

Board nomination: David Maywald, CFA JP

Bicycle NSW is the only body capable of promoting a positive change in direction for bike riding in NSW. Changes are needed, to achieve our mission of a better cycling environment and to satisfy Member desires for stronger advocacy/better communications. Tinkering and timid actions are insufficient. We need to be bolder with our lobbying, and more assertive... David's recent advocacy for bike safety has cut-through, by creatively using online and traditional media (as well as building alliances and tirelessly seeking win-win outcomes). His fresh approaches can deliver better outcomes for current and future cyclists in NSW.

David has led the grassroots advocacy at Dulwich Hill Bicycle Club, focussing on enforcement of Minimum Passing Distance. This initiative has achieved more eyeballs, likes and shares than the million dollar "Go Together" public awareness campaign, for less than \$200:

- Three successful Freedom of Information responses
- A dozen media articles including local/state/national newspapers, ABC radio and Bicycling Australia
- Winning a Community Road Safety Grant
- 9,200 online signatures at the Petition for Safe Passing Distance (with 800 supporter comments)

The environment for people riding bikes has deteriorated since 2011, and has dramatically worsened during the last couple of years.

- There are fewer people cycling and less often. Both NSW and Sydney lag every other state and city. Cycling Participation in NSW has declined by one-fifth since 2011 (and has plunged by one-third in Sydney during the last four years).
- Hospitalisations for seriously injuries have been trending up. Cycling road fatalities have increased 57% compared to the 3-year average.
- There have been more delays for the Harbour Bridge ramp.
- Bike fines increased by 350% to 500%. Operation Pedro has targeted relatively minor offences.
- Police have not been enforcing Safe Passing Distance, routinely ignoring evidence of violations. Drivers have less than one in a million chance of being fined for a dangerously unsafe pass.

This has had a regressive impact on Cycling Participation, with larger declines in women, children, low income and disadvantaged groups. And it has reversed the crucial notion of "Safety in Numbers". We should aim for more people riding bikes in NSW than ever before, within the next 5-10 years (especially targeting transport for everyday use, commuting, and short incidental trips).

David will promote three initiatives to strengthen Bicycle NSW and help achieve our mission:

1. **Meaningful two-way interactions between Members, BNSW staff and the Board.** Not just announcements, surveys and sharing social media posts, but actively listening to the concerns/aspirations of Members and BUGs. Formal + informal opportunities for Members to be heard (regular General Meetings with different themes, annual conference). An engaged organisation is more agile and better informed.
2. **Build strong relationships with Members of Parliament, at multiple levels.** This is essential for boosting the spend on cycling infrastructure and for making the roads safer. We can be authentic and transparent because we have the weight of evidence on our side...
3. **Organise campaigning to facilitate Members being constructively involved in advocacy.** Leverage the use of digital channels and communications: talking points; pre-filled letter templates; lobbying resources. Actively cross-promote each other's local issues, and then come together for regional/state issues. Vigorously work towards achieving the goals of our Members (such as the strong advocacy of member interests provided by Anne Savage at Bicycle Queensland).

To achieve political wins, we need a strategy encompassing the short, medium and long-term:

- During the next 3-4 months summarise the cycling policies from each party, before the state election. Encourage cyclists to write to their Local MP, and to meet with candidates in their seat.
- Over the next 6-18 months focus state-level advocacy on lobbying for a small number of outcomes with high impact, possibly just one prime target each year. This mirrors the successful campaigning undertaken by Cancer Council NSW and Anita Tang (see www.anitatang.com.au/lets-work-together).
- Establish a Parliamentary Bike Riders Group over the next 2-3 years, with two rides per year. Cycling advocates will speak with Members of Parliament, build relationships and ride along key roads/cycling infrastructure together. Stephen Hodge and We Ride Australia have used this approach to great effect in Canberra.

Annual lobbying targets should be informed by rigorous Member participation, and will change over time.

As a starting point:

1. Increase the cycling infrastructure spend to \$30 per person per annum (from about 0.3% of the Road and Public Transport budget to 2%), into projects already identified by BNSW.
2. Proactive enforcement of Safe Passing Distance, similar to West Midlands in the UK.
3. Reverse the decline in children's Cycling Participation, aligning with the Premier's Priority to cut childhood obesity and overweight by 5%. This policy spans health, education, transport, local, state and national (allowing us to sell cycling as a positive activity, which boosts wellness and reduces congestion).

David Maywald is a lifelong lover of road cycling, who climbed the Adelaide hills as a teenager and enjoyed Canberra's cycling infrastructure as a uni student. In between his first double century and being the first person to Everest at Macquarie Pass, he has pursued a two-decade career in the competitive and fast-paced Fund Management industry. David is a passionate advocate for Road Safety, a talented researcher and analyst. He has over 5,000 followers across social media platforms. Prior voluntary and non-profit contributions have included: United Nations Principles for Responsible Investment; CanTeen; Wilderness Society; and Wayside Chapel.

He enjoys riding with his son, occasional commuting, Spring Cycle, Gong Ride (top 100 fundraiser), wandering through Ku-ring-gai and Royal National Park/Wollongong/Byron Bay/Young, L'Etape in the Snowies, as well as group rides around Sydney.

We all deserve to return safely to our loved ones at the end of the day. Bike riding is healthy and environmentally-friendly. As passionate supporters of cycling we want to share this with as many people as possible...

*"There is no passion to be found in playing small –
settling for a life that is less than the one you are capable of living."*

Nelson Mandela