solution to employee's explaining how 2 x 10min sessions of intermittent exercise a week which are equivalent to 1hr of exercise a month. The program can reduce the average health risk profile by 40% in one month.
- **Sport-** the CDF owns and manages several sporting initiatives aimed at empowering socially conscious athletes. The Veris Racing team has the longest standing female and male nationally registered racing team in Australia, with a heavy focus on enhancing female cycling potential. The CDF also owns and manages a Junior Cycling Academy which acts as a funnel to prepare young aspiring athletes for elite competition, whilst instilling community and social values aligned with our service pillars. We believe in building socially conscious human capital. We use these programs to offer opportunity for those that might not otherwise access sporting environments.

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## Health Programs for Corporate Partners

Proceeds from the health programs go toward external corporate social responsibility programs, meaning a corporate partner are engaging in both external and internal forms of corporate social responsibility as a socially conscious organization.

### Internal Social Responsibility

Our corporate and employee focused health programs are designed for individuals of any level of fitness, and are specifically tailored to low or sedentary type fitness levels. We want to empower people through movement and self-confidence via exercise.

### External Social Responsibility

The programs also allow for discussion around building community capacity in remote, indigenous, and youth settings as a form of cross-education. The health program aims to demonstrate how internal corporate social responsibility can improve employee well-being in alignment with these community-based programs. Thus individuals participating in the program can also learn how similar programs are supported by the employer for diverse communities.

### Health Program Structure

The CDF provides on-site exercise testing for corporate and public service organisations in Perth WA that include a health and wellness initiative. This program will help educate employees about the ideal exercise time for maximal advantage.

- **Testing** – We deliver calibrated indoor exercise bikes to the workplace in Perth and all surrounding suburbs, and conduct individual testing and provide information about exercise programming. All equipment is provided
- **Program** – the program is based on evidence that 10-15 minutes of intermittent interval-based exercise can equal 30-40 minutes of walking or running at one pace. This means a structured 10-minute workout is going to get people fitter in less time and with more targeted success than taking a 30mins walk.

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- **Measure** – We screen each individual and measure their baseline fitness level to structure an exercise program based on that information. This is completed for every staff member in groups of three, unless an individual requests a personal consultation. The results remain confidential. We measure external (Vo2max power) and internal (subjective mood score, heart rate & blood pressure) indices of fitness.
- **Training** – after the testing is completed, we apply the information to regular exercise activities such as running, walking, swimming or cycling so that those activities become workouts tailored to an individual's fitness needs. The program will fit in with the individuals existing lifestyle structure. We can also run on-site 10min per person training sessions weekly to increase adherence/enjoyment to the exercise program
- **Re-measure** - We then retest each individual's baseline one-month post-program intervention to ascertain the physical and psychological benefit of exercise.
- **Health and Wellness** – We provide a 40-minute seminar to groups of employees identifying changes to their lifestyle that will improve the physical and emotional health and wellbeing. This can involve psychological skills training aimed at improving employee health, well-being and productivity in the workplace.

## Cost

The package of services can be structured to suit the needs of any workplace and is delivered onsite, minimising disruption to your productivity and routine. We believe the costs will be returned by improved staff retention and productivity and organisational cohesion and cooperation.

The one-month program including measurement, re-measurement, program and health/wellness delivery is provided for \$2950.

## Example Outcomes

*Conclusion- participants reported an improved mood, measured a decrease in blood pressure, and on average completed 15mins of specific training a week over a 1-month period (60mins of exercise in 1 month):*

- Average number of sessions completed each week by participants: 1.5 (15mins total a week)

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- Average improvement in mood pre- and post-exercise 22%
- Where a low mood was recorded average improvement pre- and post-exercise 31%
- Average improvement in mood from baseline to one month follow up: 24%
- Average improvement in systolic blood pressure 3mm/Hg (8% reduction in coronary risks)
- Average improvement in diastolic blood pressure 5mm/Hg (38% improvement in coronary related risks)

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