



Physical Activity Case Study

Red Stag Timber

A Cycle-Friendly Workplace

A cycle-friendly workplace can be great for business. Cyclists are more alert, less prone to stress and take fewer days off sick, plus cyclists are known to arrive to work on time as they can nip through traffic jams! To harness the above benefits of cycling, workplaces can take a lead role to promote and support cycling in their workplace. Here are some tips to become a cycle-friendly workplace categorised by the WorkWell multi-level approach.



WorkWell Multi- Level Approach

Organisational

- Create a [workplace travel-planning document](#) full of practical measures to address the transport needs of your workplace by focusing on promoting sustainable and active transport, including end of journey facilities.
- Offer flexible working hours to allow for physical activity before, during, or after work.
- Support staff to cycle or walk to nearby meetings rather than taking a fleet car.

Environmental

- Provide safe and dry storage facilities for bikes.
- Provide changing rooms and/or lockers.
- Provide shower facilities.
- Provide office bikes.

Individual

- Provide maps of local cycle ways and walkways.
- Promote cycling and walking events – such as [Bike Wise Month](#) (February) or the [Tour De Bay Corporate Cycle Challenge](#).
- Promote or host cycling skills workshops. There are many cycle skills training workshops held in February each year - see Sport BOP's [Calendar of Events](#).



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Red Stag Timber is an independent, privately owned timber company, based in Rotorua. It is currently New Zealand's largest sawmill, producing high-quality timber products for the building markets within New Zealand, and across Australasia. Red Stag employs a skilled and dedicated workforce of around 350 people.



Red Stag Timber is a great example of a cycle-friendly workplace. The workplace began their WorkWell journey in 2010, and is now Gold Accredited and currently working towards gold maintenance. Amongst other wellness initiatives, Red Stag Timber uses the WorkWell multi-level approach to promote cycling and active transport across three levels: organisational, environmental and individual – check out their approaches in the blue boxes below!



A key factor that contributes to the success of Red Stag Timber's WorkWell programme is management support for staff health and wellbeing. Rodney Thurlow, Optimisation Technician at Red Stag Timber says the workplace "recognises staff members not only as individuals who attend work, but individuals connected with whānau and the wider community." For this reason, Red Stag Timber's WorkWell initiatives can include wider whānau members as well. Rodney believes "small changes can make a big impact", so be encouraged to start small with active transport initiatives and watch your workplace come alive!



ORGANISATIONAL

- A Health & Safety policy is in place with a strong emphasis on health and wellbeing.
- Wellbeing underpins their overall 'People Strategy' of successfully developing high performance teams.
- A Wellness Committee has been formed to promote staff-led initiatives.
- Red Stag Timber sponsors registration for community events such as: Redwoods Relay, Rotorua Marathon, Ekiden Relay, 100k Flyer, Tough Guy and Gal challenge, Ironman events, and also create company-led events involving running, walking or cycling.

ENVIRONMENTAL

- Significant investment has been given to develop the Waipa State Mill Road and make it safer by creating a cycle trail for staff and public cyclists to use.
- Bike storage areas have been built and a set of mountain bikes are available for staff use.
- Staff and their families are encouraged to use the nearby cycle trails in the surrounding Whakarewarewa Forest.

INDIVIDUAL

- Red Stag Timber provides staff with information about upcoming community cycling events.
- Staff can book out company provided mountain bikes, and family members are able to use these also.
- All staff are encouraged to participate in cycling challenges and have participated in Sport Bay of Plenty's Tour de Bay corporate challenge for a number of years.