

Life's better on a bike!



# Annual Report 2007

BICYCLE NSW (BNSW) is a member based association established as a not for profit peak community organisation in 1976 growing to over 10,000 members in 2007.

Bicycle NSW is governed through a member-elected volunteer Board. The organisation employs full and part-time staff, and is supported by many volunteers from across the community.

In recognition of the environmental importance of cycling, the Federal Government has accepted the Bicycle NSW Environmental Trust onto the register of Environmental Organisations, with consequent taxation benefits for donors.

Bicycle NSW has grown to include over 60 community-based Bicycle User Groups (BUGs) around NSW. A key role for Bicycle NSW and BUGs is to work closely with State and Local Government to assist in the

Riders approaching Martin Place for the Ride to Work Day launch in August sponsored by Transurban. The group includes Bicycle NSW President Jenny Burn and Vice President Andrew Dodds, along with Fiona Campbell performing Bike Bus duties and City of Sydney Lord Mayor Clover Moore



Participants and actors during the practical session of the Ride Leader training workshops - Assessor Doug Stewart from Bike North BUG can be seen with notepad on the right.

planning, design and delivery of bicycle infrastructure.

Bicycle NSW works collaboratively with many areas of government, industry and the community (including some 450 committed volunteers) to deliver broad-based community participation cycling events. These events play a key role in lifting the profile of cycling and encouraging members of the community to engage in healthy physical activity in a safe and enjoyable social setting.

Locally BUGs run over 100 community based rides throughout NSW every month. These rides help to encourage members of the community to take up riding regularly and to gain the benefits of regular physical activity.

The organisation provides a range of insurance products and cycling-related services to its members. BNSW also publishes a national bi monthly magazine Australian Cyclist six times a year.

Bicycle New South Wales Inc ABN 26 511 801 801

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## President's Report

The last twelve months has seen significant change in the external operating environment for Bicycle NSW. The pressure of higher fuel prices combined with the growing recognition of global warming has fundamentally changed how many people see day to day issues, particularly those related to energy and conservation. Governments are becoming increasingly aware of the significant future costs to the community of what has been termed the "Cardiometabolic" epidemic. Bicycle NSW's focus on cheap and environmentally sustainable transport, the mental and physical health benefits of regular exercise, and making our cities less congested and more liveable has never been more relevant.

The challenge for us is to convert this opportunity into practical benefits across our community. The early signs are good, with both experienced and newly elected members of the NSW Government becoming increasingly interested in ways in which Bicycle NSW can make a contribution to their respective portfolios and we are grateful for their continued support. Interest is also growing at Federal and Local levels.

We were sad to receive Robert Hamilton's resignation from our Board early in 2007. As our President for over 2 years, Robert was a steady and insightful guide through a difficult period of repair for our balance sheet, which I am delighted to say continues to improve. We are also grateful for the time and skills of Brendan Bouffler, who made a significant contribution to the Strategic Plan before resigning to focus on other cycling projects. During the year we welcomed Jon Leighton to the Board team. His energy and commitment will be a great asset in helping us achieve our goals.

Significant decisions from the Board this year include a major change to the way in which our annual multi day ride will be planned and delivered in future. We are very pleased to welcome Bicycle Victoria as partners in the 2008 Great Escapade NSW. Their involvement has already made a significant difference, with full details of the 2008 ride available nearly a whole year in advance!

Towards the end of the financial year the Bicycle NSW Environmental trust received a number of donations from our members, which were of course tax deductible. We are very grateful for these contributions. The trust is proving to be an increasingly popular mechanism for Bicycle NSW to receive support for advocating the benefits of riding a bike to government and the broader community.

The development of the 2007 – 2010 Strategic Plan was a challenging and satisfying process for me as incoming President. I am extremely grateful

to my Board colleagues for contributing significant time and energy to deliver a "road map" for a very positive future for Bicycle NSW. The Board has already completed its first key task in the plan - a Board Charter. We are confident this will improve our effectiveness in staying focused on the governance role we have to play. At time of writing the Board was close to finalizing a framework for the affiliation of our local Bicycle User Groups, so important to our efforts to engage the community in bike riding. We are currently engaged in creating a statement of values for Bicycle NSW, which will in turn guide the work of the executive in developing our brand values. The Board welcomes the input of our members to this process.

Thank you to all my colleagues on the Board for their diligence during the year. They each give a great deal of time and energy to their BNSW responsibilities. I would also like to congratulate the CEO, Alex Unwin, and all the BNSW staff on another successful year. They work long and far beyond the call of duty.



*Jenny Burn, President.*  
*president@bicyclensw.org.au*

## Chief Executive's Report

Within Bicycle NSW there have been many changes as the skills and capacity of the team adjust to meet emerging opportunities. The big achievement for the year has been the continued positive financial performance as reported in the audited accounts included in this Annual Report. As CEO I am indebted to my team of loyal and hardworking staff who put in some extraordinary efforts under difficult circumstances to deliver an outstanding result.

I am pleased to be able to report operating volume growth across divisions in terms of event participation and magazine circulation. Generating sustainable volume growth in membership is proving to be more of a challenge, and this area has been given greater priority through the Strategic Plan. The 2007/2008 business plan includes a number of investment initiatives specifically intended to grow our membership base and the early results are encouraging, with membership volumes hitting record highs during the first quarter of the year. The other key first quarter project is the creation of a new Bicycle NSW database, which will allow

us to facilitate improved service to our members and event participants. In addition the system will improve our ability to target specific areas in support of government infrastructure initiatives to achieve improved outcomes for the whole of the community.

Encouraging governments to devote resources towards infrastructure provision is a key focus for Bicycle NSW and, along with key BUG groups Bikesydney and BikEast, we have worked closely with the City of Sydney on their Bicycle Action Plan. Engaging stakeholders in cycling is one of our key strategies and we acknowledge the support of a number of key partners, in particular a range of NSW government agencies, the City of Sydney, Fairfax, Lend Lease, Transurbsan, Body Torque and Clarence Street Cycles.

Guided by our mainstreaming strategy, in the coming year we will be placing increased emphasis on our social marketing programs around encouraging riding to work and school. It has been very helpful to have been able to leverage the

significant experience of Bicycle Victoria in these areas. In recent months the creation of the deeper links with interstate bicycle groups through the bicycle coalition has enhanced the flow of ideas and knowledge between like minded professionals around the country.

In closing, I take the opportunity to thank each and every one of our staff and volunteers, whose hard work and commitment has made Bicycle NSW the forward looking and vibrant organisation it is today. Last but by no means least I thank all our members for their continued support and loyalty which means we have a very sustainable future. Thank you for choosing to be a member.



Alex Unwin, Chief Executive Officer  
[aunwin@bicyclensw.org.au](mailto:aunwin@bicyclensw.org.au)

## 2007-2010 Strategic Plan

In the last 3 months of the year the Board, executive and key stakeholders worked closely together on the development of this plan. Drawing on the knowledge and experience of subject matter experts and interstate bicycle groups the group reached agreement on a purpose and key measures, conducted a SWOT analysis and developed 6 key strategies for Bicycle NSW. The plan is summarized below and some of the key initiatives for the coming year are referenced in the reports above:

### STRATEGIC PLAN 2007-2010

**OUR PURPOSE**  
 More people cycling more often\*

**KEY MEASURES**  
 100,000 members by 2020  
 Rider count

\* Under discussion with Bicycle Victoria

<b>KEY STRATEGIES AND BOARD GUIDELINES</b>	<b>MORE AND BETTER CYCLING INFRASTRUCTURE AND SAFETY</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Set the vision for policymakers for infrastructure</li> <li><input type="checkbox"/> Influence &amp; shape policy decisions to achieve our vision</li> <li><input type="checkbox"/> Federally: jointly with partner organisations</li> <li><input type="checkbox"/> As the lead State organisations, working with BUGS, key councils &amp; other organisations</li> <li><input type="checkbox"/> Local – as a network facilitator for local BUGS to lead change at their level</li> <li><input type="checkbox"/> Co-ordinate collection of cyclist count &amp; traffic flow data</li> </ul>	<b>KEY RESULT AREAS AND KPIs</b>	<b>EFFECTIVENESS</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Rider count</li> <li><input type="checkbox"/> Membership</li> <li><input type="checkbox"/> Website traffic</li> </ul>
	<b>SUPPORTING STAKEHOLDERS IN CYCLING</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Communicate role of BNSW, clarify &amp; document relationships with stakeholders</li> <li><input type="checkbox"/> Maintain relationships &amp; facilitate access for cycling bodies, eg regular meetings with a BUGS "council"</li> <li><input type="checkbox"/> Seek and undertake initiatives that can be carried out with stakeholders that produce a mutually beneficial outcome – more people cycling more often,</li> </ul>		<b>RELEVANCE</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Program participation</li> <li><input type="checkbox"/> Sponsorship</li> </ul>
	<b>"MAINSTREAMING" OF CYCLING</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Promote cycling as a social "norm"</li> <li><input type="checkbox"/> Focus on delivering behavioural change programs</li> <li><input type="checkbox"/> Partner with business, government and other stakeholders to provide programs that reach broader cycling "audience"- eg Ride to work, Ride to school</li> </ul>		<b>PRODUCT</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Membership</li> <li><input type="checkbox"/> Numbers on rides</li> <li><input type="checkbox"/> Revenue from rides</li> </ul>
	<b>MEMBERSHIP AND BNSW - BRAND</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Clarify &amp; promote membership product offering</li> <li><input type="checkbox"/> Grow membership through targeted programs</li> <li><input type="checkbox"/> Develop relevant &amp; effective brand strategy</li> <li><input type="checkbox"/> Access appropriate marketing &amp; brand expertise</li> <li><input type="checkbox"/> Finance collateral through sponsorship and reciprocal arrangements with partners</li> <li><input type="checkbox"/> Protect our brand integrity- clear brand management guidelines.</li> </ul>		<b>FINANCIAL PERFORMANCE</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Cost management</li> <li><input type="checkbox"/> Event/product ROI</li> <li><input type="checkbox"/> Revenue targets met</li> </ul>
	<b>MAJOR RIDES</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ride participation encourages more people to cycle more often, and provides revenue to BNSW to deliver our mission</li> <li><input type="checkbox"/> Deliver through a range of models</li> <li><input type="checkbox"/> Be of high quality and run within acceptable safety and organisational guidelines</li> <li><input type="checkbox"/> Cater to differing skill levels and allow for progression Sponsorship to provide brand exposure and leverage</li> </ul>			
	<b>ENABLER SUSTAINABLE ORGANISATION</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Leverage partnerships to allow scale economies and other mutual benefit - don't "re-invent the wheel"</li> <li><input type="checkbox"/> Clarify roles, tasks &amp; financials, setting clear objectives and managing performance</li> <li><input type="checkbox"/> Incorporate Risk Management framework</li> <li><input type="checkbox"/> Incorporate feedback mechanisms in systems and procedures for continual improvement</li> </ul>			

**INDEPENDENT AUDITOR'S REPORT  
TO THE MEMBERS OF BICYCLE NEW SOUTH WALES INCORPORATED**

**Report on the concise financial report**

The accompanying concise financial report of Bicycle New South Wales Incorporated comprises the balance sheet as at 30 June 2007, the income statement, statement of changes in equity and cash flow statement for the year then ended and related notes, derived from the audited financial report of Bicycle New South Wales Incorporated for the year ended 30 June 2007, and the discussion and analysis (contained within the documents titled "Annual Report", "President's Report" and "Chief Executive Officer's Report"). The concise financial report does not contain all the disclosures required by the Australian Accounting Standards.

*Directors' responsibility for the concise financial report*

The directors are responsible for the preparation and presentation of the concise financial report in accordance with Accounting Standard AASB 1039: Concise Financial Reports (including the Australian Accounting Interpretations), statutory and other requirements. This responsibility includes establishing and maintaining internal control relevant to the preparation of the concise financial report; selecting and applying the appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

*Auditor's responsibility*

Our responsibility is to express an opinion on the concise financial report based on our audit procedures. We have conducted an independent audit, in accordance with Australian Auditing Standards, of the financial report of Bicycle New South Wales Incorporated for the year ended 30 June 2007. Our audit report on the financial report for the year was signed on 18 October 2007 and was not subject to any modification. The Australian Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report for the year is free from material misstatement.

Our procedures in respect of the concise financial report included testing that the information in the concise financial report is derived from, and is consistent with, the financial report for the year, and examination on a test basis, of evidence supporting the amounts, discussion and analysis, and other disclosures which were not directly derived from the financial report for the year. These procedures have been undertaken to form an opinion whether, in all material respects, the concise financial report complies with Accounting Standard AASB 1039: Concise Financial Reports.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

*Independence*  
In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

*Auditor's opinion*  
In our opinion, the concise financial report including the discussion and analysis of Bicycle New South Wales Incorporated for the year ended 30 June 2007 complies with Accounting Standard AASB 1039: Concise Financial Reports.

  
**S.M. WHIDDETT**  
Partner  
  
**MOORE STEPHENS SYDNEY**

Dated in Sydney this 18<sup>th</sup> day of October 2007

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Peter Saw CA  
Ian Stannan CA  
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Charles Voss (Victoria FCA)  
Scott Whiddett CA
- CONSULTANTS**  
Pat Bellamy FCA  
Amp Dorell CA  
Bob Walker FCA

**CONCISE FINANCIAL REPORTS 2007  
BICYCLE NEW SOUTH WALES INCORPORATED**

ABN 26 511 801 801

**INCOME STATEMENT FOR THE YEAR ENDED 30 JUNE 2007**

	2007	2006		2007	2006
<b>CURRENT ASSETS</b>			<b>INCOME</b>		
Cash	652,657	335,602	Retail	28,967	495,902
Receivables	16,347	154,582	Membership	522,854	49,377
Inventory	478	625	Advocacy	38,982	49,377
Other Assets	21,628	30,281	Lockers	21,708	29,330
			Events	1,455,874	1,245,457
<b>TOTAL CURRENT ASSETS</b>	<b>691,110</b>	<b>521,090</b>	Magazine	309,490	309,490
			Interest	19,050	19,050
				<b>2,097,519</b>	<b>2,148,606</b>
<b>NON-CURRENT ASSETS</b>			<b>LESS: EXPENSES</b>		
Investments	12,321	12,321	Staff and Labour	679,892	610,975
Office Furniture and Equipment	68,337	40,099	Insurance	101,657	109,176
			Communications	231,232	316,403
<b>TOTAL NON-CURRENT ASSETS</b>	<b>80,658</b>	<b>52,420</b>	Events	628,942	595,552
			Overheads	237,357	222,365
				<b>1,878,980</b>	<b>1,824,477</b>
<b>TOTAL ASSETS</b>	<b>771,768</b>	<b>573,510</b>		<b>218,539</b>	<b>324,135</b>
			<b>OPERATING SURPLUS (DEFICIT) FOR YEAR</b>		
<b>CURRENT LIABILITIES</b>				<b>2007</b>	<b>2006</b>
Creditors and Borrowings	466,130	415,934		\$	\$
Interest Bearing Liabilities	21,154	16,519		2,183,526	1,811,228
Tax Liabilities	21,434	31,369		(1,792,689)	(1,654,459)
Provisions	-	-		371,036	156,770
<b>TOTAL CURRENT LIABILITIES</b>	<b>488,718</b>	<b>463,822</b>			
			<b>CASH FLOW STATEMENT</b>		
<b>NON-CURRENT LIABILITIES</b>			<b>FOR THE YEAR ENDED 30 JUNE 2007</b>		
Creditors and Borrowings	14,015	19,192			
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>14,015</b>	<b>19,192</b>			
			<b>CASH FLOW FROM OPERATING ACTIVITIES</b>		
<b>TOTAL LIABILITIES</b>	<b>502,733</b>	<b>483,014</b>	Receipts	2,183,526	1,811,228
			Less: Payments	(1,792,689)	(1,654,459)
<b>NET ASSETS / (LIABILITIES)</b>	<b>309,035</b>	<b>90,496</b>	Net Cash Provided by Operations	371,036	156,770

**CASH FLOWS USED IN INVESTING ACTIVITIES**

Purchase of Assets	(56,833)	(9,780)
Repayment of Loan	-	(30,000)
Proceeds from sale of fixed assets	2,850	-
	<b>(53,983)</b>	<b>(39,780)</b>

<b>NET CASH FLOW FOR YEAR</b>	<b>317,055</b>	<b>116,990</b>
Balance carried forward	335,602	218,612
<b>NET CASH FLOW FOR YEAR</b>	<b>652,657</b>	<b>335,602</b>

<b>STATEMENT OF CHANGES IN EQUITY FOR YEAR ENDED 30 JUNE 2007</b>		
Accumulated Operating Deficit	90,496	(123,639)
Balance carried forward	218,539	324,135
Surplus (Deficit) for the year ended 30 June 2007	309,035	90,496
Balance at end of year	<b>309,035</b>	<b>90,496</b>

**ABRIDGED NOTES**

**Basis of Preparation**

The Balance Sheet of Bicycle New South Wales Incorporated and the related Income Statement and cash flow statement have been derived from the audited financial report that is prepared in accordance with generally accepted accounting principles.

