

# *bicycle* NSW

## *Annual Report*

*2009 - 2010*





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Another year – and as ever, the constant in the cycling world is change. The good news is that while there are new issues on the Bicycle NSW agenda, these are more likely to be related to more people riding their bikes than ever before – and that’s got to be the best challenge we can have.

With increasing cyclist volume, there’s also greater visibility and profile - cycling as a “mainstream” activity is very much a reality. Sustainability, health & fitness and transport congestion are all reasons for more people to ride their bikes, and providing more impetus for the needs of cyclists to be met by Government and communities. We are seeing an encouraging range of responses to this from all quarters.

The Bicycle NSW board has also responded to the changes in the external environment with a major review of strategy – refining our objectives to reflect current issues and, given limited resources, focusing our efforts in three inter-related areas:

1. Advocacy – influencing the response from our stakeholders in relation to infrastructure and programs, and

working more closely with BUGs to ensure a co-ordinated approach. We need to listen and respond effectively to a wide range of stakeholders across the broad range of agendas Bicycle NSW covers.

2. Membership - while the increase in numbers of people cycling for both transport and recreation presents an opportunity, we need to clarify and broaden the benefits of belonging and take advantage of technology to improve our reach to a diverse and geographically spread member base.
3. Sustainability - the shift in what we need to do as an organisation will change funding requirements – we are seeking new ways to both meet member/stakeholder needs and ensure future revenue streams to support the important work we do that doesn’t generate income

The good news is (as evidenced by the accompanying financial reports) that we are in a sound financial position, and confident that our Audit and Risk framework is serving us well to manage a very tight budget.

2010 has also seen major changes to the board and management at BNSW. In April, we farewellled CEO Alex Unwin after over 5 years with Bicycle NSW. Alex made a significant contribution during this time, bringing Bicycle NSW into the 21st century through building both a more professional and sustainable organisation and forging great relationships with our external stakeholders. We thank him again for this and wish him well with his future endeavours.

In July, we welcomed Omar Khalifa as our new CEO. An avid cyclist and supporter of bicycling activities and initiatives, Omar has also had extensive commercial experience from a career spanning continents and industry sectors. Among Omar's many strengths, we look forward to leveraging his understanding of technology to engage and harness the energy and ideas that characterise much of the cycling community.

A very special thank you to Liz Hole for fulfilling both the CEO and COO roles in the interim. Liz's unfailing enthusiasm, commitment (and some very long hours) ensured both continuity in all aspects of Bicycle NSW activities and a seamless transition to the new CEO – she is an inspiration to us all.

Following the board elections at last year's AGM, we welcomed new board members Anthony Drury, John Richardson and Christina Harlamb. Richard Birdsey, myself and Jon Leighton were also re-elected/ appointed to the team.

Ken Price resigned from the board in December 2009 and we thank him for his contribution during his time with us.

This year we have had two nominations for two vacancies on the board – and so there is no need for an election to fill these roles. Congratulations and welcome to John Cooper and Royce Michael Lee. The board will consider candidates for the remaining appointed position at the board meeting immediately following our AGM.

Thanks again to my colleagues on the board for their support and participation

during the year, especially for the additional effort they put in during the transition to our new CEO.

Congratulations to all the Bicycle NSW team who continued with their customary professionalism and “can do” attitude through so much change, including the transition to new financial services providers and auditors. The resounding success of our major events, the Gear up Girl Challenge and Spring Cycle are credit to them all.

Thank you also to our membership, volunteers, and other stakeholders for your support and participation. The involvement and contribution of our grassroots membership is something we value very highly. We look forward to continuing to work with you in the year ahead.





It is a pleasure to be contributing to the Annual Report for Bicycle NSW. Unquestionably, this is a challenging and also opportune time for cycling and cyclists in New South Wales - and a time to show leadership. As an organisation dedicated to providing more and better opportunities for people to cycle safely, we have the opportunity – perhaps even the responsibility – to make a difference on important decisions that will affect the nature of cycling across the state for years to come.

Over the last year, BNSW has enhanced the bottom line, delivered on key milestones and modestly increased membership. Our staff of just 10 is now augmented by a pool of 800 volunteers and together supports over 30 Bicycle User Groups, over 6,500 memberships (over 11,000 members) and over 25,000 friends of BNSW. We do good work as exemplified in the just completed Spring Cycle.

My own motivation for becoming CEO was based on a desire to see the organisation much more engaged in promoting cycling, building a more solid base of support and being clearer about what we stand for and

how to make a difference. Too often I have heard that BNSW has been absent from critical conversations, too Sydney-focused, not membership driven and even accused of being a mouthpiece of the government!

Re-establishing relevancy will therefore be at the core of Bicycle NSW's efforts at meeting our three strategic priorities – Membership, Advocacy and Sustainability. In fact, these three priority areas are so fundamentally linked that we are unlikely to excel in any one of these areas without doing the others equally well. To do any of them we will also need to ensure we develop our capacity and capability to deliver effectively.

We also must communicate our achievements better. It is unlikely that most of our members realise how much we already deliver on their behalf through programs and initiatives including the following:

- Submissions such as to the Staysafe inquiry into Vulnerable Road Users
- The state-wide Commuter Challenge encouraging use of cycling for commuting
- The state-wide Schools Programme teaching safe cycling skills
- The annual Bicycle Helmet Competition (attracts over 9,000 entries)
- Providing Ride Leader Training and support of Bicycle User Groups and the BUG Council
- Publication of BNSW e-News, PushOn and Australian Cyclist
- Putting on the Spring Cycle and Gear Up Girl rides

As we look to better communicate what

we already do, we are going to “re-stock the shelves” through the development of new programs, rides and initiatives supplemented by increasingly visible advocacy on key issues that affect cyclists both today and well into the future.

I would like to outline some of these new initiatives for you:

#### Membership Goals

1. Increasing membership numbers through new initiatives so as to ensure broad engagement and support for advocacy positions and for ongoing financial sustainability.
2. Decreasing our over-reliance on cycling insurance as a motivator for membership.
3. Increasing opportunities for members to cycle more through organised rides including the new regional long weekend rides and the Amy Gillett ride in 2011.
4. Focusing on membership engagement and the building of an online community; better understanding and meeting the needs of the increasingly varied membership

#### Advocacy Goals

1. “Mainstreaming” of cycling across government policy and expenditures at local, state and federal levels. Work to promote benchmarking of initiatives and focus on identifying and tracking actual funding commitments.
2. Establishing our own “voice” and articulating a position clearly on important issues that have broad or significant implications to cyclists

3. Working more closely with the BUG Council and key cycling bodies and organisations at city, state and federal levels to leverage and support their capability and efforts to advocate and support better policy, funding and outcomes.
4. Participating in relevant studies and events that help add to the body of knowledge regarding cycling and cyclist behaviours.
5. Promoting the development of rail trails in regional areas to provide increased cycling opportunities for locals and visitors alike.

#### Sustainability Goals

1. Providing a better array of tailored membership options and multi-year memberships.
2. Broadening sponsorship support for rides and activities
3. Providing retailers with incentive to sign-up new members
4. Promoting membership more broadly through BUGs, councils, state government departments.
5. Focusing on more sponsorships by companies and support through foundations.

#### Capacity Building

1. Better engaging with our volunteers through dedicated communications and support events.
2. Identifying and working closely with external resources to bolster internal capability to meet specific needs on a targeted basis.
3. Building the skills of internal staff to take up our new challenges through the use of training and coaching.

4. Increasing staff numbers and internal expertise - proportional to our success and increased work loads.

Over the last few months I have already been visiting with groups in Wagga Wagga discussing a rail trail; with Bicycle Victoria looking at their operations and capabilities; engaging with Minister Borger; discussing the Inner West Rail Trails Extension; meeting with the Central Coast Councils about cycling initiatives; discussing the role of cycling among a meeting of the Central NSW Councils; appearing at the Staysafe inquiry; delivering a paper to the Australian Conservation Council; and meeting with various other councils, councillors and the Lord Mayor of Sydney.

I feel we have barely warmed up and I intend that in the year ahead we will make you our members and supporters even more proud of being a member of Bicycle NSW.



### *Bicycle NSW at a glance*

*11,402 members across the state*

*over 25,000 supporters*

*32 Bicycle User groups*

*76 Corporate Bicycle commuter Clubs*

*over 15,000 participants in BNSW events during past year*

*over 100 community based rides run by BUGs throughout NSW every month*

*over 800 volunteers*

*579 schools involved with our schools program*

Bicycle NSW is a “Tier 1” association and is governed by a 9 member volunteer Board, with 6 Board positions elected by the membership and 3 appointed by the Board. The Bicycle NSW constitution is based on the model rules contained in current regulations. The organisation employs full-time staff, and is supported by many volunteers from across the community.

Bicycle NSW is a member based, community organisation with the following aims:

- To promote education of cyclists and other road users in the interest of road safety
- To advocate enforcement of the rights and obligations of cyclists
- To conserve and protect the natural environment through the promotion of cycling as an environmentally beneficial means of transport
- To promote the use of the Bicycle as a key element of ecologically sustainable development practices
- To promote Bicycle transport as a means of reducing greenhouse gas emissions, improving air and water quality, reducing non-renewable energy consumption and improving land use
- To promote the use of the Bicycle as a healthy, environmentally sustainable means of recreation and tourism and enhancing accessibility and personal mobility in the community
- To advocate engineering and equipment appropriate for the use of cyclists

In achieving the aims above, Bicycle NSW manages a number of events and programs that deliver key messages,

resulting in attitudinal and behavioural changes towards cycling as an activity for transport, fitness and recreation. Some examples of Bicycle NSW events and programs include:

- NSW Government Spring Cycle (in its 27th year), is Sydney’s premier recreational cycling event, showcasing Sydney’s cycling infrastructure and targeting a diverse population group. The event attracts up to 10,000 riders each year.
- Gear Up Girl – addresses the low rates of cycling among women.
- Schools Program – including bicycle education workshops, helmet awareness use campaign, a cycling challenge for secondary school students and a cycle skills training program for teachers.
- Smart Commuting Program – provides a number of resources for those new to cycling and those already cycling all or part of the journey to work.

### **Bicycle NSW Environmental Trust**

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. Funds were raised through Bicycle NSW membership and Pengana Goulburn to Citi Charity ride.

The Trust has funded the following projects - Community Engagement and Marketing Program, The Bicycle NSW Submission to the NSW Transport Blueprint, and to the Independent Public Inquiry, and the ARC Project - Safer cycling: a partnership project to better understand cycling patterns, hazards and incidents.

## Australian Cyclist magazine

Australian Cyclist experienced a mixed year, with economic pressures affecting advertising sales, but bulk sales gaining strong growth. Subscriptions experienced a dip but then recovered earlier sales levels to end the year on a positive note; and newsagency sales fluctuated but overall maintained constant figures.

Highlights of the year include:

### Realview

The magazine, and Bicycle NSW, will be given a higher profile through the increasingly popular online Realview. At year's end, all issues of Australian Cyclist for the past three years have been uploaded, which will give BNSW members and the public free online access to archived copies. Each new issue will be added at the end of its circulation period.

### Overseas sales

Overseas distribution of Australian Cyclist has been increased with retailers in Singapore and Malaysia, as well as the US, now ordering copies. These sales have been arranged through a new distributor and, although modest at present, there is potential for broader sales. The distributor is currently presenting Australian Cyclist to magazine retailers in Europe and the UK.

### Anniversary edition

A special 20th anniversary edition Australian Cyclist was published in November 2009. This attracted one of our highest newsagency sales and the highest-ever advertising sales.



### Gatefold

A special gatefold cover was published with the March-April 2010 issue and featured the City of Sydney's cycling plan. This was well received and has established a format for future promotions and advertising opportunities.

### Summary of revenue streams

Pressures on the retail sector because of the general economic climate, and cyclists' increasing use of international online sites for purchases, impacted on advertising revenue. Although record revenue was achieved in November-December, total sales slipped 11% compared to the previous year.

The outlook has improved in recent months and a 30% increase over May-June is forecast for the November-December issue.

**Subscriptions** declined in the first half of the year but rose steadily during the second half to show a slight 0.4% growth compared to the previous year.

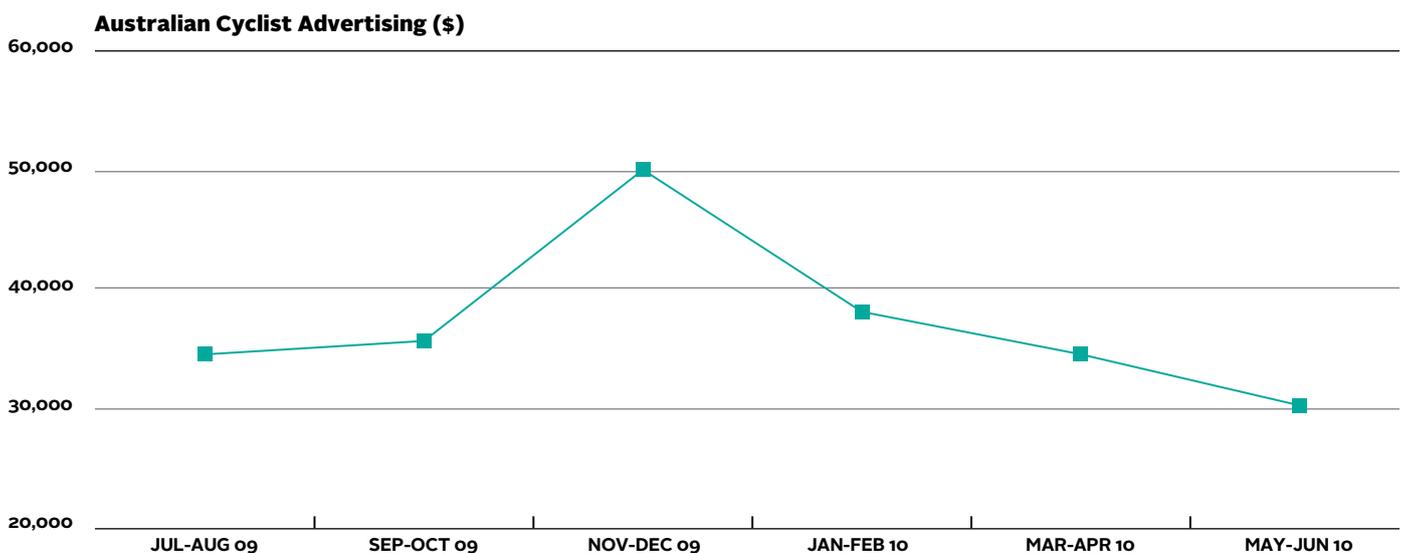
Australian Cyclist was included on the isubscribe online magazine subscription sales site in the fourth quarter and also an online purchase facility has been installed in the Australian Cyclist website. Although these services are not aggressively promoted, there is a steady trickle of subscriptions from both sources and currently we are attracting about a dozen new subscriptions a month from them.

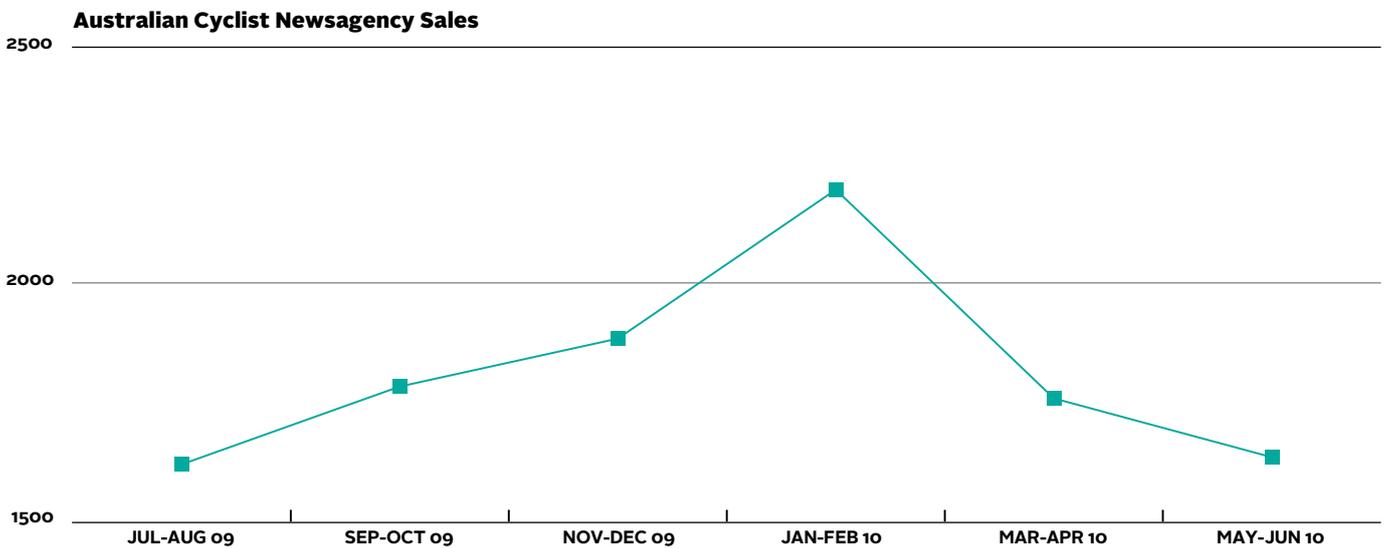
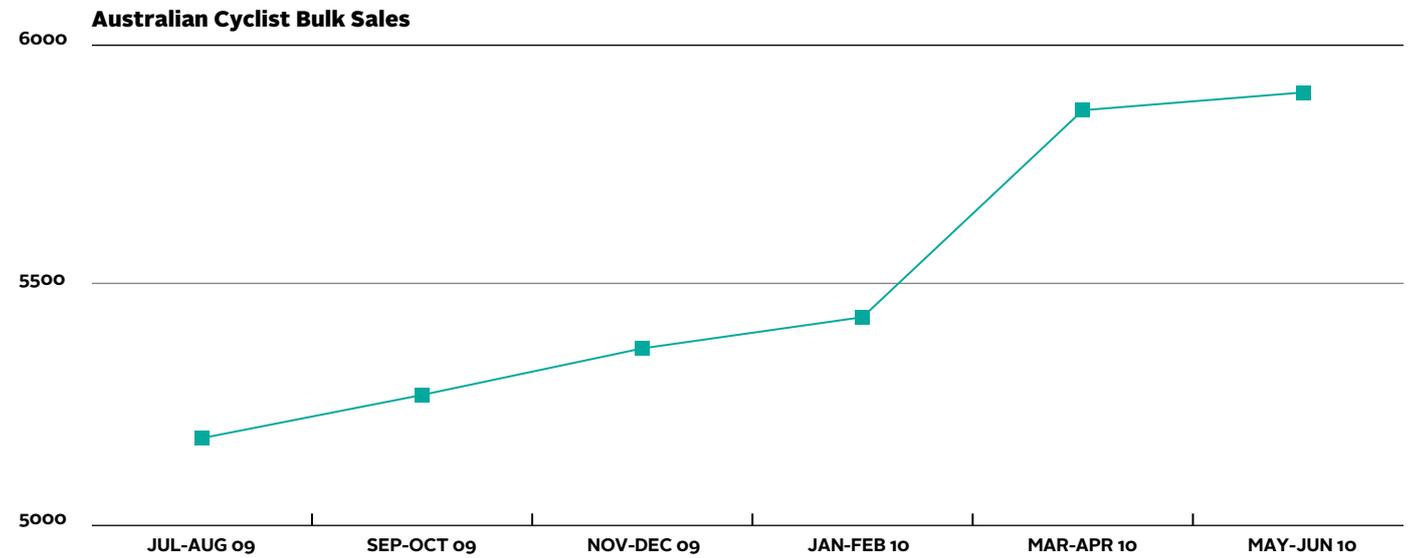
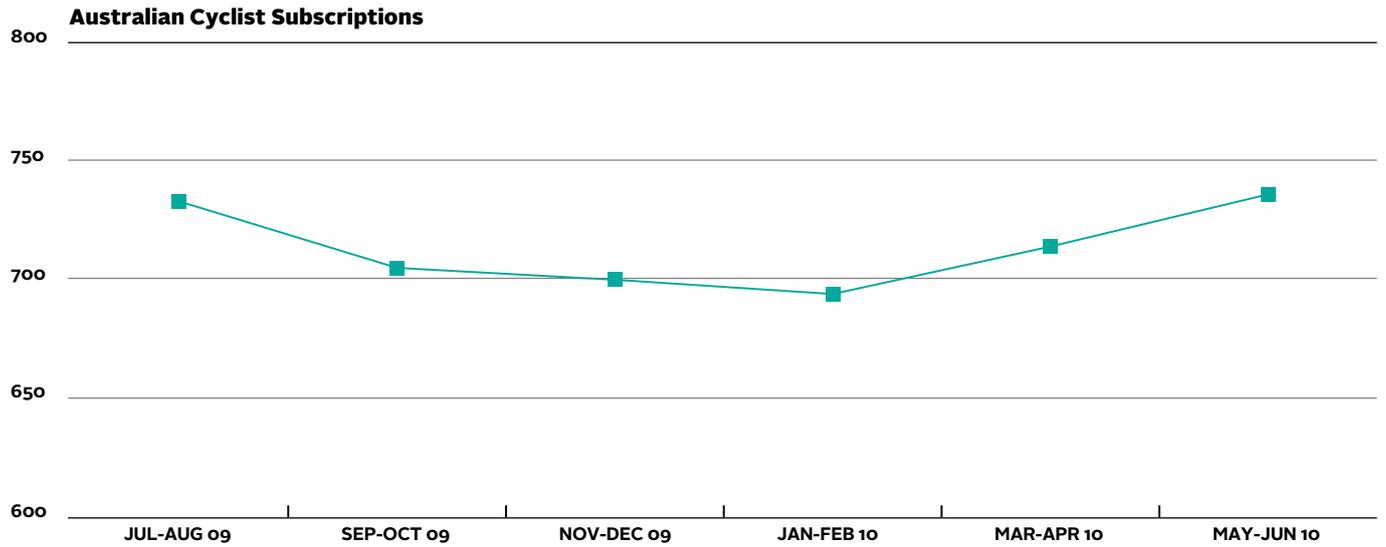
**Sales to state bicycle associations** increased by 14% over the year. The largest growth was for Bicycle Queensland, which now purchases 5,800 copies.

There is opportunity for growth in this area and there is interest by other states to work with BNSW and Australian Cyclist to develop local content and possibly local editions.

**Newsagency sales** continue to fluctuate but there was a small 0.9% increase compared to the previous year. There is not a dedicated budget for newsagency marketing, and sales rely on habit, word-of-mouth and the cover. Anecdotally, we know that some newsagency purchases convert to subscriptions.

Nuance is working with the distributor to analyse newsagency sales. There are several factors, including the cover.





## Bicycle NSW Schools Program



The Bicycle NSW Schools Program aims to get more students and their families more active more often. This is achieved through the delivery of a number of calendar events and ongoing programs. Each of these events and programs target a market segment and use a variety of techniques to increase the frequency and raise the profile of cycling for transport, fitness and recreation. The common theme of all the events and activities that form the program is to have a sustained and ongoing impact on the behavioural choices of young people and their families.

### Programs

#### Bicycle Education Workshops

Each term the Schools Program delivers workshops in up to 10 schools per term across the state. The workshops focus on the skills necessary for riding on the road (such as signalling, scanning in front and behind, stopping quickly and turning), road rules for bicycle riders, basic bicycle maintenance and helmet fit. The workshops are delivered by qualified skills instructors within school grounds and are

funded by the Bicycle NSW Schools Program. Since the beginning of the program almost 6000 students have taken part in the workshops.

#### Hands Up! Survey

The Hands Up! survey is a monitoring tool which allows schools to set goals and track progress. Schools receive a log in and password to access the system into which they can enter monthly data on the number of students walking, riding, travelling by car or by public transport. The results are published on a monthly basis and the Schools Program rewards schools who increase the number of active students and / or reduce the numbers of students travelling to school by car.

#### Teacher Training

Teachers at schools involved with the program can attend a one day training course to become a qualified skills instructor. The course, delivered by Cycling Australia provides the knowledge and resources to deliver effective ride education programs at school.

## Schools Program Events

### National Ride2School Day

This is a national celebration of walking and riding to school and is Australia's largest active event for students. In NSW participation has grown from 9 schools in 2008, to 299 schools in 2009 and 490 schools in 2010. In the 2010 event over 70,000 students rode their bikes or walked to school. The event acts as a 'call to action', stimulating students and their families into giving it a go for the first time and taking the first step towards a sustained change in behaviour.

### Helmet Artwork Design Competition

This event was first launched in 2009 as a response to feedback from parents and teachers concerned about the number of students riding without a helmet. The competition acts to reduce the social stigma around helmets being 'uncool' by asking students to create the artwork for a new helmet, with the overall winner having their design used on a limited edition helmet to be produced and distributed Australia wide. Over 9000 entries we received in 2010. The competition was a nominee in the 2009 Australian Bicycling Achievement Awards.

### Gold Medal Challenge

The Gold Medal Challenge targets students and teachers and aims to promote cycling for everyday activities and encourage participation in cycling as a sport. The event invites young people to register and accumulate between 250 and 2000 kilometres (participants select 250, 500, 1000 or 2000 kilometres during registration). A number of prizes are available throughout the duration of the challenge (including cycling accessories,

clothing and velodrome workshops). Upon returning their completed logbook participants receive a gold medal for their achievement. The Challenge was also a nominee in the 2009 Australian Bicycling Achievement Awards.



## What have we achieved so far and what are the targets for the future?

The table below provides a summary on the achievements so far and the targets for the future. Shaded cells denote actual figures and un shaded cells are targets based on growth of the program to date.

	2008	2009	2010	2011	2012
Number of schools registered with the BNSW Schools Program	9	360	530	800	1200
National Ride2School Day (Number of schools)	12	299	482	750	1000
Helmet Design Competition (Entries)	n/a	4236	9506	10000	15000
Gold Medal Challenge (Participants)	n/a	601	1000	1500	2000
Bicycle Skills Workshops (Students trained)	678	4803	7000	10000	15000
Teacher Training (Teachers trained)	3	8	15	30	60
Hands Up! Surveys (Average participants each month)	604	8000	10000	12000	16000

Table 1 - Current achievements and future targets for the Bicycle NSW Schools Program

### National Ride2School Day

Measure	Frequency
Number of registered schools	Monthly (Jan, Feb, Mar, Final)
Media generated	Number of articles
Students transport methods	Conducted on National Ride2School Day
Final Evaluation	Sent to all schools 2 weeks post event

Table 2 - Reporting measures for National Ride2School Day

## Helmet Design Competition

Measure	Frequency
Number of entries	Monthly (Jan, Feb, Mar, Final)
Media generated	Number of articles
Number of schools receiving BNSW visit	Monthly (Mar, Apr, May, Final)
Final Evaluation	Sent to all schools 1 week post event

Table 3 - Reporting measures for the Helmet Design Competition

## Gold Medal Challenge

Measure	Frequency
Registration progress	Monthly (Jun, Jul, Aug, Sept, Oct, Nov)
Media generated	Number of articles
Mid event evaluation survey	October
Final Evaluation	Sent to all participants

Table 4 - Reporting measures for the Gold Medal Challenge

## Bicycle Education Workshops

Measure	Frequency
Number of schools receiving workshop	Every 6 months
Total number of participants in workshops	Every 6 months
Workshop evaluation survey	Summary provided every 6 months
One month follow up evaluation survey	Summary provided every 6 months

Table 5 - Reporting measures for the Bicycle Education Workshops

## Monthly Hands Up Surveys

Measure	Frequency
Number of students surveyed	Monthly
Results summary	Monthly
Number of schools entering data	Monthly

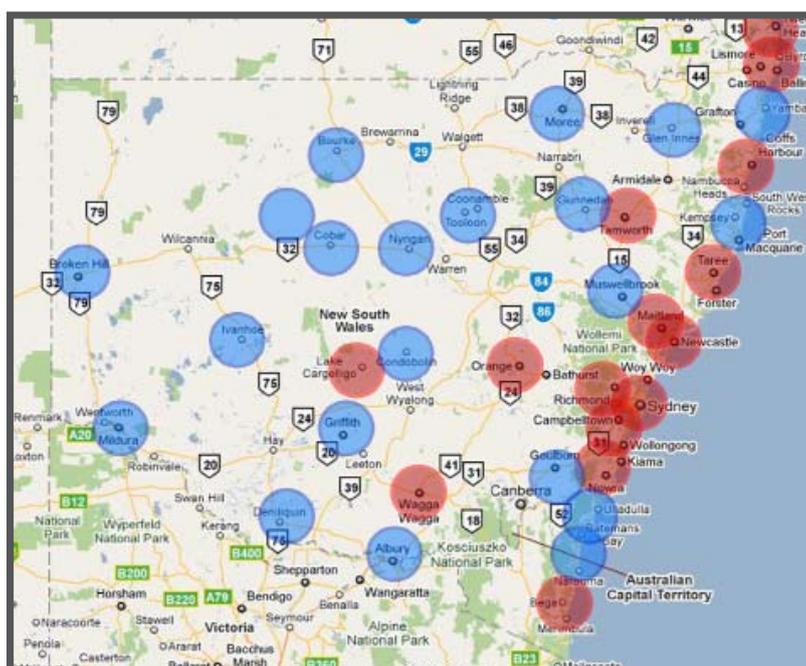
Table 6 - Reporting measures for the monthly Hands Up Surveys

## Teacher Training

Measure	Frequency
Number of teachers trained	Every 6 months
Number of workshops delivered	Every 6 months

Table 7 - Reporting measures for Teacher Training

Bicycle NSW will seek to expand its database of instructors across the state and allocate funds within the project budget to train new instructors to ‘fill gaps’ in areas across the state where no instructors are available. See below for current instructor locations and ranges and proposed instructor locations and ranges.



- Current accredited instructor locations
- Locations where the schools program will seek and train new instructors to deliver bicycle education workshops

## Bicycle NSW Smart Commuting Program

Feedback from Commuter Challenge participants in 2011:

*“I have completed my 500km, I have attached the spreadsheet. I will obviously be doing more before the end of the year ;- ) Thank you for setting up the encouragement program, the more people we can get onto bicycles the better”*

*“Please find attached my completed E-log spreadsheet. It has been fun to log the distance I have ridden everyday - I think that this challenge is another great initiative from Bicycle NSW. Well done. Looking back on the last 6 weeks doing the challenge it has reminded me of how lucky we are to have good places to ride and also how important my riding is to me and my family (both in saving money - approx \$80 in fuel alone, and in promoting healthy exercise to my wife & our 3 kids - they also love riding. Once again thanks for the challenge - it was nice to finish it in the dry last night.”*

*“Well I’ve cycled 500 km since I started and interestingly have found myself extending my ‘daily’ ride pushing it out to more than 30 km. Wet weather certainly slowed down my completion as did a number of site visits and interstate travel for work. Overall a lot of fun, but all cycling is just that! I work from home and generally ride each day for more than an hour (now an hour and a half!) in the local area - lots of hills, leafy streets and some bush cycling track courtesy local government - it’s a great workout.”*

### Commuter Challenge

The aim of the Commuter Challenge is to reinforce cycling as a transport option and encourage individuals to incorporate more cycling into their routine (also including for fitness and recreation). Participants are invited to register and accumulate a kilometre distance in a logbook provided by Bicycle NSW. The challenge provides workplaces with an event that motivates staff, encouraging individuals to assess their transport options and incorporate cycling into all or part of the journey to work. Businesses involved with the Commuter Challenge are offered a free presentation from Bicycle NSW staff on the benefits of cycling, common barriers and how to overcome them and a brief introduction to bicycle maintenance.

The Bicycle NSW Commuter Challenge was first launched in 2010, with just over 2,000 participants across the state. An evaluation of the event has found that 59% have been encouraged to fit more cycling into their daily life and 98% of participants reported that they will take part in the commuter challenge again in 2011.

In the 2011 Commuter Challenge a number of distance options will be added (including 250, 500, 1000 and 2000km). This will enable the event to engage with a more diverse audience, including those new to cycling as a transport option. A number of Commuter Challenge events will also be conducted across the state to drive awareness and participation.

## Workshop program 2011

For many people riding a bicycle can be a daunting experience. The primary aim of the workshops is to improve riding ability and confidence to ride on public roads and cycle ways. All workshops will be delivered by qualified instructors and be co-ordinated by Bicycle NSW.

The workshop program will provides practical learning experiences in 2 key settings:

- Workplaces (focusing on increasing the numbers of employees riding to work). Businesses wishing to receive a workshop will be required to register their interest with Bicycle NSW. Bicycle NSW will deliver 10 workshops per year, 5 of which will be in the greater Sydney area and 5 in regional centres across NSW.
- Community (focusing on women-only and 'back on your bike' workshops increasing frequency of cycling behaviours within the wider community setting)

*"I'm pleased (and a tiny bit proud!) to send you my logbook as I passed the 500km mark this morning somewhere out near Dulguigan, northern NSW. I began the challenge on my 53rd birthday, 24 April, so it's only taken me 13 days to manage 500kms without really changing my normal routine. I found that just having the logbook to fill in after each ride was a challenge to do those extra few kms, or "just one more circuit"! As it happens, I would probably have completed the 500 sooner, but we've had torrential rain which made cycling impractical for a couple of days, and I'd promised a friend I'd go along to an RPM class, so I could only ride yesterday morning instead of getting out again to finish the challenge in the afternoon! All good stuff, and it's been a lot of fun. I'm going to keep on logging my rides and see where I get to by December 17."*



## Bicycle User Groups and Master Ride Leader and Ride Leader Training courses

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**Bicycle User Groups** (BUGs) play an important role for Bicycle NSW in the local community. BUGs at their core are a group of Bicycle NSW members who want to do more for cycling at a local level. BUGs vary in size from small (around 3 members) to large (100 members or more). The interests of its members, the needs of the broader cycling community, and the size of the group all input on deciding the objectives and strategies the BUG adopts. Many successful BUGs have started small and over time grown in size.

### Ride Leader Training courses

The guidelines were first compiled in February 2003 and were drawn from a meeting of experienced ride leaders in December 2001. Thanks must go to the people and groups whose willingness to share their knowledge and experience is greatly appreciated: BikeNorth Bicycle User Group, Chris Bushell, Doug Thompson, Tanya Bosch, Danny Hannan, Greg Searle, Terry Threlfal, Paul Regan, Newcastle Cycleways Movement, Allen Shrimpton, Doug Bathersby, Jim Florence, John Coghill.

Since 2003 the course has developed and this year we issue a new improved guide and Master Ride leader course. The Master Ride Leader course has been developed particular for Regional BUGs so that they can do internal training and not have to travel great distances. Bicycle NSW again with the help of Bike North has developed an online self assessment which all ride leaders complete once a year. The self assessment has been designed as both

a refresher/reminder of what is required from Ride Leaders and also as part of our best practice for insurance.

**PushOn** is the online magazine of Bicycle NSW. For many years it has been a source of information for both members and non-members about forthcoming rides and events. PushOn covers a wide variety of subjects from advocacy issues to where to ride and has grown steadily over the last year, thanks in great part to its Editor Jenni Gormley. PushOn is now available through Realview.

### Submissions

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Several important submissions were produced by Bicycle NSW with the assistance of Chloe Mason and Warren Salomon.

- Metropolitan Strategy Review
- SMH Inquiry into Public Transport - The Independent Public Inquiry to create a Long Term Public Transport Plan for Sydney - in response to the Preliminary Report
- NSW Ministerial Reference Panel on the NSW Government's Transport Blueprint for Sydney's Transport Future
- Transport NSW on GHD Draft Report Sydney Light Rail - Inner West Extension Study
- Staysafe Inquiry into Vulnerable Road Users

All Bicycle NSW submissions are available on the website at [www.bicyclensw.org.au](http://www.bicyclensw.org.au)

## Bicycle NSW Events

### Bicycle NSW Gear up Girl programs

Gear up Girl is a Bicycle NSW behaviour change initiative designed to increase cycling participation by women of all ages and abilities. The program was launched in 2007 in response to statistics showing an alarming disparity between the number of men and women who participate in cycling: 14.8% of men and only 5.3% women in NSW in 2008 (Exercise, Recreation and Sport Participation Survey – ERASS). The major barriers among women cited for not cycling was a lack of confidence and knowledge. The Bicycle NSW Gear up Girl program was therefore developed to address these barriers.

**The Gear up Girl Challenge** is a women's participation event, which provides a non-threatening and fun environment for women to have a go and get on their bikes. Currently an annual Challenge is held in Sydney NSW, in March each year. [NB Gear up Girl Challenges have also taken place in Canberra (2009, 2010) and Adelaide (2009, 2010) and Tweeds Head (2010)]

The Gear up Girl Challenge in Sydney has been running since March 2007 and has received tremendous, positive feedback from participants relating to how inclusive, fun, and rewarding it is. The current participation rate for the Challenge is almost 1000 women and since the challenge started over 5000 women has taken part.

**The Gear up Girl Workshops** aim to equip women with the cycling know-how and confidence to get on their bikes. Currently 3 workshops are held each year; all at Sydney Olympic Park on a Saturday morning. Women choose from a selection of workshop options each varying in length. The workshop options vary depending on the demand however previously they have included, practical riding skills, changing a flat tyre, basic bike maintenance, tips on what to wear, what to take on a ride, equipment etc. The workshops are capped at 50 participants in order to provide a non-threatening, intimate environment where women are able to ask questions and get one-on-one assistance.

In 2011 Bicycle NSW is hoping to extend the workshops to regional NSW.







## **Bicycle NSW Spring Cycle 27 September 2009**

In 2009 Bicycle NSW organised and conducted the 26th annual City of Sydney Spring Cycle. The event date was brought forward to Sunday 27th September to coincide with NSW Bike Week.

A record number of 10,908 riders participated in the event – an increase of 27% from 8555 participants in 2008.

Supported again by the RTA, City of Sydney, NSW Government, Sydney Olympic Park Authority, NSW Police, NSW Ambulance, CityRail and a number of key sponsors and event partners, the 2009 event continued its running success and popularity. A key to this success is the relationships formed and maintained between Bicycle NSW and the NSW Government and other stakeholders. Bicycle NSW as event organisers also had pre-event representation at the NSW Premier's Department Sydney Operations Group meetings.

The event finished along Olympic Boulevard and was followed by a festival in The Overflow Park, which included live entertainment, live demonstrations, food stalls, corporate area and retail stalls.

In 2009 two charities were named as event beneficiaries; - MS Australia and the Oncology Children's Foundation. Event participants had the opportunity to donate to the charities or to create their own online fundraising for the charities through Everyday Hero. Almost \$100,000 was raised.

Other key event sponsors included The Sun-Herald, Westlink M7 (who sponsored both Ride Blacktown and Ride Liverpool), Leisure Co., Jaggad clothing, and Channel 7's Sydney Weekender show who supported through generous media exposure.

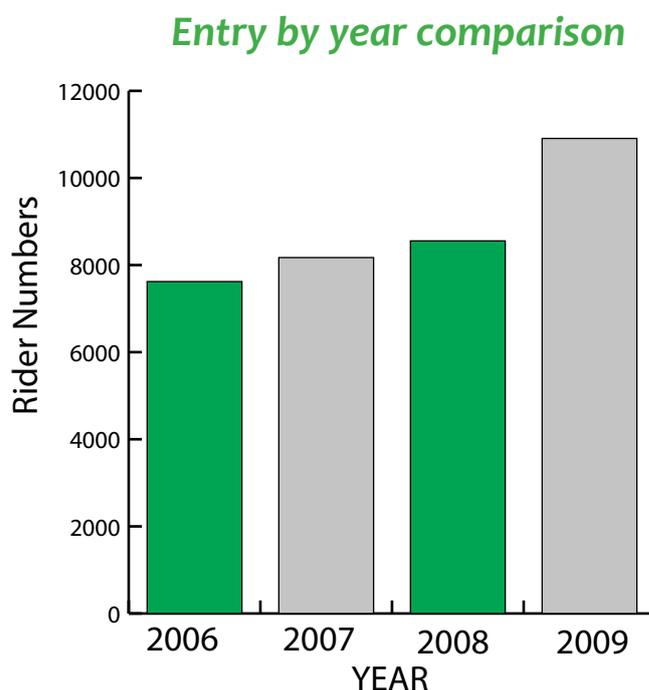


Entry Type	Number of entries	% of total entries
<b>ADULT RIDE</b>		
Early Bird entries	5229	54.7%
Late entries	2545	26.6%
On the day entries	353	3.6%
sub-total	8127	85%
<b>CHILD RIDE</b>		
Early Bird entries	493	5.1%
Late entries (no price change for Child Ride)	409	4.3%
On the day entries	46	0.4%
sub-total	948	9.9%
<b>UNDER 5s</b>		
Free entry	10	0.1%
sub-total	10	0.1%
<b>FAMILY RIDE (2, 3 OR 4 riders)</b>		
Early Bird entries	319	3.3%
Late entries	142	1.4%
On the day entries	13	0.1%
sub-total	474	4.9%
<b>TOTAL ENTRIES</b>	<b>9559</b>	
<b>TOTAL RIDERS</b>	<b>10908</b>	

Note on Entry Numbers: due to the Family Ride entry type, there are two different ways of approaching the entry analysis:

- Entry Numbers, where a Family Ride counts as a single entry
- Rider Numbers, where a Family Ride represents 2,3 or 4 riders

Residential Analysis	No.	%
<b>NSW:</b>		
Inner-city Sydney (postcodes 1001-2019)	899	8.3%
Outer Sydney (postcodes 2020-2234)	8663	79.7%
Regional NSW (postcodes 2250-2914)	1307	12%
Total NSW	10869	99.6%
QLD	11	<1%
VIC	10	<1%
WA	1	<1%
TAS	1	<1%
International	3	<1%
<b>TOTAL</b>	<b>10908</b>	<b>100%</b>



**Financial Statement**

**Independent Audit Report to the Members of Bicycle New South Wales Incorporated**

Bicycle New South Wales Incorporated and Controlled Entities Statement of Comprehensive Income for the year ended 30 June 2010

	Economic Entity		Parent	
	2010	2009	2010	2009
	\$	\$	\$	\$
Revenue from ordinary activities	1,869,870	1,814,599	1,897,935	1,845,727
Staff and other labour incurred	(799,577)	(810,751)	(799,577)	(810,751)
Insurance costs incurred	(37,492)	(38,529)	(37,492)	(38,529)
Communication costs incurred	(336,325)	(342,418)	(336,325)	(342,418)
Events direct expenses incurred	(227,866)	(305,980)	(227,866)	(305,980)
Depreciation expense	(19,148)	(23,894)	(19,148)	(23,894)
Other expenses from ordinary activities				
Pledge to Advocacy	(26,365)	(16,395)	(26,365)	(16,395)
Audit and Legal	(41,550)	(34,576)	(36,412)	(32,671)
Cleaning and Garbage	(12,207)	(15,512)	(12,207)	(15,512)
Finance expenses	(165,950)	(171,384)	(165,950)	(171,384)
Rent and Storage	(66,528)	(46,549)	(66,528)	(46,549)
Repairs and Maintenance	(3,769)	(3,861)	(3,769)	(3,861)
Research and Development	(2,583)	(2,546)	(2,583)	(2,546)
Software and Computer Service	(66,806)	(37,849)	(66,806)	(37,849)
Stationery and Consumables	(14,139)	(14,051)	(14,139)	(14,051)
Travel Expenses	(5,379)	(4,133)	(5,379)	(4,133)
Utilities	(643)	(8,213)	(643)	(8,213)
Vehicle Running Costs	(9,036)	(4,741)	(9,036)	(4,741)
Loss on disposal of plant and equipment	(13,632)	-	(13,632)	-
<b>Surplus/(Deficit) before income tax expense</b>	<b>20,875</b>	<b>(66,783)</b>	<b>54,078</b>	<b>(33,750)</b>
Income tax expense relating to ordinary activities	-	-	-	-
<b>Surplus/(Deficit) for the year</b>	<b>20,875</b>	<b>(66,783)</b>	<b>54,078</b>	<b>(33,750)</b>
Other comprehensive income				
<b>Total comprehensive surplus/(deficit)</b>	<b>20,875</b>	<b>(66,783)</b>	<b>54,078</b>	<b>(33,750)</b>

Bicycle New South Wales Incorporated and Controlled Entities Statement of Financial Position as at 30 June 2010

	Economic Entity		Parent	
	2010	2009	2010	2009
	\$	\$	\$	\$
<b>CURRENT ASSETS</b>				
Cash assets	615,506	665,004	594,722	619,017
Trade and other receivables	135,447	48,737	135,447	48,737
Other assets	58,600	16,418	58,600	16,418
<b>TOTAL CURRENT ASSETS</b>	<b>809,553</b>	<b>730,159</b>	<b>788,769</b>	<b>684,172</b>
<b>NON-CURRENT ASSETS</b>				
Plant and equipment	41,063	69,966	41,063	69,966
Other assets	20,001	12,321	20,001	12,321
<b>TOTAL NON-CURRENT ASSETS</b>	<b>61,064</b>	<b>82,287</b>	<b>61,064</b>	<b>82,287</b>
<b>TOTAL ASSETS</b>	<b>870,617</b>	<b>812,446</b>	<b>849,833</b>	<b>766,459</b>
<b>CURRENT LIABILITIES</b>				
Trade and other payables	574,514	527,171	577,020	537,677
Provisions	36,612	41,087	36,612	41,087
<b>TOTAL CURRENT LIABILITIES</b>	<b>611,126</b>	<b>568,258</b>	<b>613,632</b>	<b>578,764</b>
<b>NON-CURRENT LIABILITIES</b>				
Provisions	6,278	11,850	6,278	11,850
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>6,278</b>	<b>11,850</b>	<b>6,278</b>	<b>11,850</b>
<b>TOTAL LIABILITIES</b>	<b>617,404</b>	<b>580,108</b>	<b>619,910</b>	<b>590,614</b>
<b>NET ASSETS</b>	<b>253,213</b>	<b>232,338</b>	<b>229,923</b>	<b>175,845</b>
<b>MEMBERS' FUNDS</b>				
Accumulated surplus	253,213	232,338	229,923	175,845
<b>TOTAL MEMBERS' FUNDS</b>	<b>253,213</b>	<b>232,338</b>	<b>229,923</b>	<b>175,845</b>

\* complete audited financial statements are available on request

We have audited the summarised financial statements of the Bicycle New South Wales Incorporated for the year ended 30 June 2010 as above in accordance with Australian Auditing Standards.

In our opinion, the information reported in the summarised financial statements is consistent with the annual financial statements for the year ended 30 June 2010 from which it is derived and upon which we expressed an unqualified audit opinion in our report to the Members of Bicycle New South Wales Incorporated dated the 22<sup>nd</sup> day of October 2010.

BENTLEYS MELBOURNE PARTNERSHIP  
CHARTERED ACCOUNTANTS

MARTIN FENSOME  
PARTNER

Dated in Melbourne on this 22<sup>nd</sup> day of October 2010

- schools program
- commuting program
- cycle cover
- ride leader
- bicycle user groups
- environmental trust
- push on magazine

australian  
**cyclist**

NSW GOVERNMENT  
spring  
**cycle**



[www.bicyclensw.org.au](http://www.bicyclensw.org.au)



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