

IM NOT JUST A CYCLIST

getting home safely shouldn't be a privilege

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Let's begin.

AUGUST 19, 2017 / LEAVE A COMMENT

#imnotjustacyclist has a purpose and a vision and I want to share it with you.

Purpose: "Creating common ground between bikes, cars and pedestrians through the humanisation of cyclists."

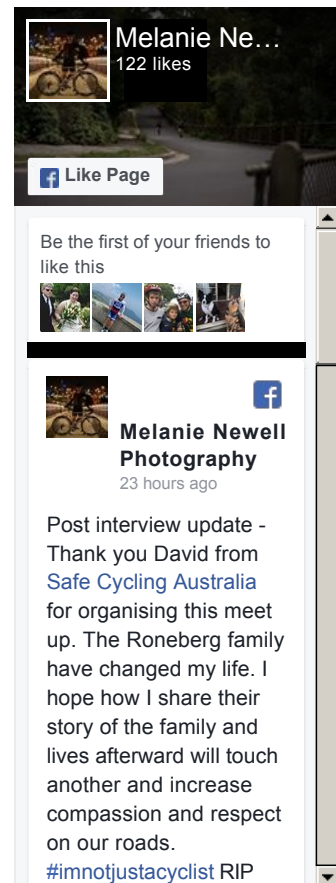
I understand that getting angry and frustrated on the road is something that most of us have experienced at some point in our lives. Unfortunately for some, their anger has caused the loss of life and been a horrific way to learn a lesson. Please note, I am talking about [all road users](#).

I believe that the way I can identify with another human being, is to have some form of common ground. I believe that taking away our modes of transportation instantly strips us back to humans

THE JOURNEY BEGINS

SEARCH

MELANIE NEWELL PHOTOGRAPHY



Melanie Ne...
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Melanie Newell Photography
23 hours ago

Post interview update - Thank you David from [Safe Cycling Australia](#) for organising this meet up. The Roneberg family have changed my life. I hope how I share their story of the family and lives afterward will touch another and increase compassion and respect on our roads.
[#imnotjustacyclist](#) RIP

beings and removes the immediate labels we give each other. For example, “motorist”, “cyclist” and “pedestrian”. Once we are no longer doing those activities....who and what are we now?

This is where we begin to find our common ground.



Tina Thorburn and Sarah Knights – Brunswick Velodrome, VIC – Photographer Melanie Newell

Where on earth do we start?

With a vision.

Vision: “Increased compassion, education and respect between road users.”

Having measurable goals is the only way you can know for certain if you have succeeded. I know for myself and many others, we want to see less deaths, in fact ZERO DEATHS on our roads – but how do we make that happen?

A reduction in death tolls is a measure, but it’s not “the answer”. The answers are in the actions we take to get us to less or even better, nil deaths. At my place of work we all have individual goals and are required to back them up with measureable key metrics.

#imnotjustacyclist has a number of goals, both long term and short term. This is to ensure I keep myself and the others involved, focused on the things that matter to us right from the

INSTAGRAM

@IMNOTJUSTACYCLIST



start, which will enable our vision to become a success.

Here are the goals (in no particular order) we outlined during our planning session on Thursday night.


- **Media to change the way they publish cyclist related articles**
- **Increased education during licence testing**
- **Increased education for all road users, including cyclists**
- **Reduced road incidents involving cyclists**
- **Increased compassion and respect between road users**

Now, before we get too deep I'd like to remind everyone reading this that *this is just the beginning*. You feed a baby milk, not a steak. And #imnotacyclist in it's infancy is nowhere near ready for a steak. But like any project or campaign, you need to start *somewhere*. While there are still a great many battles I'm sure people would prefer us to have as priorities, that's not why this started.

#imnotjustacyclist started because I was tired. Tired of defending myself, tired of defending "the cyclist". And I believe I have a responsibility to be a voice in this space. And I will do my absolute best to ensure #imnotjustacyclist is a space of integrity, transparency and respect for all human beings.

I will continue to share more about the vision, purpose and goals as they unfold.





Michael Scragg is a volunteer marshall for Footscray Cycling Club – Little River,
VIC. Photographer: Melanie Newell

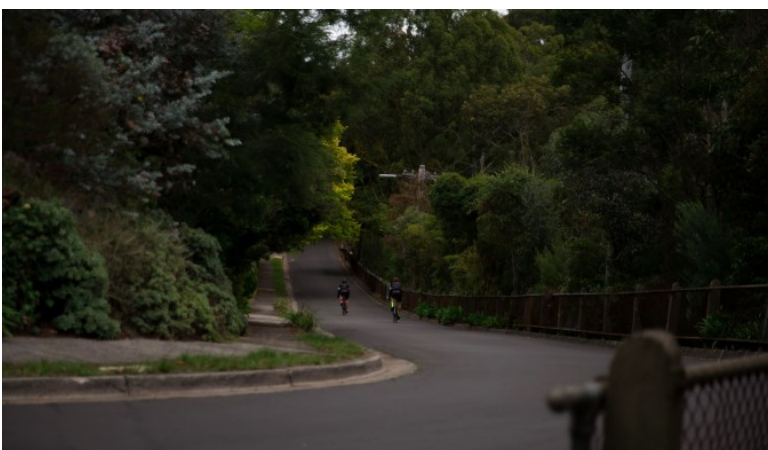
Take care for now, Mel.

Let the journey begin, are you with me?

AUGUST 16, 2017 / [LEAVE A COMMENT](#)

**Is there more to you than riding a
bike? Have you or a loved one been in
an accident or had a close call and
would like to share your story?**

Then I want to hear from you!



Yarra Blvd, Victoria. Cycles Galleria Race Team – Photographer Melanie Newell

I'm working on a photography exhibition to showcase the
diversity of bike riders, in the hopes of reducing the "cyclist"
stigma.

Currently, I'm interviewing those who want to be a part of this

and following up the interview with a photoshoot that best portrays your life, on and off the bike.



The Dam Family – Photographer: Melanie Newell

Just because you ride a bike, doesn't make your life any less valuable than the person on the road next to you.

Some of the hatred I see towards bike riders on social media makes my stomach churn, and I'm shocked that it's becoming acceptable even on articles where someone has been attacked or worse, killed.

When riders are continually discriminated against, and we have to fight for our right to get home safely, it opens up a space for prejudice.

Jumping in a car, many wouldn't think twice about having the opportunity to get to their destination safely, it would be even be assumed or expected. Riders deserve to feel the same way. And it shouldn't be up for debate

My campaign #imnotjustacyclist is about reminding everyone, that whether we drive, walk or ride, we are all people – and we all want to get home safely.

Two seconds of patience on the road, could mean a lifetime for someone else.

If you would like to get involved please reach out to me at info@melanienewellphotography.com.au



Melanie Newell – Bike rider, Photographer and #imnotjustacyclist Creator

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