

*DIVERSE*

**Building a cycling community  
through infrastructure**

*SOCIAL*

**Women** in  
**Urbanism**



Bicycling Magazine WorldTour Cyclist Turned Trail Run...



wikiHow How to Become a Professio...



The Wall Street Journal Champion Cyclist Prep for Races ...



Men's Health Cyclists Have a Longer ...



Al Jazeera Swiss cyclist dies after fall into ...



Cycling Weekly Want to take your riding up a level ...



LPRD 7 tips & tricks for female road cyclist ...



Pedalsure Amateur Cyclists Make (By A Pr...



NPR Magnus White, 17-year old U.S. c...



Pedalsure Cyclist Should Get Cycling Ins...



Bicycling Magazine Ayesha McGowan: I Lov...



Yay Bikes! Real" cyclists — Yay Bikes!



Men's Health



iStock



Cyclist



Yellow Jersey



www.outsideonline.com

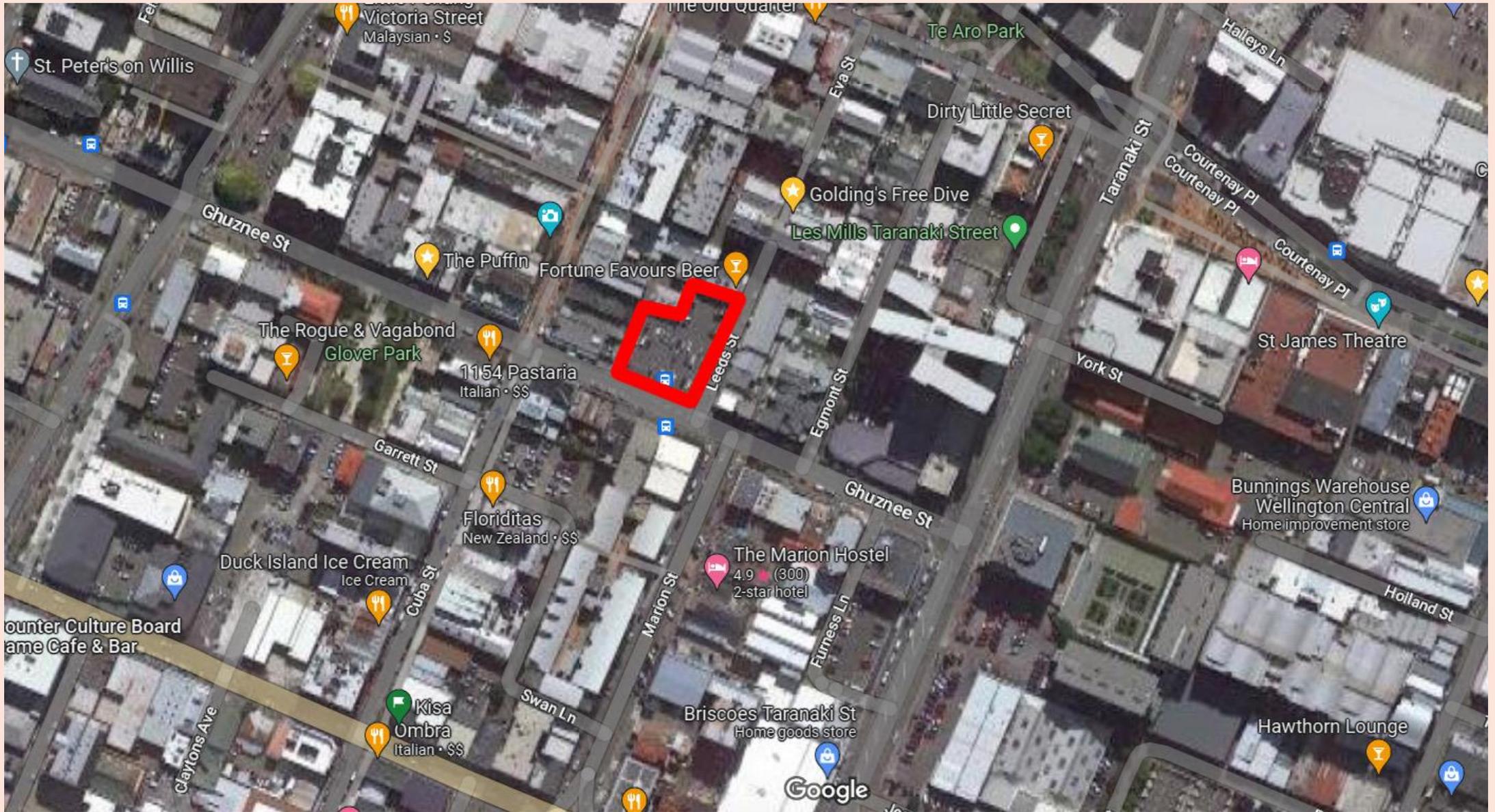
## Cities that are good for women are good for everyone

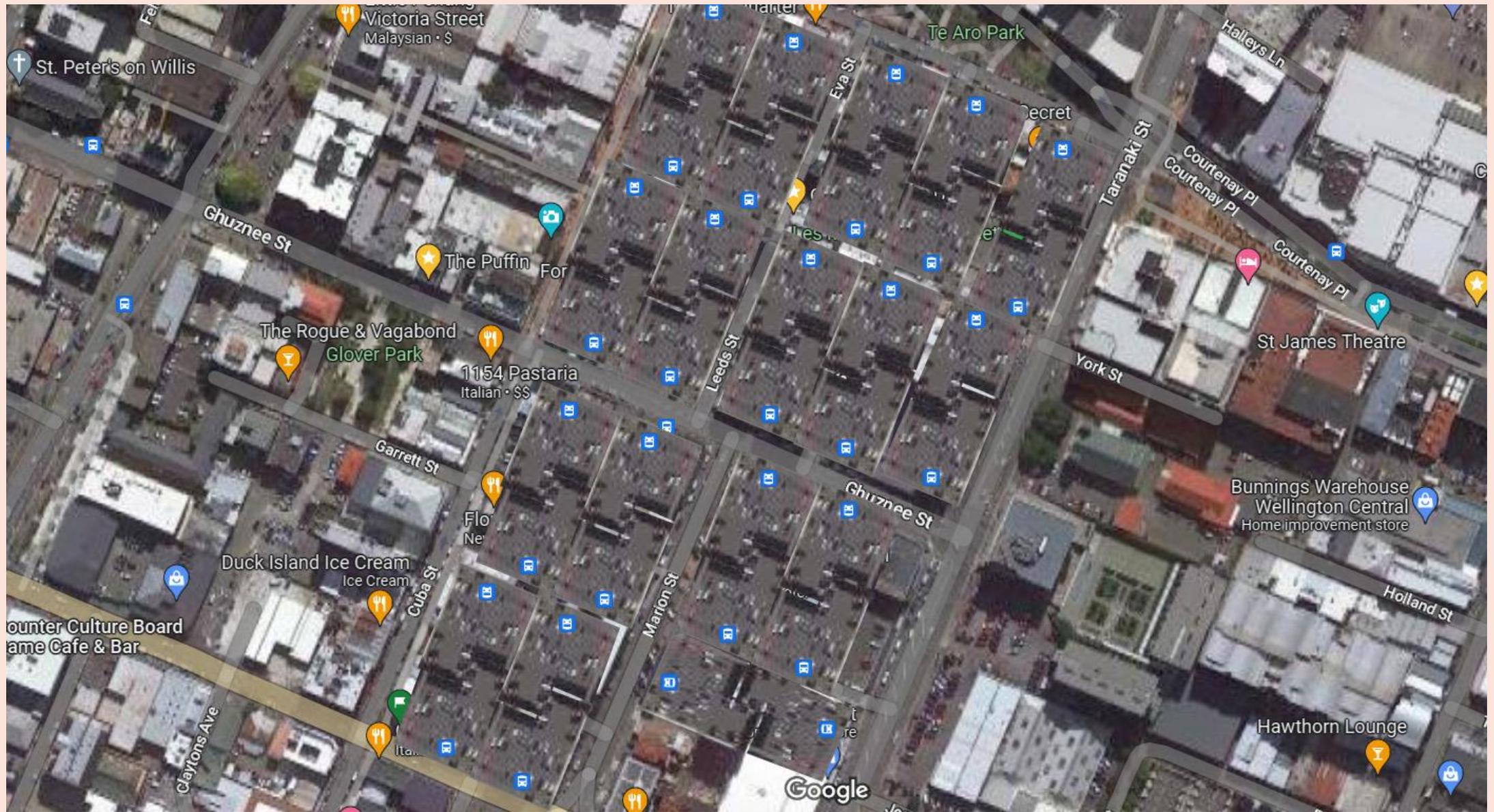
Our vision is beautiful, inspiring, inclusive towns and cities for everyone. Traditionally our streets have been designed to work for able-bodied, white, cisgender men, creating harmful inequities in our urban environment.

Women in Urbanism seeks to change this by empowering women from diverse backgrounds to be part of how we shape, design and build our cities. We believe when you design with women and intersectionality in mind you get better outcomes for everyone.









Women in  
Urbanism

# CYCLING ADVOCATES AWARD FELLOWSHIP TO BOOST PARTICIPATION BY WOMEN

Posted by Patrick Morgan 392sc on January 24, 2023

[https://www.cyclewellington.org.nz/fellowship\\_2023](https://www.cyclewellington.org.nz/fellowship_2023)



Cycle Wellington has awarded the Alastair Smith Memorial Fellowship for 2023 to Miriam Moore (left) and Catarina Gutierrez (right), representing [Women in Urbanism Aotearoa](#).

# Action 1: Group Cycle Ride

- 3km along shared path
- Confident guides
- No road crossings
- Free bike hire
- Picnic and games

**ARA TAWA**  
**WHĀNAU CYCLE RIDE**  
Sunday 19th March - 10am  
meet at the grass patch behind Tawa Skate Park  
3.5km group cycle to Willowbank Reserve for a picnic and games

The map shows a pink route starting at Tawa Skate Park and ending at Willowbank Reserve. Key features include:

- START TAWA SKATE PARK**: A pink circle with a bicycle icon.
- FREE BIKE HIRE AVAILABLE**: A pink circle with a bicycle icon and stars.
- Limited spots: e-mail miriammoorenz@gmail.com to secure a bike!**: A pink rectangular callout box.
- BY PICNIC - MUFFINS PROVIDED!**: A pink circle with a muffin icon.
- FINISH WILLOWBANK RESERVE**: A pink circle with a bicycle icon.
- PRIZES, LAWN GAMES AND FUN!**: A blue circle with a bicycle icon and stars.

Brought to you by:

**Women in Urbanism**

**PAINIKARA KI PŌNEKE CYCLE WELLINGTON**  
In memory of Alastair Smith - a cycling legend in Pōneke

Thanks to **Get Fixed BICYCLE CAFE**  
for the bikes + kail!





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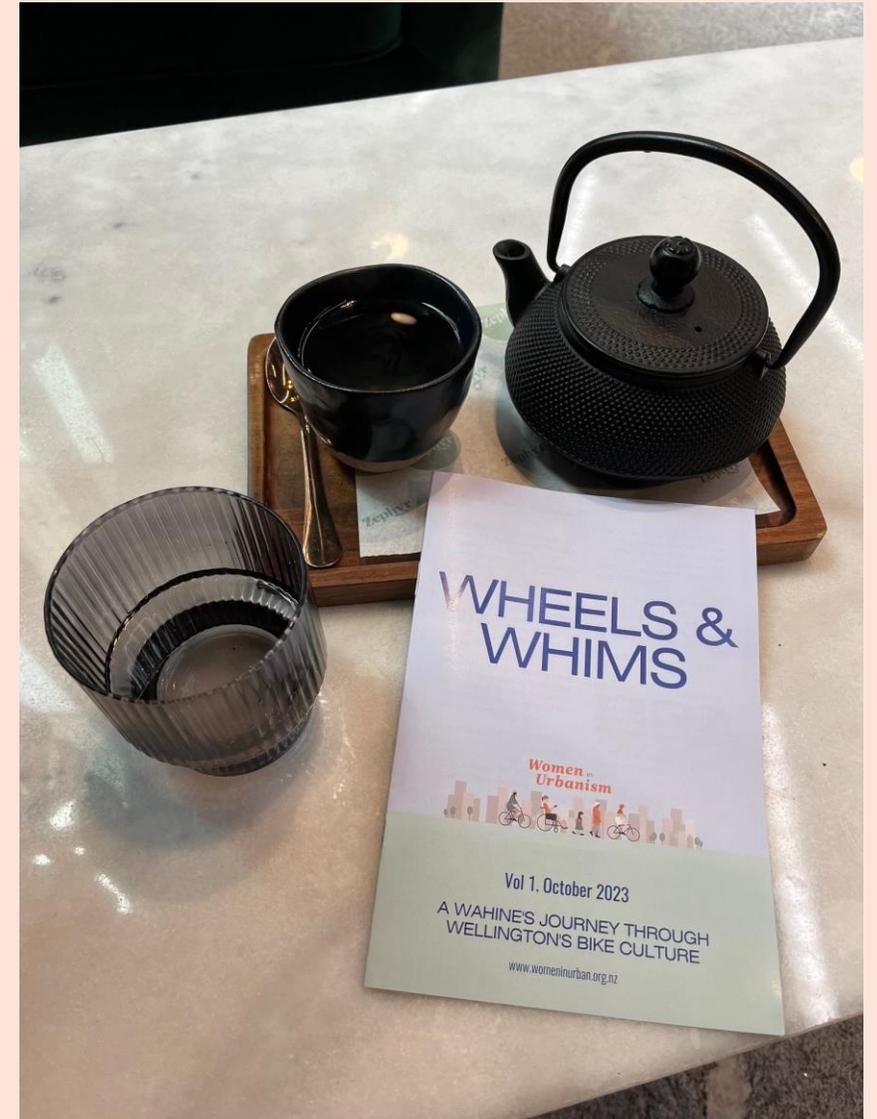
YOU'RE  
DOING  
GREAT!





## Action 2: Zine

- Local cycling stories
- Celebrating diversity in our community
- 150 copies distributed
- Online publication
- Instagram competition



# HI-VIS MEETS HIGH FASHION

by Miriam Moore



Hey  
Reflect'o

Lisa Penney's inspiration to start Hey Reflect'o came from her desire to be easily seen on her bike without resorting to "boring old tradies' workwear", and it's a concept that has clearly resonated with many. For years I refused to wear hi-vis, stubbornly stating the roads should be safer and felt that asking cyclists to wear reflective clothing was victim-blaming.



## MEET THE MAKER

Hey Reflect'o cycling gear is fashionable, breathable, durable and most importantly – eye-catching. The clothing comes in array of funky colours geometric patterns that help you be visible on the road, while being able to express your identity and feel great. Australian creator of Hey Reflect'o, Lisa Penney states it is "high visibility meets high fashion". Her dedication to the idea and brand has seen it evolve from vests covered in stitched shapes, to printed vests that are lighter and breathable, with a more environmentally sustainable production method. While the inspiration began from fashion, sustainability has taken over as a key driver. Made from hemp and recycled fabrics, everything about the production of the clothing is done with the goal to reduce our carbon footprint. Lisa herself cycles around Adelaide between printers and tailors to ensure production of Hey Reflect'o clothing contributes to her values of a zero-carbon society.

I first discovered Hey Reflect'o after pulling up next to a woman in a trendy-looking hi-vis vest adorned with silver, reflective lightning bolts. I asked her where she got it and discovered Hey Reflect'o, soon finding myself receiving a banana vest from my mother for my birthday. As a constant worrier about my safety, she was excited to hear I had found some reflective clothing that I thought was cool.

We at Women in Urbanism can't help but be in love with all that Hey Reflect'o stands for, and congratulate Lisa Penney for the success of her funky brand that keeps cyclists safe and upholds genuine sustainable practice.

## HOW TO BUY

You can find your own Hey Reflect'o pieces here:  
<https://heyreflecto.com/>

photos supplied and WCC Photography





**HEY REFLECT'O**  
\$149



chiplavalava didn't realise WCC have multiple bike counters! cool 🥰



1d 1 like Reply ...



venlariikka So good, love these vests! I grew up cycling everywhere (in Finland.. yes even through winter and lots of snow!), and I love all this work that organisations and individuals are doing to encourage/support cycling 🌱



5d 3 likes Reply



heyreflecto Thank you so much for this zine feature! 💖 YaY for cycling! 🌈🚲



4d 2 likes Reply

— View replies (1)



sarahdarroch I like the lil map, will be useful for the next time I go to wellington



5d 2 likes Reply



Liked by miriammoore and others



Women <sup>in</sup>  
Urbanism

# Why bikes might suit Wellington women commuters better



Piers Fuller | November 18, 2023



Cycle commuter Kate Curtis with her daughter in tow has counted a lot of women riding bikes around Wellington. She's pictured on the Evans Bay Cycleway at Cobham Drive.

MONIQUE FORD / THE POST

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Thank you

**Women** in  
**Urbanism**



Boffa Miskell

