

2020 MEMBERS SURVEY SUMMARY

DECEMBER 2020

2020 Members Survey Summary

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A message from our CEO



I would like to thank all Members who completed the 2020 Member survey. The answers and the feedback you provided, will help Bicycle NSW in planning for the future, improving our offering and advocating for things that matter most to our Members.

We know 2020 was a tough year, which is why we wanted to help our Members out. Our early Membership renewal offer of '15 months for 12 months' was our way of thanking you for your loyalty and continued support. The response we got was huge! Almost half of our Members took advantage of the offer.

This year was also a challenging year for Bicycle NSW as we had to cancel our much loved Spring Cycle event due to the COVID-19 pandemic restrictions.

On the upside, COVID-19 has shown a huge spike in bike sales and people riding bikes which has led to safer pop-up infrastructure being installed quickly across NSW. Our small and dedicated team at Bicycle NSW have been working on a number of key advocacy issues and we cannot do it without your continued support, and for that we thank you.

Below you will find the results of the survey as well as an overview of 2020. If, after reading this, you have any questions, please feel free to contact us. We are here for our Members and will always will be #ForEveryRider.

A handwritten signature in black ink, appearing to be 'Alistair Ferguson', with a long horizontal line extending to the right.

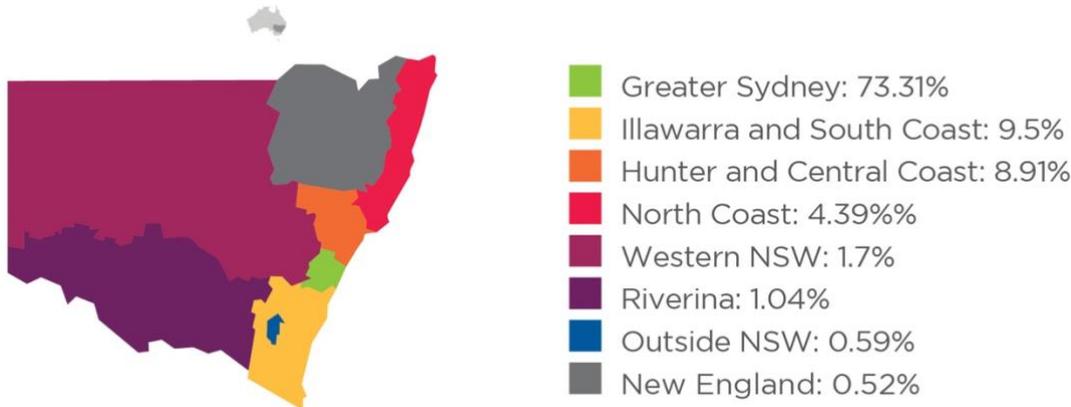
Alistair Ferguson

Bicycle NSW CEO

A little bit about you....

The 'average' respondent to our survey is male between the ages of 45 - 75 who likes to ride on the road and lives in a Sydney metropolitan suburb. We forgot to ask but we suspect he also enjoys a coffee after his ride.

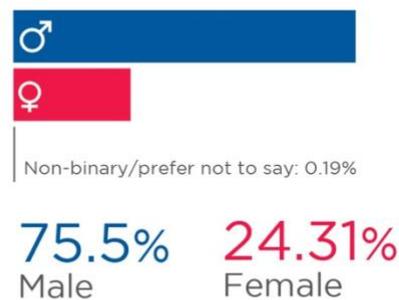
Location



Age



Gender



While we all share a passion for riding bikes, as far as we are concerned there is no 'average' Member. Through the many interactions we have had with our Members, we know how diverse and interesting you all are!

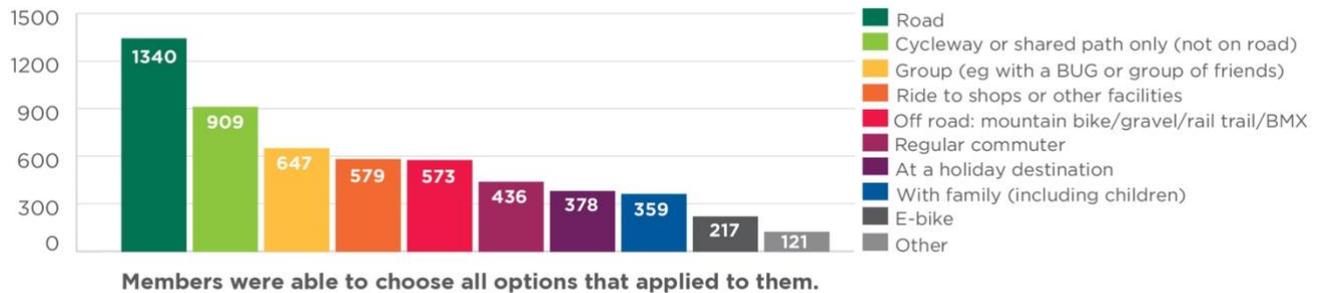
For instance, this year we have seen some significant shifts in our Membership base: we now have more female, Household and younger Members than ever before.

Based on your responses and feedback, another trend is also clear: an increased interest in riding off road (MTB, gravel, rail trail, BMX).

“Please support more / be more inclusive of mountain biking...” - Susanna

“I like your cycle mapping of NSW and your push for more rail trails in NSW...” - Gary

Type of riding you do



In our monthly Member newsletters, on our social media and website, you can find many stories about off road bike riding. This included updates (such as about the long awaited restoration of the advanced trail at the Australian Botanic Garden at Mount Annan), stories about [where to ride](#) (including off road) and news (such as about the opening of a [new jump track at Wagga Wagga](#) or the announcement about the [Northern Rivers Rail Trail](#)).

We also received valuable feedback from Members living in regional and rural areas of NSW some of whom thought we are ‘...**too Sydney metropolitan oriented**’ while others felt that we have ‘... **become a little less Sydney centric in recent years**’.

It is true a significant amount of our advocacy work is aimed at the Sydney Metropolitan area (with more than 5 million residents out of a total population of 7.5 million in NSW, it is probably understandable). That doesn’t mean we aren’t interested or involved in advocacy initiatives in other areas of NSW. Whether you live in Sydney or in another part of NSW, we encourage all our Members and BUGs to contact us for support and advice on local advocacy initiatives.

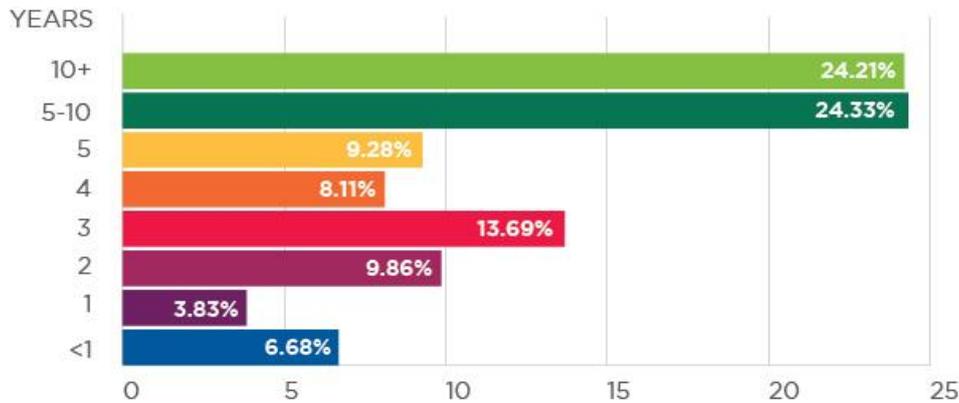
In our [‘Where to ride’](#) section on our website, you can find guides on riding in regional and rural areas of NSW.

We invite all Members to share their stories with us. **Bicycle NSW is and always will be #ForEveryRider.**

Your relationship with Bicycle NSW

We are pleased there was almost an equal number of long standing Members (more than 5 years) and new Members (5 years or less) who completed the survey with a response rate of 48% and 50% respectively (2% of respondents did not answer this question). The survey has given us a great insight into what a cross section of our Members think.

How long have you been a Member?



The average response to our question 'At this stage on a scale of 1 -20, how likely are you to renew your Membership?' was 15. While we are happy with this positive number, we will continue to work hard to give you value for your Membership, to find ways to improve your Member experience and to ["Create a better environment for all bicycle riders"](#).

On a scale of 1-20 how likely are Members to renew?

The average answer was 15



Would you refer your friends to Bicycle NSW?



Nine out of ten respondents said that they would refer a friend to us. In fact, it seems you already do as almost 30% of new Members said they were referred to us by a friend, a BUG or another bike riding group or club.

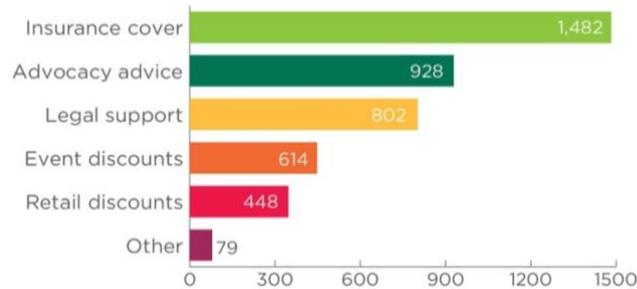
“I think you guys do a great job. I recommend you whenever the opportunity arises.” - Judith

“ I think this is a great membership and I recommend it to all my bike riding friends :)” - Katie

Thank you to all the Members who have referred a friend or a family member to us. Please remember to share your referral code so your friend gets \$10 off when joining while you will get a \$10 credit towards the renewal of your Membership.

Your Membership experience

We are pleased that 98% of those who answered this question like and value our comprehensive insurance and our advocacy updates and advice. You also value the [legal support](#) you can expect as a Member.



What does Bicycle NSW do well?

“ Membership provides peace of mind re: insurance and access to legal if required and keeps us up to date on current biking issues.” - John

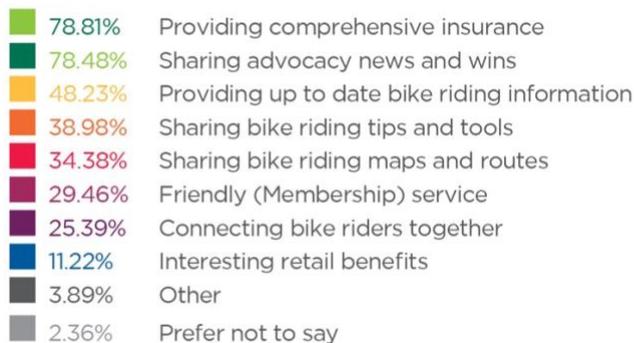
Our [retail benefits](#) did not get a high score and only 20-30% thought retail benefits or event discounts are valuable Member benefits.

Areas where you feel we can do better are:

- Membership service
- Connecting bike riders
- Providing ride suggestions and tips

Your feedback showed your interest in information on where to ride, in particular in regional and rural areas of NSW.

“ I would love ride suggestions with detailed maps or instructions to take my adult family on.” - Anton



This time last year, we started our [#RideTheBush campaign](#) to inspire and encourage Members to enjoy a summer bike riding holiday in areas affected by the 2019 drought. Unfortunately, due to the bushfires, we were unable to continue this campaign. After a long, hot summer we started our series again, this time in support of [communities](#) who had been hit hard by the bushfires. Sadly, not long after, travel was put on hold (again) by the COVID-19 pandemic.

Our response to the pandemic was immediate by creating a [resource page](#) to help bike riders ride safely through COVID-19 restrictions (within their own community).

As COVID-19 restrictions began to ease we shared your ride experiences as well as stories about some great (new) ride opportunities in NSW such as Dungog (MTB Park), Dubbo (Central West Cycling Trail), Tumbarumba (Tumbarumba to Rosewood Rail Trail), the pop-up lanes in Sydney and new cycling infrastructure in Tamworth.

The good news is that we have recently restarted our series about exploring and [riding in regional and rural areas of NSW](#) ('#RideNSW'). Also, according to one Member, our [Ride NSW Map](#) with over 300 rides across NSW:

**“ ...is a great addition to your website.
It’s been a great resource to go and find new places to ride.” - Julie**

[Click here for Where to Ride](#)

Some of you also mentioned you would like ‘News from BUGs...’ and we couldn’t agree more! Unfortunately, due to the pandemic, group rides (including BUG rides) were initially not allowed and when restrictions eased, for safety reasons some BUGs limited rides to a smaller number or to members only.

This meant that while we have had little news to share about our BUGs, behind the scenes we were busy keeping our BUGs up to date on COVID-19 restrictions. We provided an online safety training for Ride Leaders and helped them to ensure their rides were compliant with current restrictions. Many of our BUGs have come through the pandemic bigger and stronger and most now welcome new riders. You can find their details [here](#).

“ The staff are incredibly helpful and friendly. It is one of the best organisations around...” - Bev

“ Bicycle NSW does a great job!” - Michael

But we are disappointed that only 30% of respondents agreed that our service to Members is something we do well. We are dedicated to providing a superior service and we will go through all your feedback to find ways to improve our service to you.

If you have any questions about your Membership, need assistance or would like to share your feedback (good or bad), please get in touch with us.

Your engagement with Bicycle NSW

With our Members spread across NSW, we have worked hard in recent years to bring you news articles from across the state. From Tamworth to Wollongong to Wagga Wagga, we have brought you a variety of news articles ranging from [ride guides](#), to [advocacy updates](#) to local riding group activities.

You let us know that we're heading in the right direction but would still like to see more articles on bike news (new infrastructure, political announcements), ride guides and stories about cycling holidays.

With only 60% of our Members regularly reading our Members only newsletter and 26% following us on social media, we do fear some of our Members miss out on articles of interest. In 2020, Bicycle NSW has produced nearly [200 news articles](#) to ensure our Members are kept up to date with what is happening in the bike riding community.

The frequency of our monthly newsletter works well for 64% of our Members so we've decided not to change this.

How often do you read our Member only monthly newsletter?



How often would you like to receive a Member only newsletter?



Top 3 responses

Do you follow us on social media?



Which social media platforms do you follow us on?



Facebook



Strava



Instagram



Twitter



LinkedIn

Articles in our newsletter can sometimes be dated as lots can happen within a month. We encourage all of our Members to check in to our [news section](#) between newsletters to ensure they aren't missing out on any content. Our news articles are also posted across our [Facebook](#), [Twitter](#), [Instagram](#) and [Strava](#) channels, so if you are on social media please give us a follow.

We always love to see and hear what our Members are getting up to, so if you've done an interesting ride, visited a new place riding or have some local advocacy news we'd love to hear from you.

In conclusion

Your views and needs are important to us. Thanks to the many Members who completed the 2020 Member survey, we will be starting the new year with fresh ideas and insights. To ensure that we stay informed we will conduct a Member survey every year and continue to invite feedback from our Members.

In recent months we have made some changes to improve user experience of our website. In early 2021, we will continue to work on content so it will be easier for any visitor to our website to find the information that is needed and, in particular, make information about Bicycle NSW more transparent.

We will also continue to ask for your stories and share these across our Social Media platforms. We love to hear what our Members have done and we know other Members do too!

In fact, it is overwhelmingly clear you love stories, tips and suggestions on where to ride. As long as any COVID-19 restrictions or other considerations allow us to do this, we will increase the number of stories about where to ride (especially in regional and rural NSW and 'off-road' rides). We will also continue to build on our 'Ride NSW Map'.

In addition, we aim to have more stories about BUGs who are doing a fabulous job in providing safe, enjoyable and inclusive rides for a wide variety of bike riders across NSW. We will continue to support our BUGs in every possible way and are hoping to be able to resume our popular Ride Leader course soon (dependent on COVID-19 restrictions).

Based on your feedback, we will review our Member benefits program. We know we have some great Member offers and we will (continue to) highlight these in our Member newsletters. But we will also seek new Member offers and new partnerships.

Finally, our advocacy team will again work hard to 'create a better environment for all bicycle riders in NSW'. We understand safer roads, separated cycleways, more opportunities to ride in and explore regional and rural NSW (such as rail trails) and more off-road riding choices especially in Sydney are high on our Member wish list.

Often our advocacy work is a hard slog and can feel like two steps forward, one step back. Most of you support our work and appreciate changes are usually not made overnight. Bicycle NSW have been the peak advocacy body for more than 40 years and we are dedicated to keep working together with community groups (such as BUGs), individual Members and other stakeholders to make our mission a reality.

We regularly share information about Council surveys inviting Members who live and/or ride in those Council areas to complete the survey and take an active interest in their local community. We cannot do our advocacy work without your support and appreciate your input.

While we have some work to do in 2021, we feel confident it will be a better and brighter year than 2020.

“ ...when I made my membership renewal by phone, I was very impressed by the assistance I received. The interaction was very personable and made me feel a valued member. Sensational!”

- James

For any questions please contact Angie from our friendly Membership team at info@bicyclensw.org.au or call the office on 9704 0800