

# Strategic Plan

2022 – 2027



We Lead the Ride



## Who We Are

- 🚴 We are **leaders in advocacy** for all bicycle riders in New South Wales.
- 🚴 We have been the **peak bicycle body** in NSW since 1976. We are and will continue to be the partner of choice for government for advice on what bicycle riders want and need to ride safely and more often.
- 🚴 We support our **Bicycle User Groups** to advocate in their local areas with education, tools and advice, while we lead major statewide advocacy programs including education, legislation and major infrastructure projects.
- 🚴 We enable our supporters who want to create a better future for all bicycle riders to make tax free donations via the **Bicycle NSW Environmental Trust**, a charity established in 2003.
- 🚴 We are **bicycle riders too**, we wear different clothes, have different styles and abilities.



## What We Believe

Bicycle riding is **inclusive** – anyone can do it, at any age, anywhere, regardless of physical ability or condition. As a transport option it supports all mobilities, low income and the vulnerable.

- It is good for the **individual** – for physical and mental health, social benefits and cost-effective transport.
- It is good for the **community** – less congestion, accidents, costs for health management.
- It is good for **New South Wales**, Australia and the world – bicycle riding is zero carbon emissions.

# Strategic Pillars



## Advocacy

We are and will continue to be the partner of choice for government for advice on how and where to build active transport infrastructure, to make it safe and usable for bicycle riders of all skill levels. We focus on the positives but hold them accountable to their commitments.



## Community Partnerships

We partner with local communities through supporting the Bicycle User Groups to advocate locally and amplify their voices at the state level.



## Member Engagement

We are a strong membership organisation who give a voice to the NSW riding community and provide effective rider insurance and discounts on products and services. We achieve this through engaging with local issues, providing best practice information and advocating for safer riding environments in local communities.



## Governance

We are a well governed organisation with a skilled and diverse Board. The Board and Management team demonstrate mutual respect. The Board respects our Management team and supports them to deliver agreed outcomes.



## We Ride Together

We work effectively with other bicycle organisations throughout Australia to amplify our voices on key messages.  
We work in partnership on events to advance bicycle riding in NSW

# Come Ride with Us



*bicycle*  
NSW 