

27 November 2024

Committee Chair

Portfolio Committee No. 6 – Transport and the Arts

Parliament House

Macquarie Street

SYDNEY NSW 2000

By email: [portfoliocommittee6@parliament.nsw.gov.au](mailto:portfoliocommittee6@parliament.nsw.gov.au)

**Post-hearing responses: Inquiry into the use of e-scooters, e-bikes, and related mobility options**

Dear Ms. Faehrmann,

I write in reference to the **Post-Hearing Responses** for the Inquiry into the Use of E-Scooters, E-Bikes, and Related Mobility Options.

On behalf of HelloRide, I am pleased to provide our constructive input as part of the post-hearing process. We appreciate the opportunity to contribute further to this important Inquiry and to address specific points raised during the hearings.

Thank you for your consideration, and please do not hesitate to reach out should you require any additional information or clarification.

Kind Regards,

Simon Wang

Head of Global Expansion

**Our Commitment**

HelloRide is fully committed to supporting NSW in delivering successful micromobility programs for the long term.

We adhere to Sydney's guidelines for hybrid dockless bike share operations and are further integrating parking technology in high-priority areas to support trials of a docked parking approach.

We believe these guidelines should be mandatory for all operators to ensure consistent enforcement citywide.

By maintaining uniform standards for every operator, we can effectively address challenges such as improper bike parking and safety concerns. This approach mirrors practices in other local jurisdictions, where accountability and high standards have led to best-in-class service delivery.

## Welcome Email

**The CHAIR:** Do you provide, when people sign up, a welcome email with clear road rules when your insurance doesn't kick in, for example, if you don't wear a helmet? Or is it all kind of buried in the fine print, if you like?

**LACHLAN McLEAN:** No, absolutely not. Education is key, core and critical for everything that we do. Safety is obviously at the front of every conversation in regards to micromobility. When they sign up, it runs them through these rules. They have the ability, and we will push them to other locations to read these rules. From there, we have numerous contact points with these users following their first ride or other rides in regards to the riding rules, educating them on safety et cetera. It's a constant process. The education piece for us is massive.

**The CHAIR:** Just on notice, if you could provide the Committee with what that looks like in terms of the documentation that would be useful. I will go to Mr Banasiak.

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## Response:

I would like to provide further detail regarding the onboarding and welcome email process for HelloRide users.

HelloRide's app, available on both the App Store (iPhone) and Google Play Store (Android), has been developed and maintained in-house. With millions of downloads globally, the app offers a user-friendly interface designed to streamline the registration and onboarding experience while emphasizing safety and compliance.

## Registration and Onboarding Process

Registering and using the HelloRide app is designed to be quick and seamless. The process has been optimised to achieve the following goals:

- **Minimised Onboarding Time:** By reducing unnecessary steps, the process ensures minimal friction, allowing users to register and start using the app efficiently.
- **Impactful Safety Messaging:** Key riding rules, such as mandatory helmet use, are clearly communicated during onboarding. A progressive onboarding approach ensures new users receive digestible information at each stage without overwhelming them.
- **Call to Action:** Riders are encouraged to engage with additional resources on best practices, reinforcing HelloRide's commitment to safe and responsible riding.

## Further information: Renting an E-bike with HelloRide in NSW

When renting a HelloRide e-bike in New South Wales (NSW), users are presented with important safety reminders and operational guidelines before commencing their ride. These include:

**Adjusting the Seat:** Riders are advised to adjust the e-bike seat for a comfortable and safe riding experience.

**Wearing a Helmet:** Riders are reminded to wear a helmet at all times to reduce the risk of injury.

**Checking the Brakes:** Riders must inspect the brakes before starting their ride to ensure they are functioning properly.

**Activating and Using the E-Bike:** Riders are instructed to start pedaling to activate the electric assistance and use both brakes evenly for safe stopping.

## Obeying Traffic Laws

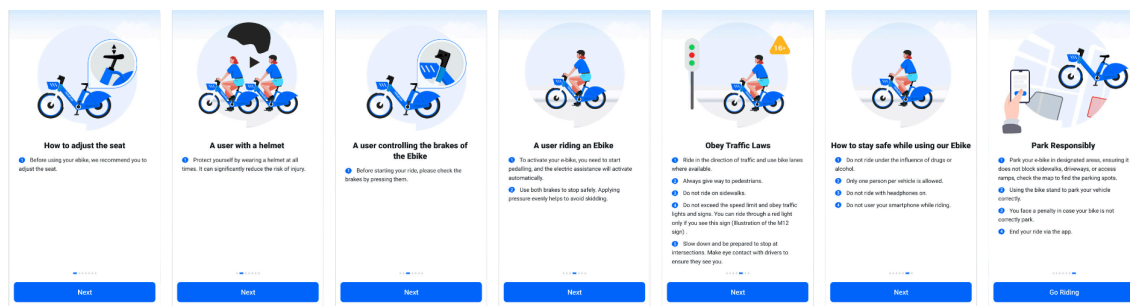
- Riders are required to follow traffic rules, use bike lanes where available, and yield to pedestrians.
- Riders must adhere to traffic lights and signs and prepare to stop at intersections.

## Staying Safe During the Ride

- Riders must avoid riding under the influence of drugs or alcohol.
- Only one person is allowed per vehicle.
- Riders should not use headphones or smartphones while riding.

## Parking Responsibly

- Bikes must be parked in designated areas without blocking sidewalks, driveways, or access ramps.
- Riders should use the bike stand and ensure the e-bike is properly parked to avoid penalties.
- The ride should be concluded using the app.



## Credit / Debit Card

I guess the other question, picking up from Mr D'Adam, is that you spoke about needing a credit card to engage the service. Does that include debit cards?

Most people in the absence of a credit card will use a debit card. It functions much like a credit card in terms of being able to tap and whatever else.

The Hon. ANTHONY D'ADAM: Kids have debit cards.

The Hon. MARK BANASIAK: Yes.

LACHLAN McLEAN: I'd have to take that on notice

## Response:

I would like to provide clarification regarding age restrictions and accepted payment methods for HelloRide's e-bikes and e-scooters.

As part of our commitment to safety and compliance, all riders must agree to our **Terms of Service**, which require users to be **16 years or older** to ride our devices. This policy is in place to ensure adherence to legal and insurance requirements.

To sign up and access our services, users must provide a valid payment method, which can include **credit or debit cards**. While debit cards are accepted, we recognise the potential for younger users to possess debit cards. To mitigate this, we implement a robust education program aimed at informing both users and the broader community about our age restrictions.

In addition to education efforts, we actively monitor compliance with our rules. If we identify any breaches, such as underage users riding our devices, we take corrective actions, including issuing **suspensions, warnings, or outright bans** to those violating the terms. This layered approach ensures we promote responsible use while reinforcing our age restrictions.

Thank you for the opportunity to clarify these points. Please don't hesitate to reach out for additional information or further discussion.

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## Helmets

The Hon. MARK BANASIAK: How much are you investing in the replacement of helmets?

LACHLAN McLEAN: This year, around 10,000 we've introduced.

The Hon. NATALIE WARD: Helmets or dollars?

LACHLAN McLEAN: Ten thousand helmets at around \$9 to \$10, so it is a significant investment.

The Hon. NATALIE WARD: Australia-wide or just in Sydney?

LACHLAN McLEAN: Just in Sydney.

## Response

I would like to provide clarification regarding our response during the recent inquiry into the use of e-scooters, e-bikes, and related mobility options.

When asked about helmet replacement investment, we noted the introduction of approximately 10,000 helmets in Sydney. To ensure accurate records, We would like to clarify the following:

- **Number of helmets deployed to date:** 4,700
- **Planned confirmed purchase for NSW operations:** 1,000 helmets
- **Tentative order pending expansion throughout NSW:** 5,000 helmets
- **Cost per helmet, including logistics:** AUD 11.18 per helmet

The scale of our ongoing and planned helmet provision represents a significant investment in rider safety and operational excellence. I hope this provides a clear picture of our commitment to supporting safe micromobility practices across the region.

Thank you for the opportunity to provide this update. Please let me know if any further clarification is required.

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## Start Trip Helmet Compliance

The Hon. MARK BANASIAK: The bikes that you have out there that don't have helmets attached to them right now, can they still be engaged and ridden just by simply saying, "I've accepted the helmet," even though the helmet's not there? Or are they just dead devices just sitting there?

LACHLAN McLEAN: I'd have to take on notice the actual parameters around that. They all should have a helmet; that's the reality. In terms of the flow after that, I can take that on notice and provide that.

## Response

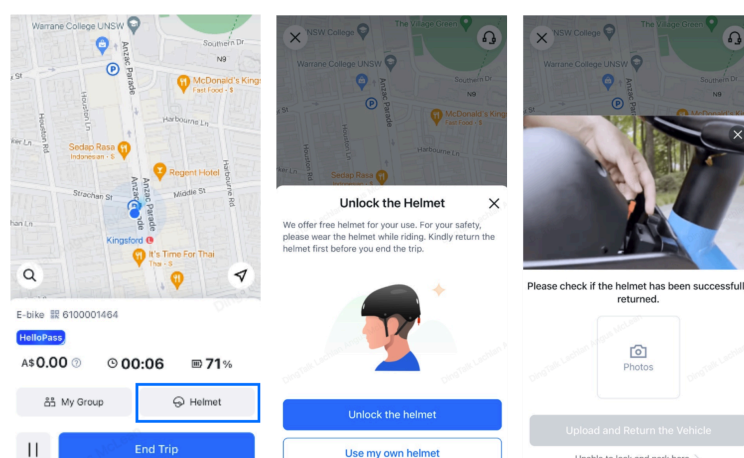
I would like to provide clarification regarding **the start-trip logic and helmet compliance** features of HelloRide's e-bikes.

HelloRide is committed to ensuring user compliance with helmet laws applicable to e-bikes in Sydney. This feature is implemented on all EY18 and EY19 e-bikes, which are equipped with an integrated helmet lock system.

The helmet lock system is Bluetooth-enabled and operates through the HelloRide app. Upon initiating a trip, users are required to follow prompts to unlock the helmet via the app. This process emphasizes the importance of wearing the helmet, and sensors within the system actively monitor whether the helmet has been removed or reattached during or after the trip.

Additionally, we recognise that some users prefer to bring their own helmets for personal use. As such, our system allows users to acknowledge helmet compliance and proceed with the trip even if they opt to use their own helmet. This ensures the ability to ride remains accessible while still prioritising safety and adherence to local regulations.

I trust this clarifies our operational approach to promoting rider safety and compliance. Please feel free to reach out for any additional information or clarification.



## Staffing

The Hon. NATALIE WARD: That is locally employed staff that do that for you? LACHLAN McLEAN: Ten to 15 staff, I'd say. It really fluctuates seasonally and based on fleet size. The Hon. NATALIE WARD: You can take it on notice, if you'd like, about how many people you've got out doing that and allaying those concerns from the community.

## Response

I would like to provide additional detail regarding HelloRide's staffing levels and operational support in New South Wales and across Australia.

### Current Local Staffing in NSW

At present, we have **8 employees** working directly in New South Wales. These roles include both street-based operations and warehouse support to ensure our services meet the needs of the community. Over the course of our operations in NSW, >25 employees have worked with us, contributing to various aspects of the program.

### National Support Team

Additionally, HelloRide employs **4 Full Time team members** who work on programs supporting broader business operations across Australia. These team members focus on business improvement, program development, and operational enhancements to ensure continuous growth and excellence in our services.

We remain committed to providing a high-quality service to the communities we operate in, and our staffing approach reflects the seasonal and operational needs of our programs.

## Insurance

HelloRide holds Public & Product Liability Insurance as mandated by councils.

- **Public Liability:** Coverage of AUD 20,000,000 per occurrence during the insurance period.
- **Product Liability:** Coverage of AUD 20,000,000 per occurrence, with an aggregate limit for all personal injury and property damage claims during the insurance period.

Please refer to our certificate of currency for further details.

HelloRide also maintains **Third Party Insurance** to cover third-party personal injuries and property damage caused by users.

Learn more about our Rider Insurance here: [V-Insurance Group HelloRide](#)

## Making a Claim

Users and third parties can submit claims directly to the insurer using online forms. All claims are processed by the insurer, minimizing administrative tasks for users or third parties.

Submit a claim here: [Make a Claim](#)

## Personal Accident

If you've had a collision with a HelloRide bike, please contact Hello Ride directly via [our contact page](#).

If you were riding a Hello Ride bike and need to submit a personal accident claim, please complete all relevant sections of the claim form below. Make sure to include any supporting documentation to ensure prompt processing of your claim.

You can submit the completed claim form electronically or email it to [sports@vinsurancegroup.com](mailto:sports@vinsurancegroup.com).

## Personal Liability

If an incident occurs where you are being held liable by a third-party please complete all relevant sections of the below personal liability claim form and provide any supporting documentation to ensure prompt payment of your claim.

This claim form can be completed and sent electronically or emailed to [sports@vinsurancegroup.com](mailto:sports@vinsurancegroup.com).

## Third Parties

Our insurance includes comprehensive Public & Product Liability Insurance with a coverage limit of AUD 20,000,000 per occurrence. This provides coverage for both public and product-related incidents, including third-party personal injuries and property damage.

Additionally, we maintain Third Party Insurance to cover incidents specifically involving personal injury and property damage caused by users of our e-bikes. While e-bikes are not considered motor vehicles under NSW law and therefore aren't covered by Compulsory Third Party (CTP) insurance, our third-party coverage provides this essential protection for cases where CTP doesn't apply.