

*bicycle*  
NSW

*Annual Report*

**2010 - 2011**



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## FROM THE PRESIDENT



This year's AGM will see my time on the Board of BNSW come to an end. After seven years, I've decided to "pass the baton" to a new President and Board, with fresh perspectives.

During this time we have seen exponential change in the world, and BNSW has had to grapple with an increasingly complex agenda, and many different forms of connection and communication. This has provided challenges and opportunities for community organisations globally.

In August this year, the Australian Bicycle Council released the results of their first National Cycling Participation Survey. The results for NSW send a clear message that there is much more work to be done. It would seem ever more possible for us to create a better environment for cycling – if we see all these figures as opportunities rather than obstacles.

The role of the Board has always been to ensure the organisation is well managed, particularly from a financial perspective – and over my time with the Board we have put great focus on this. The policy and processes that form the foundation for a sustainable Bicycle NSW are an exponential improvement on those of seven years ago. We also have a critical role in looking outwards, and developing a strategy that takes into account the external environment, and addresses the issues of the future.

Bicycle NSW will have to make changes to the way we work – "business as usual" based on the ways of the past will not be sufficient. Organisations supporting causes other than cycling are seeing the opportunity in cycling events, and we will need to think differently about our events, and how we can leverage the opportunities these other cycling events present. There has also been a great increase in the number of people riding bikes to commute to work and go about their daily business. We have to find ways to respond to different needs of all types of cyclists.

Similar to the way we've been working more closely with our local BUGs stakeholders, the Board has been looking outward, and talking widely with other Australian bicycle organisations to explore opportunities to collaborate.

We have placed a priority on this because under our current business model, our BUGs don't generate sufficient revenue to sustain the advocacy efforts we would like to be more involved with. With only 20% of BUGs members also Members of BNSW, we need to find other ways to fund the support and services we provide to enable BUGs to keep up the great work they do locally, as well as appeal to new bike riders.

We also want to continue to build a sustainable and capable team – and to attract, develop and retain the talent we need is costly. So how can we do this with our limited resources?

Working with other bicycle organisations nationally provides the opportunity to harness the combined passion for bike riding we share, in more effective ways. Collaboration, rather than competition would allow a sensible approach to such things as shared back office functions, a coordinated events schedule, and sharing capacity and capability for programs and activities.

Much more could be done collectively with a coherent national voice representing all the different kinds of bike riders – to influence government spending and policy, and attract more sponsorship from large national and global organisations.

Together with 18 other bicycle organisations

nationally, we explored the potential formation of a national bicycling organisation. From our discussions it is clear that much could be done to reduce costs and increase impact while maintaining autonomy for existing bicycle organisations within their current areas of work.

While it is unlikely that a national organisation will form in the short term, the unanimous view is that this process has brought us all closer together, that there are a number of meaningful cooperative processes and projects underway and, as a result, much good has come from our collective endeavours.

I hope that over the coming years the extent of our cooperation continues to gather pace and that, perhaps, the number and historical disparity of Australian bicycling organisations decreases.

The Bicycle NSW Board has also responded to the changes in the external environment with a review of our strategy – refining our core purpose to reflect the objectives of the organisation to "Creating a better environment for Cycling."

While we will be maintaining our three pillars of Advocacy, Membership and Sustainability, there are opportunities to go about this in new ways that better leverage both technology and the relationships we build with other cycling organisations.

2011 has also seen changes to the Board at BNSW.

Following last year's AGM, we welcomed new Board member Royce Lee, and John Cooper was also re-elected to the team. David McGrath stood down from the board in November 2010 and we thank him for his contribution during his time with us.

Anthony Drury was appointed after the 2009 AGM, and served the Board and Audit and Risk Committee with great distinction until his relocation to London earlier this year. Paul Kean, an experienced Mediator and Franchise lawyer, road and recreational cyclist with a strong background in marketing and an extensive cycling network in the Sutherland area, filled Anthony's position. James Lau is our newest appointed Board member, who brings extensive

business acumen to the Board along with a passion for cycling and change, qualities the Board regards as essential.

This year we have had nine nominations for two vacancies on the Board – and we look forward to filling these roles from the many excellent candidates who have nominated.

Thanks again to my colleagues on the Board for their support and participation during the year, especially for the additional effort they put in to improve our Audit and Risk processes, and support collaboration opportunities with the national bicycle community. We are also grateful for their support with pro-bono contributions in a range of areas.

Congratulations to our CEO, Omar Khalifa, all the Bicycle NSW team who continued with their customary professionalism and "can do" attitude through more change, including participation in the Regional Cycling Forums across the state. The 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 all our Members is something we value very highly. The Board looks forward to continuing to work with you in the year ahead.

## CEO'S REPORT



Last year I made a commitment in the Annual Report that we would begin to rebuild Bicycle New South Wales to make it more engaged, more relevant and more effective and to open up new avenues of communication with our Members. I also said that we effectively had to “re-stock” the shelves with events, advocacy and programs that were worthy of a peak cycling organisation. I cautioned that there would be no quick answers but that we had to put in place the foundation for creating a better organisation that not only did more for our Members but would motivate more people to get on a bike and to become part of this wonderful community.

Such changes take time and the early part of the year was still dominated by events and programs already in the previous plan. As the year ran, membership numbers began to drift downwards and we became increasingly anxious due to the uncertainties of a state election and the freezing of many commitments for funding. But steadily and with determination we were re-tooling and the elements of change were being assembled by the wonderful BNSW staff and supported by our amazing volunteers.

Let's review some of the highlights of what we achieved last year:

### Communications

Communications was identified as a top priority

last year and we began to focus on it straight away. First, we contracted a communications agency, *espresso communications*, to help open doors and manage our public communications. We then set out to completely re-format our website to be more aligned to our key areas - advocacy, events and community. Thanks to the combined efforts of our staff members James Adams and Tom Tansey, it took on a fresher look, with better organisation and content.

At the same time we brought important changes to our e-newsletter; we made past issues of Australian Cyclist available online; also re-designed and published PushOn online thanks to the work of Jenni Gormley. We then launched the Bicycle NSW Online Community to offer a space for members to share thoughts and information and to tell us what was on their mind. Liz Roberts made sure it worked well and has improved its design.

Just as importantly, we made a point of “getting on our bikes” and beginning to engage with the cycling community like we hadn't before. Perhaps we also listened better.

### Events

Early in the calendar year our Events Director, Natelle Palfrey, led our Spring Cycle, then Gear Up Girl followed closely by our running of the Amy Gillett Foundation's Parra Pedal ride. While the latter two were both great days out for those who participated, they were only modestly successful in terms of actual rider numbers.

Already underway in late 2010 was an ambitious program to work with the RTA to re-invigorate the Spring Cycle with a new route that took in more of Sydney's highlights and establish it as a true iconic ride. With the invaluable assistance of the City of Sydney, a shorter ride option was also developed to encourage more beginners to try cycling and enjoy a wonderful day out. We later formed plans to add a new dimension of fun by going for a Guinness World Book Record for the most singing cyclists! Bringing fun into riding is a theme we will keep returning to.

Concurrently we began work on a new concept of long weekend rides to focus on areas all across

NSW - the Discovery Series. It's a way to bring back some of the elements of the Big Ride but without the overheads and financial exposure that brought those to a regrettable end. Discovery rides are being formulated internally by Tony Henderson to help promote cycling experience outside of Sydney and to highlight the many beautiful areas we have in this state to explore on a bicycle. We hope it will also promote the further development of regional cycling facilities and cycling tourism opportunities in these areas. The first Discovery ride is scheduled for Orange in March 2012.

### Advocacy

In short, we rolled up our sleeves and got stuck-in! With the invaluable assistance of our advisers Warren Solomon, Chloe Mason and Tony Arnold we made a number of submissions on key projects and to the NSW Parliament's StaySafe inquiry; we began issuing press releases on topical items; we appeared alongside members and BUGs at project reviews; we attended council meetings; we made ourselves known to the relevant ministers. Our COO, Liz Hole, and I travelled across the state and ensured we supported cycling advocates across the state including in Wagga Wagga, Coffs Harbour, Parkes, Woy Woy, Newcastle, Woolongong, Eurobodalla and Grafton.

We put rail trails on the transport agenda; we prodded the government to allow folded bicycles for free on city lines and added more flexibility on inter-city trains; we helped provide focus with HarbourLink Fast-Track; we supported the City of Sydney's commitments to cycleways; we assisted our friends in Coffs Harbour secure a better cycle facility on the old Pacific Highway. We participated in rallies for safer cycling, for the Sydney Greenway. We spoke at conferences, met with politicians from all sides. We spoke up for the needs of cyclists at RTA road safety and design meetings; insisted on better facilities at bus and train interchanges. We came up with designs for bicycle rest stops and a Member, Cynthia Miall, helped us with a new concept for a ramp on the Sydney Harbour Bridge. We participated in the allocation of funds for the Coastline Cycleway program.

We disarmed our harshest critics by highlighting

our proud history of cycling – who knew that 3,000 ANZACs were sent to the Western Front in World War I on bicycles? And we held up the indisputable facts of under-investment and our last place ranking in cycling participation as reasons for us to do better and expect better from our government.

Soon enough we were being sought for quotes on nearly every cycling issue, invited to government meetings, asked to provide submissions. Blogs got friendlier, our critics more measured, Members wrote supportive notes on their renewal forms: “at last” they said. Other organisations are now coming to us for advice on how they too can become as engaged. Collaboration opportunities with other cycling organisations are now opening.

We are still far from where we ought to be, but we are now undeniably back on the scene again delivering cycling advocacy on behalf of our Members and the community.

### Membership

2010/2011 was disappointing in terms of membership growth - but certainly not surprising. Until we could provide people a reason to join we had to rely on those who stuck with us and were willing to see us get our house in order over this year.

Last year we examined our membership data and surveyed our Members to see why they joined, what they were happy with and what was disappointing them. With 80% of our Members coming through personal referrals, we simply had to better understand what would please our Members most.

From our database and 1300 responses we learned that our Members are currently:

- Mostly from greater Sydney - 77%
- 61% men – though 45% of Spring Cycle registrants are female; in contrast only 16% of bicycle commuters are women
- 60% are over 41 years old; 40% over 51; only 5% are 18-30
- 62% register as single adult
- 70-80% will renew their membership

Our online Member survey found that our Members find insurance the most important membership

feature followed by advocacy and our major programs. Members told us they want more advocacy, more support for Bicycle User Groups (BUGs) and more rides, in that order.

Nevertheless, over 80% of the responding Members consider themselves satisfied to extremely satisfied with BNSW membership.

In late 2010 we introduced two-year memberships and were thrilled to see nearly 30% of our renewing Members picked this option. Further work on improving how we treated and followed-up with Members soon showed results; as did a follow-up campaign by our new membership officer, Tracy McCown, to “win-back” previous Members.

Part of our membership strategy also counted on building up our BUG affiliations. Thanks to the great leadership of Liz Hole we went from 20 to over 45 affiliated organisations in less than a year! Our BUG Council revitalised under the stewardship of its Chair, Graeme Edwards. We have since also introduced commissions for membership referrals from BUGs (and retailers). We have at last come to better understand and appreciate how we can work hand in hand to be more effective cycling advocates all across NSW.

As you may have learned from our more recent e-news updates, growth in membership has now made a significant turnaround with a sustained rate of growth never experienced before at BNSW- but we will save that for the next annual report!

### Sustainability

While the growth in cycling continues to climb, we will continue to be challenged by new options for those who bicycle. Where we once dominated the cycling events calendar for NSW, we now see it full of organised rides and other sporting events – including increasingly, charity-specific rides. Many go inter-state, more now holiday on their bikes overseas. While we welcome more opportunities for participation, we need to recognise that these events used to play a large role in supporting our budget.

We also know that while insurance is an important

feature of membership, it is also a potential exposure for the organisation if others enter the market and offer it. This year we will therefore be exploring new ways to make our offering more competitive and more aligned to Member needs.

We are also taking a more disciplined approach to what we do and what we won't do. Thanks to the effort by our CFO, Brian Fong, we are being more mindful of our costs and estimates than ever before. We have added scenarios to our plans and monitor changes more quickly.

The cycling community is also diversifying as it grows. There are many more styles of cycling – from urban chic to pannier-clad touring. If we are to be a truly representative body of cycling and those who bicycle, we need to ensure we are finding ways to address diversified needs and to help bring the voices together to speak as one when we are confronted with major issues.

We must also diversify our sponsorship arrangements and to seek more opportunities to deliver worthwhile programs that are properly funded for the longer term rather than on an annual basis.

Of course to truly ensure sustainability our underlying advocacy, communications, programs and events must demonstrate that we can deliver change on the ground that does improve the environment for those who bicycle. We want our members to be proud of their membership and confident that we do make a difference.

### Special Thanks

On behalf of Bicycle NSW I would like to thank our outgoing President, Jenny Burn, for her seven years of tireless service to the organisation. Jenny's contribution has been profound in bringing the organisation to where it is today. We wish her well, and many kilometres of joyous riding!



# ABOUT BICYCLE NSW



## ABOUT BICYCLE NSW

## BICYCLE NSW ENVIRONMENTAL TRUST

The Bicycle NSW Environmental Trust was established in 2003 to promote bicycle riding as an environmentally beneficial means of transport.

This great work continues because of the kind donations received from the bicycle eco community and Bicycle NSW Members.

### Projects funded

#### ARC LINKAGE three-year study: "Safer cycling: a partnership project to better understand cycling patterns, hazards and incidents."

The Bicycle NSW Environmental Trust is helping to fund the research for this project over 3 years. About the study: One of the major barriers to encouraging more people to cycle is the real and perceived injury risks, and concerns about more cyclists interacting with other road users. This 3-year study will follow a large cohort of cyclists from metropolitan and regional NSW to measure cyclist crash, near miss and injury rates, and to identify factors that contribute to these events.

### Coastline Cycleways

The Trust is funding audit work by our Bicycle User Groups, and Members along the Coastline Cycleway. The NSW Government aims to build a complete cycle path, the 'NSW Coastline Cycleway' between the borders of Queensland and Victoria. Around 300km of the 1400km total length has so far been built, including sections of off-road shared pedestrian/cycle paths as well as on-road cycle lanes.

### Kids' helmet design competition

An initiative to increase awareness about helmet use among young riders across the state. Using bright colours and creative flair all students were invited to enter, with the overall winner having their design used on a limited edition helmet that will be sold Australia wide!

7971 entries were received in total and winners were chosen from the 11 regions of NSW. One overall state winner was selected from the 11 regional winners. A people's choice award was also selected by public vote.

Overall winner - Central Coast - Ben Hibberd, Marks Point Public School

People's Choice Award- Grace Peisley, Jerilderie Public School

### The Greenway Project submission to Transport NSW

Bicycle NSW welcomes the inclusion of the Greenway shared path as part of the Sydney Light Rail Extension, Lilyfield to Dulwich Hill.

This transport corridor provides an excellent North-South connection that can be utilised by people walking and cycling, and to reach the new light rail stops and other public transport. The Greenway shared path connects the Bay Run and the Cooks River Cycleway - creating new opportunities for families and people to explore more extensive areas of Sydney and its waterfronts.

Bicycle NSW strongly supports the plan to construct or upgrade underpasses and bridges for people to cross the major roads and heavy rail lines. An additional crossing is needed over Marion Street: an elevated, rail-grade crossing to enable the continuity of travel for people using the Greenway.

Our submission expresses our concerns about the chosen alignment of the Greenway in not planning for a connection to cycling routes into the Sydney CBD. At the southern end, there is still a fair bit of investigation to do and identification of funds for the pedestrian-cycling bridge to ford the Cooks River.

## MEMBERSHIP

Our Members include men and women, girls and boys, healthy able-bodied and those with various health challenges. Many are very keen cyclists while others ride occasionally. There are commuters, weekend explorers, participants of cycling tours. Many are very focused on health, including physical and mental health. They ride anything from a trike, in a trailer or on a tag-along, road bike, hybrid, mountain bike and tandems.

In February 2011 Bicycle NSW said farewell to a long-term employee, Mark Pullen, who held the Membership Officer position for three years and welcomed Tracy McCown into the role.

### Our successes

#### Total Membership Responses to Events

Total membership numbers experienced increases in relation to several events throughout the year. During the early bird registration period (July 2010) for the 2010 Spring Cycle, then another surge in October, close to the time of the ride. Another surge in Member numbers coincided with the Parra Pedal in February 2011. Bicycle NSW also saw an increase during the Tour de France as Cadel Evans rode to victory. There was another increase in Member numbers for the early bird registration period for the 2011 Spring Cycle. At the close of July 2011 we had 11396 members.

#### New Membership Cards

In May 2011 we began using a new look and feel Membership card that carries the Bicycle NSW branding, provides clear and concise contact details and on the back provides a list of road rules for bicycle riders. All new Members and all renewing Members receive the new card and we'll be changing the information on the back side of the card to other relevant topics for cyclists.

#### Improved Information Online

The available information for both potential new Members, as well as renewing Members, is regularly reviewed and updated in response to our Members' feedback.

#### Increased Online Renewals

A greater number of Members are renewing online requiring fewer in-office renewals.

#### Renewal Notice Plus

To keep our Members informed we now provide additional information when posting the first renewal reminder notice. This may be a DL flyer telling members about an upcoming event, special offers or online discounts on specific products.

#### Two Year Membership – A Great Option for Many

Since Bicycle NSW introduced a two year membership option in September 2010 we have seen a steady increase in two year memberships (both from renewal and new Members). The two year option will decrease the administrative costs to Bicycle NSW while at the same time saving money for our Members.

During this financial year, Bicycle NSW offered the following membership options (Subscription Types):

|  |
|--|
| Individual One Year                            |
| Individual Two Year                            |
| Student, 18-24 years of age, full time student |
| Household One Year                             |
| Household Two Year                             |

#### Gender and Age

Men make up the greatest proportion of Members (averaging between 61.80% to 61.90%). This is a very consistent trend over time.

The bulk of our adult Members fall between three age groupings:

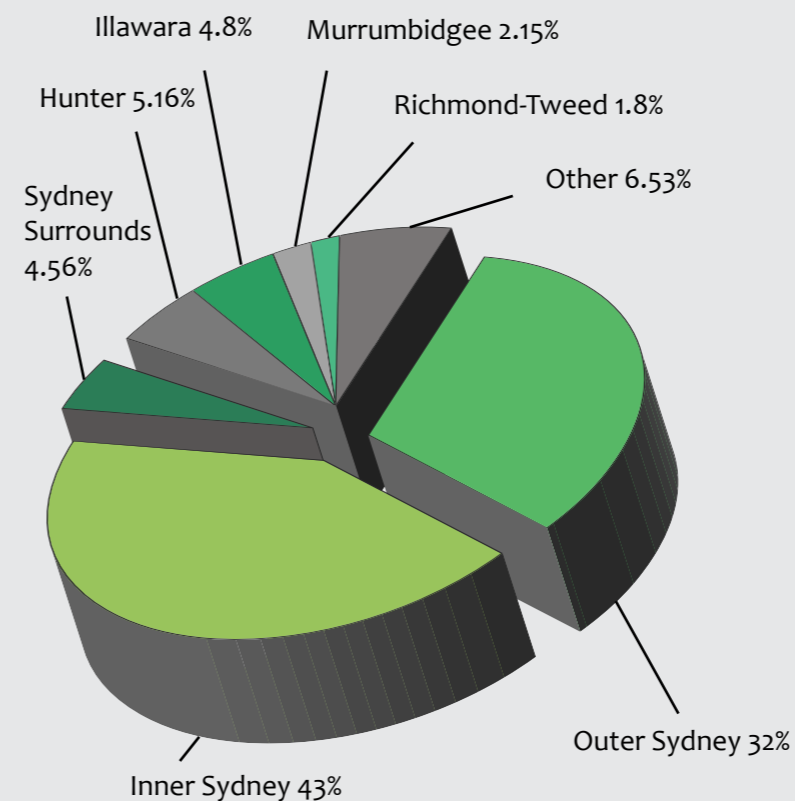
| Age Range | % of Total Membership         |
|-----------|-------------------------------|
| 31-40     | Range between 14.38% - 14.17% |
| 41-50     | Range between 24.40% - 24.51% |
| 51-64     | Range between 28.31% - 28.64% |

Due to the fact that adding children to a household membership does not change the cost there is a disproportionate number of children (ranging from 19.90% to 20.07% in any given month). The most under-represented proportion of adult Members includes the 18-22 age group (ranging between 1.50% - 1.60%) followed by 23-30 year olds (ranging between 3.17% - 3.44%).

Our oldest Member is 88 – and still riding – what an inspiration!

#### Where do our Member's Reside?

The greatest percentage of Members is in the Greater Sydney region (75%) which is not surprising since Sydney has the greatest population for all of NSW. The Hunter, Illawarra, Murrumbidgee and Richmond – Tweed areas are the larger regional areas (5.16%, 4.80%, 2.15% and 1.80% respectively). A small percentage of our Members do not reside in NSW (1.52%) with some living in the ACT, VIC, SA and WA and three Members have now moved overseas.



# 11396

Members at the end of July 2011

61% of our Members are male

# 52%

of our Members are aged 41 - 64 years old

Our oldest Member is

# 88

and still riding!

## AUSTRALIAN CYCLIST

The depressed retail sector and increased competition, including three new retail cycling magazines, impacted on Australian Cyclist in 2010-2011. Bulk and newsagency sales were constant year-on-year but advertising and subscriptions dipped. However, trends across all sales have improved in the first and second quarters of the new financial year.

Highlights of the year include:

### Bicycle Queensland Bike Week

Australian Cyclist was a sponsor of BQ's Bike Week, with six large banners along the route and finish of the major event. Promotional copies of Australian Cyclist were given to 7,500 participants.

### Trading Post

An agreement was reached with Trading Post to facilitate Australian Cyclist readers' classified advertisements to also appear on TradingPost.com and for readers to place additional advertisements on Trading Post at a discounted price.

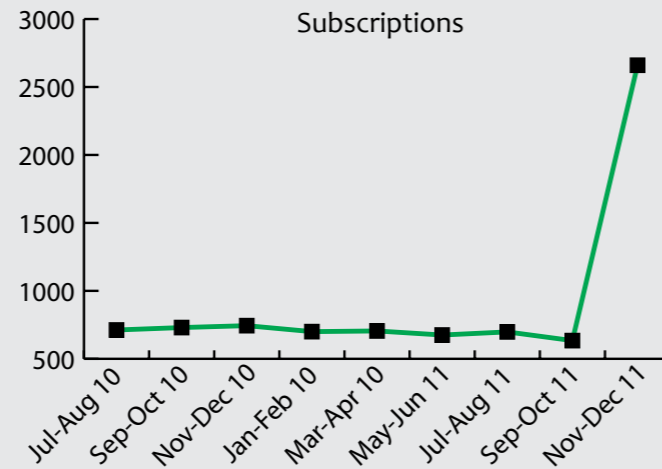
### Audited circulation

Australian Cyclist gained a 13.4% increase in circulation, as verified by the Circulations Audit Board.

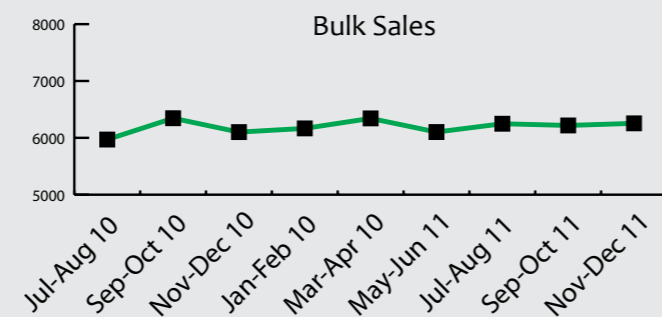
### Summary of revenue streams

The stressed retail sector impacted on advertising revenue, which was lower than the previous year. Australian Cyclist also got caught in a campaign against overseas online retailers. Along with other magazines we had accepted an advertisement from a UK online retailer that created a backlash among Australian advertisers. We lost some advertising during this period but have reached agreement with all parties and will no longer include international online advertising.

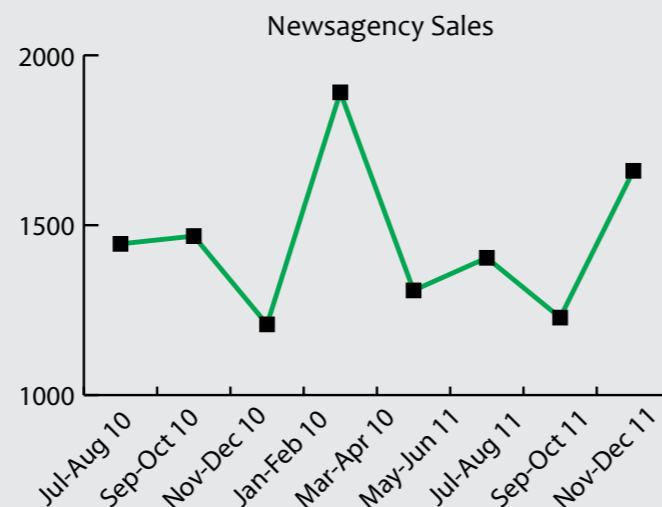
Subscriptions declined during the year, but a major promotion drive in September resulted in a jump that took the total subscriptions for the November-December 2011 issue to 2,660 copies.



Bulk sales consistently grew throughout the year, except in May-June when the Bicycle Institute of South Australia cancelled its order to reduce costs. Nevertheless, the year ended with 200 more bulk sales than the same period in 2010.



Newsagency sales remained constant throughout the year, except in January-February, which traditionally sees a seasonal increase. In the current financial year, there was another increase when Cadel Evans featured on the cover of the September-October issue.



# ADVOCACY



## BICYCLE USER GROUPS (BUGs)

Our affiliate program is a huge success with a 41% increase in affiliations to 45.

Ride Leader Training program has been expanded over the last year with more regional training courses. This has seen an increase of 56%. Bicycle NSW now has 200 trained Ride leaders

Bicycle NSW new Master Ride Leader program has also been extremely successful and now has 18 accredited Master Ride Leaders across the state in the following areas:- Ballina, Lismore, Coffs Harbour, Mudgee, Central Coast, Sydney, Illawarra and Eurobodalla.

We have implemented a rewards membership program for BUGs/Clubs and it is showing great promise and we would like to take this opportunity to thank all the BUGs and Clubs for their support.

Bicycle NSW will continue to engage and develop a closer relationship with affiliated and non-affiliated BUGs and Clubs as they are the life blood of any advocacy organisation at a local level. They have the knowledge that is key to getting better cycling infrastructure, awareness and support from the local communities.

### CASE STUDY

This case study demonstrates how Bicycle NSW and BUGs/Clubs are working together for the betterment of cycling in the state.

**Issue – Pacific Highway - Sapphire to Woolgoolga upgrade - Request for a safe, shared pedestrian/ cycleway on the Northern Beaches local road network forming part of the upgrade.**

BUGs, Clubs and residents of the mid-North Coast wrote to Bicycle NSW to express concern that the Sapphire to Woolgoolga Pacific Highway upgrade, currently underway, fails to provide safe, shared pedestrian/cycleways connecting communities along the soon-to-be-constructed route.

Cyclists and walkers were going to be directed to use the shoulder of the local road network, meaning only a white line separates them from traffic, which was a disappointing and dangerous outcome.

Experience shows such an option caters only to very experienced cyclists, comfortable with riding in close proximity to vehicles travelling at 80kph.

In addition, letters from the community had been written to the RTA, road builder and Council but without success. During the following 2 weeks Bicycle NSW worked with the BUGs and advocacy individuals and lent its support to a poster campaign. A rally / meeting was set up for 27 November 2010 at Moonee Beach Hall as this was the last community consultation, and Bicycle NSW was asked to attend to show its support.

Bicycle NSW wrote to the RTA asking for an explanation and have been told they are consulting with their people on site. Bicycle NSW CEO spoke to Minister Borger and the full details were passed to his office.

Bicycle NSW sent all the information to its communications agency in readiness for a press release at local and national level. Bicycle NSW issued a media statement, which was picked up on 21 November by the two local papers. Bicycle NSW supported a letter drop box to residents in the area to encourage residents to attend the rally along with Bicycle NSW and the RTA.

Bicycle NSW CEO was informed that Bob Higgins, General Manager of the Pacific Highway, would be attending the meeting and requested a meeting in advance to discuss possible outcomes. Bicycle NSW CEO and COO went to Coffs Harbour and had meetings with the local council, RTA and BUGs before the rally.

The rally was attended by approximately 400 people and was deemed a huge success. At the consultation, the RTA agreed to review the proposed design to accommodate the cyclist and pedestrian requirements and the RTA set up a series of forums.

## RAIL TRAILS

Bicycle NSW has been working with Rail Trails Australia and communities across NSW to identify the first regional rail trail opportunity.

Building on the success of Newcastle's Fernleigh Track, rail trails in other states and internationally, we believe it is time for NSW to unlock these decaying assets for the benefit of all. Though the release of disused rail corridors has particularly high legislative hurdles in NSW, there is great momentum growing in a number of areas, including Wagga Wagga, to create a multi-use path for the local community and to spur tourism in the area.

Bicycle NSW has been discussing with the Minister for Transport the setting of clear criteria that will be used to assess community proposals in the year ahead.

## COASTLINE CYCLEWAY

Surveys are being conducted by our affiliated Bicycle User Groups and other interested cyclists as part of the Coastline Cycleway Audit.

The outcome from the Illawarra: - much of the Coastline Cycleway is complete, but there are a number of missing links and shortfalls such as inadequate signage, route inconsistencies or hazards.

The Illawarra Survey of the NSW Coastline Cycleway will provide information and recommendations for a whole of government approach to cycling and walking infrastructure along the coastline.

### Objective of the Audit

The focus of this Audit is improvements that will provide the most benefit in attracting more people to the NSW Coastline Cycleway and enable them to follow the path without local knowledge. It is the start of an ongoing process of improving cycling and walking facilities with the aim of increasing the use of active transport.

Recommendations include:

**Clear Route Markings** including both distances and travel times.

**Clear Shared Use Path marking** reinforcing the *Keep Left* message, and warning of upcoming hazards.

**Clear on-road Stencilling** including arrows at intersections, route markings, and advice to motorists of the possibility of cyclists on the road, in accordance with RTA AustRoads guidelines.

**Safe Bicycle Crossing Points** including bicycle crossing lights to signalised intersections.

**Clear Sightlines** to allow for safe use of the path and avoid collisions or falls, as described in RTA guidelines.

**Adequate Path Width** to allow for emergency ride-offs and space to move off the path safely. Congestion on our older paths clearly highlights the need to carefully consider the path usage when deciding on the path width.

## GREENWAY

Bicycle NSW and the Bicycle NSW Environmental Trust has been supporting the Dulwich Hill to Iron Cove GreenWay corridor concept for several years, providing submissions, attending meetings and supporting the local communities and schools in the fight to complete the project.

The GreenWay and light rail combination would provide one of the most extensive urban off-road paths in Australia. All the engagement and hard work done by everyone involved are set to continue as the current NSW Government have put a hold on the project. A recent rally in support of the Greenway brought together 500 supporters who were addressed by state MPs Carmel Tebbutt, Jamie Parker and Linda Burney as well as Leichhardt Mayor Rochelle Porteous, Ashfield Mayor Lyall Kennedy and Bicycle NSW CEO Omar Khalifa.



## REGIONAL CYCLING CONSULTATIVE FORUMS

Regional Cycling Consultative Forums (RCCFs) are designed to bring together Bicycle NSW and other community cycling stakeholders, local councils, the Roads and Traffic Authority and other NSW Government agencies in each of the six RTA regions, in order to:

- Jointly address regional cycling issues
- Monitor the implementation of NSW BikePlan actions from a regional perspective
- Form cross-sectorial partnerships to deliver NSW BikePlan actions

RCCFs terms of reference are (but not limited to) achieving benefits for the whole community, including:

- Road network and safety - Improve the effectiveness and efficiency of the road system by maximising the safe use of cycling for everyday transport.
- Natural environment - Improve air quality, and reduce greenhouse gas emissions, by encouraging cycling as a substitute for motor vehicle use.
- Healthy lifestyles - Make it easier to incorporate physical activity into day-to-day travel in order to reduce obesity and improve personal health.
- Active children - Increase young people's participation in safe cycling for transport and fun, to improve health and well-being.
- Community participation - Build more connected communities by encouraging access by bicycle to open spaces and local events.
- Public transport - Improve cycling access from local communities to regional train, ferry and bus services.
- Metropolitan travel (Sydney only) - Increase the mode share of bicycle trips made in the Greater Sydney region to achieve adopted targets.

The 6 RTA regions are responsible for hosting RCCF discussions, a number of regions have been divided into smaller areas because of their size.

- Sydney - (four areas)
- Hunter (Newcastle and Woy Woy)
- Northern (Grafton)
- Western (Parkes)
- South West (Wagga Wagga)
- Southern (Wollongong and Batemans Bay)

# EVENTS & PROGRAMS



## SPRING CYCLE

**NSW Government Spring Cycle**  
Sunday 17 October 2010

Organised by Bicycle NSW, the NSW Government Spring Cycle was once again supported 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 2010 event continued its running success and popularity. A key to this success is the relationships formed and maintained between Bicycle NSW and 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.

In 2010 we had 2 route options; the traditional Ride North Sydney and, for the families and novices, a newly introduced Ride Cooks River. Few incidents were reported and all routes ran smoothly and safely with minimal congestion. All rides converged at Sydney Olympic Park for the finish of the event.

The finish of the event along Olympic Boulevard was followed by a festival in Cathy Freeman Park, which included live entertainment, food stalls, corporate area and retail stalls.

In 2010 our event charity beneficiary was the Oncology Children's Foundation. Event participants had the opportunity to donate to the charity or to create their own online fundraising for the charity through Everyday Hero.



## GEAR UP GIRL

**Gear Up Girl Challenge – Sydney**  
Saturday 5 March 2011

On Saturday 5 March, hundreds of women braved the cold winds and early start and took part in the Gear Up Girl Challenge in Sydney. As well as the usual two ride options, starting from either Cronulla or Sydney Olympic Park, this year, the 4th of the women-specific event, also saw the inclusion of a new Father-Daughter Fun Ride: a 5km loop around Sydney Olympic Park, designed to give young girls an introduction to Gear Up Girl accompanied by their Dads. There was a condition of entry for the men, however: looking their best in pink!

The Finish Site for this year's event was at the Cathy Freeman Park, giving the women the chance to cross the finish line in style along Olympic Boulevard, in the shadow of the Olympic cauldron.

Country singer songwriter Melinda Schneider, ambassador for the Gear Up Girl Challenge, took part in the 15km ride around Sydney Olympic Park and gave a great welcome to all the participants.



## PARRA PEDAL

**Parra Pedal for the Amy Gillett Foundation**  
Sunday 13 February 2011

The Parra Pedal for the Amy Gillett Foundation was held on Sunday 13 February to showcase the Western Sydney cycle ways. The event was sponsored by the NSW Government and managed by Bicycle NSW along with the Amy Gillett Foundation to produce a great success.

Participants had three route options to take part in: 55km, 30km or 20km, catering for cyclists of all levels of skill and confidence with the start/finish site Parramatta Park.

At the start line Brad McEwen (Channel 10) and Shannon Ponton (Biggest Loser trainer) as well as an illustrious team of champion cyclists – Rochelle Gilmore, Kate and Nat Bates, Olivia Gollan, Rachel Neylan made for a bit of star power for over 1,000 participants. Minister Borger and the Hon Julie Owens delivered positive messages to the assembled crowd.

The event ended with a festival atmosphere in the park including live music, food stalls, jumping castle, face painting and market stalls.



## COMMUTER CHALLENGE

The Bicycle NSW Commuter Challenge ran for the first time in 2010/2011.

The challenge aims to increase those choosing cycling as a mode of transport whether it be to work or errands or otherwise. It also encourages cycling for fitness and recreation. Participants are provided with a log book in which to record the riding they do and are provided with encouragement and motivation throughout the challenge.

The challenge started again on 1 July 2011 and includes a number of different distance goal options (250km, 500km, 1000km, 2000km and 5000km) It also includes the option to record rides in an online journal allowing participants to compare their progress with others in the challenge.

New additions to the challenge also include the ability for participants to form teams and take part in team challenges as well as individual challenges.



## HELMET DESIGN COMPETITION

The helmet design competition is an initiative to increase awareness about helmet use among young riders across the state. 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. Using bright colours and creative flair all students were invited to enter and create the artwork for a new helmet to be used on a limited edition helmet that will be sold Australia wide!

total number of entries

7971

Winners were chosen from the 11 regions of NSW. One overall state winner was selected from the 11 regional winners. A people's choice award was also selected by public vote.

**Overall winner**  
**Ben Hibberd, Marks Point Public School**

As overall state winner, Ben will have his design produced into a Helmet that will be available to purchase across Australia through the Bicycle NSW Online Store. He also wins a new Fluid Mountain Bike and Helmet as well as a reflective cycling prize pack. He receives these in a prize presentation at his schools attended by Bicycle NSW staff, a local council representative and a local area health promotion services representative. Included in the presentation is a review on the correct way to fit a helmet and bike safety.

**People's Choice Award**  
**Grace Peisley, Jerilderie Public School**

This year the public had the chance to vote for the design they liked best. The voting system worked through the Bicycle NSW Facebook page. The winner received a cycling prize pack valued at \$100

## GOLD MEDAL CHALLENGE

The Gold Medal Challenge, now in its third year, aims to encourage students and teachers to cycle more and to think about ways they can fit more cycling into their daily lives through cycling for transport, fitness and leisure. The event invites young people to register and accumulate between 250 and 2000 kilometres (participants select 250km, 500km, 1000km or 2000km 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 opened May 2011

Gold Medal Challenge Event days were held in Coffs Harbour and Sydney for participants of the Gold Medal Challenge to meet other like-minded young people, accumulate extra kilometres towards their goal and celebrate their achievements.



## VOLUNTEER PROGRAM

At Bicycle NSW we really value our Volunteers - their hard work and dedication is pivotal to the success of our events and bicycle programs. As a community-based, not-for-profit organisation, we rely on the goodwill and support of our team of volunteers, donating their free time and resources, so that we can put on great-value events and programs for the whole community to enjoy.

In 2011 we saw over 900 people volunteer their time and skills at Bicycle NSW, doing a wide range of tasks for a wide range of events and bicycle programs. People volunteered for many different reasons and in many different ways. Working for causes, assisting in creating change in their area, building new skills and meeting new friends. Whatever their reasons for volunteering, they all found a great deal of enjoyment that came from their experience.

Currently Bicycle NSW has 1205 "active" Volunteers across the state. This is an increase of 34% from the total number in 2009/2010.

### Highlights of the Year

#### Gear Up Girl Challenge

157 Volunteers provided the backbone to another successful event which saw 842 women take to their bikes and celebrate the 4th annual Gear Up Girl Challenge in Sydney.

Volunteers performed a variety of roles from Route Marshalling to Event Logistics with dedication and a can-do attitude.

The Gear up Girl Challenge is fast becoming a favourite volunteering experience due to the easy and friendly nature of the ladies participating in the event. The ladies were always happy to give a wave or a smile to a volunteer marshalling at an intersection or traffic control point. A role which is one that sometimes goes unnoticed and not given the appreciation and credit it deserves.

From Cronulla to Olympic Park the Gear up Girl Volunteers once again displayed the true Bicycle NSW Volunteering spirit.

#### Spring Cycle

This year's Spring Cycle witnessed an army of volunteers going above and beyond the call of duty to make the event safe and enjoyable for all who participated.

From the *Dream Team* at the Start to the *A-Team* at the Finish and the amazing Route Marshals and Ride Crew Volunteers in between, every volunteer performed their role with a smile and a tremendous amount of effort.

Many don't understand or realise the amount of work and time the Bicycle NSW Volunteers put in to make events like the Spring Cycle a success, but without them Bicycle NSW would not be able to provide these community rides and for that we thank them.

Many volunteers had an extremely early start or travelled from far away, but that didn't dampen their volunteering spirit.

One volunteer was even appreciated and thanked by the local neighbourhood community, with local residents on the ride providing our volunteer with cups of tea and a chair to rest on. This kind gesture is a great example of community appreciation. Our volunteers are very precious to us - our events could not happen without them - and local people supporting them makes our events particularly special.

#### Ride Leader

Bicycle NSW conducted various Ride Leader Training courses across the state teaching hundreds of cyclists how to correctly and safely lead a group of cyclists. These courses, like everything we do at Bicycle NSW, could not have happened without the help of trained Ride Leader instructors and, of course, our wonderful actors. From the injured rider to the pesky lost rider, our volunteers created a variety of challenges for our Ride Leader trainees to overcome. Special thanks must go out to the volunteers from Bike North and Joe and his team from the Western Sydney Cycle Network. Rumour has it a few of our volunteer actors have been scouted by some big time movie producers for their, at-times, believable acting skills!

#### Office Volunteers

Behind the scenes Bicycle NSW receives a lot of support helping us with our administrative tasks, such as membership mail outs, events mail outs, PushOn distribution, volunteer management, advocacy submission, data entry, membership liaison and phone calls, and online shop management. A small dedicated group of volunteers spent countless hours assisting the Bicycle NSW Staff ensuring that all the necessary administrative office work was kept up to date and communicated to our Members. The camaraderie and smiles these volunteers brought to the office, created an uplifting vibe.

#### Volunteer Awards Dinner

Bicycle NSW celebrated the success of 2010 with a night to recognise and thank its hard-working and dedicated volunteers at the Annual Volunteer Awards dinner on Saturday 4 December.

Held during International Volunteer Week at the City Tattersall Club, Sydney, over 130 volunteers came together to celebrate their achievements over a delicious 3-course meal and for the announcement of the winner of the Max Wiechman Volunteer of the Year Award.

The evening was a great opportunity for the volunteers to catch up with old friends, make some new ones and to let their hair down on the dance floor. Thank you to all the volunteers who helped make the night a fantastic success.

Congratulations to our Awards winners:

#### The Max Wiechman Volunteer of the Year

David "Debbie" Anderberg

#### Warwick Howse Spring Cycle Volunteer of the Year

Ted Duffy

#### Gear up Girl Volunteer of the Year

Luke Bigucci

#### Bicycle NSW Creative and Innovative Volunteer Award for the Schools and Commuting Program

Aaron Burger

#### Community Volunteer of the Year

Graeme Edwards

#### Bicycle NSW Office Volunteer of the Year for Events and Volunteer Management

Richelle Pratap

#### Bicycle NSW Office Volunteer of the Year for Membership and Advocacy Work

Elizabeth Buscaino

In 2011 Bicycle NSW will be looking to host the 4th Annual Volunteer Awards Function and present the award for Volunteer of the Year. An opportunity for Bicycle NSW to once again promote and acknowledge the goodwill and support of our team of volunteers, giving up their free time and resources, so that we can put on great-value events and programs for the whole community to enjoy.

From left:  
Luke Bigucci,  
David Anderberg,  
Aaron Burger,  
Elizabeth Buscaino,  
Graeme Edwards,  
Omar Khalifa



# FINANCIAL STATEMENT



## FINANCIAL STATEMENT

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

The summary financial statements of Bicycle New South Wales Incorporated comprises the summary statement of comprehensive income and summary statement of financial position derived from the audited financial report of Bicycle New South Wales Incorporated for the year ended 30 June 2011. We expressed an unmodified audit opinion on that financial report in our report dated 4 November 2011. That audited financial report, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on that audited financial report.

The summary financial statements do not contain all the disclosures required by Australian Accounting Standards. Reading the summary financial report, therefore, is not a substitute for reading the audited financial report of Bicycle New South Wales Incorporated.

#### *Committee's Responsibility for the Summary Financial Statements*

The Committee is responsible for the preparation of a summary of the audited financial report on the basis described in Note 1 (see page 30).

#### *Auditor's Responsibility*

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements

#### *Opinion*

In our opinion, the summary financial statements derived from the audited financial report of Bicycle New South Wales Incorporated for the year ended 30 June 2011 are consistent, in all material respects, with that audited financial report, on the basis described in Note 1.

BENTLEYS MELBOURNE PARTNERSHIP  
CHARTERED ACCOUNTANTS

MARTIN FENSOME  
PARTNER

Dated in Melbourne on this 9 day of November 2011

**BICYCLE NEW SOUTH WALES INCORPORATED AND CONTROLLED ENTITIES**  
**SUMMARY STATEMENT OF COMPREHENSIVE INCOME**  
**FOR THE YEAR ENDED 30 JUNE 2011**

|  | Economic Entity |               | Parent          |               |
|--|-----------------|---------------|-----------------|---------------|
|  | 2011            | 2010          | 2011            | 2010          |
|  | \$              | \$            | \$              | \$            |
| Revenue from ordinary activities                   | 1,719,532       | 1,869,870     | 1,724,165       | 1,897,935     |
| Staff and other labour incurred                    | (794,916)       | (799,577)     | (794,916)       | (799,577)     |
| Insurance costs incurred                           | (123,539)       | (37,492)      | (123,539)       | (37,492)      |
| Communication costs incurred                       | (186,949)       | (336,325)     | (186,949)       | (336,325)     |
| Events direct expenses incurred                    | (350,171)       | (227,866)     | (350,171)       | (227,866)     |
| Depreciation expense                               | (11,087)        | (19,148)      | (11,087)        | (19,148)      |
| Other expenses from ordinary activities            |                 |               |                 |               |
| Pledge to Advocacy                                 | (58,261)        | (26,365)      | (58,261)        | (26,365)      |
| Audit and Legal                                    | (15,300)        | (41,550)      | (15,300)        | (36,412)      |
| Cleaning and Garbage                               | (5,017)         | (12,207)      | (5,017)         | (12,207)      |
| Finance & Legal Fees                               | (34,138)        | (165,950)     | (31,015)        | (165,950)     |
| Rent and Storage                                   | (77,530)        | (66,528)      | (77,530)        | (66,528)      |
| Repairs and Maintenance                            | (1,483)         | (3,769)       | (1,483)         | (3,769)       |
| Research and Development                           | (9,900)         | (2,583)       | (9,900)         | (2,583)       |
| Software and Computer Service                      | (76,462)        | (66,806)      | (76,162)        | (66,806)      |
| Stationery and Consumables                         | (23,131)        | (14,139)      | (23,131)        | (14,139)      |
| Travel Expenses                                    | (14,271)        | (5,379)       | (14,271)        | (5,379)       |
| Utilities  | (237)           | (643)         | (237)           | (643)         |
| Vehicle Running Costs                              | (5,900)         | (9,036)       | (5,900)         | (9,036)       |
| Loss on disposal of plant and equipment            | -               | (13,632)      | -               | (13,632)      |
| <b>(Deficit)/Surplus before income tax expense</b> | <b>(68,760)</b> | <b>20,875</b> | <b>(60,704)</b> | <b>54,078</b> |
| Income tax expense relating to ordinary activities | -               | -             | -               | -             |
| <b>(Deficit)/Surplus for the year</b>              | <b>(68,760)</b> | <b>20,875</b> | <b>(60,704)</b> | <b>54,078</b> |
| Other comprehensive income                         | -               | -             | -               | -             |
| <b>Total comprehensive (deficit)/surplus</b>       | <b>(68,760)</b> | <b>20,875</b> | <b>(60,704)</b> | <b>54,078</b> |

**BICYCLE NEW SOUTH WALES INCORPORATED AND CONTROLLED ENTITIES**  
**SUMMARY STATEMENT OF FINANCIAL POSITION**  
**AS AT 30 JUNE 2011**

|                                      | Economic Entity |                | Parent         |                |
|--------------------------------------|-----------------|----------------|----------------|----------------|
|                                      | 2011            | 2010           | 2011           | 2010           |
|                                      | \$              | \$             | \$             | \$             |
| <b>CURRENT ASSETS</b>                |                 |                |                |                |
| Cash assets                          | 673,247         | 615,506        | 663,688        | 594,722        |
| Trade and other receivables          | 45,442          | 135,447        | 45,442         | 135,447        |
| Inventories                          | 3,799           | -              | 3,799          | -              |
| Other assets                         | 89,641          | 58,600         | 89,216         | 58,600         |
| <b>TOTAL CURRENT ASSETS</b>          | <b>812,129</b>  | <b>809,553</b> | <b>802,145</b> | <b>788,769</b> |
| <b>NON-CURRENT ASSETS</b>            |                 |                |                |                |
| Plant and equipment                  | 36,912          | 41,063         | 36,912         | 41,063         |
| Other assets                         | 23,036          | 20,001         | 23,036         | 20,001         |
| <b>TOTAL NON-CURRENT ASSETS</b>      | <b>59,948</b>   | <b>61,064</b>  | <b>59,948</b>  | <b>61,064</b>  |
| <b>TOTAL ASSETS</b>                  | <b>872,077</b>  | <b>870,617</b> | <b>862,093</b> | <b>849,833</b> |
| <b>CURRENT LIABILITIES</b>           |                 |                |                |                |
| Trade and other payables             | 630,075         | 574,514        | 635,325        | 577,020        |
| Provisions                           | 46,666          | 36,612         | 46,666         | 36,612         |
| <b>TOTAL CURRENT LIABILITIES</b>     | <b>676,741</b>  | <b>611,126</b> | <b>681,991</b> | <b>613,632</b> |
| <b>NON-CURRENT LIABILITIES</b>       |                 |                |                |                |
| Provisions                           | 10,883          | 6,278          | 10,883         | 6,278          |
| <b>TOTAL NON-CURRENT LIABILITIES</b> | <b>10,883</b>   | <b>6,278</b>   | <b>10,883</b>  | <b>6,278</b>   |
| <b>TOTAL LIABILITIES</b>             | <b>687,624</b>  | <b>617,404</b> | <b>692,874</b> | <b>619,910</b> |
| <b>NET ASSETS</b>                    | <b>184,453</b>  | <b>253,213</b> | <b>169,219</b> | <b>229,923</b> |
| <b>MEMBERS' FUNDS</b>                |                 |                |                |                |
| Accumulated surplus                  | 184,453         | 253,213        | 169,219        | 229,923        |
| <b>TOTAL MEMBERS' FUNDS</b>          | <b>184,453</b>  | <b>253,213</b> | <b>169,219</b> | <b>229,923</b> |

**Notes to the Summary Financial Statements  
For the Year Ended 30 June 2011**

1. Accounting Policies

The summary financial statements have been prepared from the audited financial report of Bicycle New South Wales Incorporated for the year ended 30 June 2011. A copy of the Association's full financial statements, including the independent audit report, is available at request from Bicycle New South Wales Incorporated.

The financial statements, specific disclosures and the other information included in the summary financial statements are derived from and are consistent with the full financial statements of Bicycle New South Wales Incorporated. The summary financial statements cannot be expected to provide as detailed an understanding of the financial performance, financial position and financing and investing activities of Bicycle New South Wales Incorporated as the full financial statements.

The accounting policies have been consistently applied to Bicycle New South Wales Incorporated and are consistent with those of the financial year in their entirety.

The presentation currency used in the financial report is Australian dollars.

There have been no changes to the accounting policies of the Association from last year.

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