

BNSW STRATEGY 2011 -15

Bicycle New South Wales' purpose is **'Creating a better environment for cycling'**.

Creating... (the actions of BNSW as advocates)

- Demonstrating thought leadership on cycling and transport related issues,
- Lobbying local and state government organisations;
- Leveraging media opportunities to promote the benefits of cycling in the wider community;
- Promoting cycling to the widest audience possible, including through cycling events, behaviour change programs, promotional activities, and broad stakeholder engagement;
- Building resources, include a cycling 'centre of excellence', a directory of valuable cycling resources, and leveraging the strength of networks of likeminded organisations.

a better environment... (the outcomes of this activity)

- A culture with measurable and significant community support for cycling, characterised by mutual respect and support between our organisation and others, including national bicycle organisations, NRMA, pedestrian council etc;
- Measurably greater participation in cycling in NSW;
- Visible and measurable improvements to infrastructure such as bikeways, racks, showers, mixed transport options.

for cycling... (our market space)

- Bike riding in all its forms;
- In NSW;
- For all cyclists and potential cyclists.

Our focus is on New South Wales where our members live. We will work collaboratively with like minded organizations and people throughout the state and the rest of Australia to reach our shared objectives.

Our members and supporters include all types of cyclists, as well as people who don't ride, who support creating a better environment for cycling. Our Goal is to achieve a better environment for current riders, and for those who are yet to cycle. Through programs, initiatives and advocacy, we seek to assist and stimulate the processes of cultural and behavioural change necessary to bring this about.

Through our efforts we seek to be recognized as the voice for cycling in New South Wales by the general public, our current and future stakeholders and the informed and uninformed. We aim to ensure we have the credibility and relevance within these circles to ensure and sustain this standing.