

# Board Member profile 2011/12

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**Name** Royce Michael Lee  
Elected November 2010  
Secretary since March 2011

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**Occupation** IT Director BVN Architecture

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**Qualifications** BBlEnv(ArchSt), MBT  
AFAIM, MACS(Snr) CP, MAICD

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**What I bring to the board...  
Past & future, in relation to BNSW**

Since joining the board in 2010 I have been able to combine my passion for cycling, my skills in strategic thinking, and my strong desire to make a positive contribution to Bicycle NSW. I have been heavily involved in board activities: fulfilling the role and duties of Secretary; working with the Chair on improving board process and redesign of board papers; actively participating in strategy development sessions; and representing BNSW at community events such as the City of Sydney 'Sustainable Sydney 2030' launch.

My current occupation involves the strategic management of technology, and I have recently completed Masters level studies that focussed on strategic management, organisational sustainability, marketing, managing resources, and the management of innovation and change. Having also trained in architecture and having worked in architectural practice for almost 20 years, I enjoy a professional connection to the built environment and a passion for design — from object scale to urban scale. I'm excited by the opportunity of further applying my skills, knowledge and experience to help BNSW 'create a better environment for cycling'.

I cycle 150+km most weeks and race (occasionally) with the Randwick Botany Cycling Club. Since 2007 I have participated in the Spring Cycle, Ride to Work Day, Ride for Life and the Gong Ride. In the case of the Gong Ride I've helped coordinate a corporate team that has raised over \$165,000 for charity.

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**What I stand for/ hope to achieve** As a competitive cyclist in my teenage years who has recently rediscovered cycling, I relish being able to share my passion for cycling with others.

I'm interested in how effortless cycling is in many European cities and am curious about what aspects of that culture can be developed here to make cycling more popular, safer, and better supported by infrastructure.

I'm also interested in cycling as a vehicle for supporting charitable and community events — the idea of using a good cause to support a good cause — and how these opportunities can be optimised to provide the maximum benefit for all parties.

Changes in the external environment are presenting many fabulous opportunities for BNSW, but also some challenges. These need to be carefully navigated to maximise the benefits to BNSW and to ensure that we remain sustainable and relevant.

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