

## **Bicycle NSW 2009/2010 Board Member Profiles**

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<b>Name</b>	Richard Birdsey Elected November 2006, re-elected November 2007 & November 2009 Secretary 2007/2008, Vice President 2008/2009 & 2009/2010
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<b>Occupation</b>	Senior Sustainability Officer Dept Environment, Climate Change And Water NSW
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<b>Qualifications</b>	BSc (Zoology / geography), Msc (Marine Biology)
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<b>What I bring to the board...</b>	Bicycle NSW Board member since 2004, Secretary 2005, Vice President since November 2008
<b>Past &amp; future, in relation to BNSW</b>	Worked on special projects looking at brand and marketing, Board Charter, volunteer management and strategic planning. Focus and major contribution: interface with Federal, state and local governments, manoeuvring issues through bureaucratic processes, political positioning, media and promotion. Currently works with organisations to incorporate sustainability principles into their business systems. Promoting cycling as sustainable transport is a key role. Cycle commutes 200+km per week, keen tourer, manages about 14 bikes, teaches safe bike riding and mechanics for fun, BNSW event volunteer

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<b>What I stand for/hope to achieve</b>	I believe the main game is progressively shifting cycling from a recreational activity to a mainstream sustainable transport option. This is not about 'bikes versus cars' but having a balance of transport options available for all types of people for all sorts of trips. This rebalancing of transport needs is happening but we need to accelerate it. Greater networking and understanding of the various road management and user groups (including hostile ones) is essential if we are going to have a real change in transport options, especially in Sydney. I think BNSW has a crucial role to play in achieving this vision as a catalyst for change. The Board has an important role in guiding and supporting BNSW to do this, as well as ensuring our members' input is reflected and protected. I am lucky enough to wear two cycling hats: one as a public servant promoting cycling within the NSW Government and the other as a member of the largest cycling NGO in NSW. I hope to be able to continue to bring the perspectives and cycling aspirations of both groups (and those of others) to reality.
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<b>Name</b>	Christina Harlamb Elected November 2009
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<b>Occupation</b>	Head, Medical Education and Training Division NSW Institute of Medical Education and Training
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<b>Qualifications</b>	Bachelor of Optometry, Bachelor of Social Science
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<b>What I bring to the board...</b>	I would bring a diverse range of experience and skills to the Board of Bicycle NSW, gained from my background in business, social research, public policy, government and health.
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<b>Past &amp; future, in relation to BNSW</b>	<p>In my current role I lead a number of major policy initiatives in medical education and training in the context of the NSW Health system. Broad consultation and good communication with key stakeholders have been key factors in achieving success. I would like to assist Bicycle NSW continue to engage with all levels of government to ensure infrastructure to support safe cycling. I believe I can contribute as the organisation strengthens links with the health system to raise awareness of the important role cycling plays in creating healthy communities.</p> <p>I sit on a number of committees and am committed to the principles of good governance. I would bring this experience to the Bicycle NSW Board with the aim of building on the achievements the organisation has made in engaging the community and government, to ensure that there continue to be 'more people cycling more often'.</p> <p>I encountered Bicycle NSW while working in government. I was so impressed with the direction and vision of the organisation that I decided to contribute by becoming a volunteer, and am now a Team Leader at major Bicycle NSW events. This has given me a valuable insight into the ethos of the organisation and has enabled me to build relationships with the dedicated Bicycle NSW staff and volunteering community, who are such a vital part of the organisation. Importantly, my work as a volunteer has given me an understanding of the complex operational issues involved in the running of Bicycle NSW.</p>
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<b>What I stand for/hope to achieve</b>	As a community member who recently learned to cycle, I would bring a different perspective to the Board of Bicycle NSW as it fulfils the vision of 'more people cycling more often'. I believe the main factors that influence people, like myself, to start cycling are the health and fitness benefits and a safe cycling environment. I am committed to the vision of Bicycle NSW and would like the opportunity to be an active participant on the Board and engage the broader community to ensure the objectives of the organisation are met.
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## **Anthony Drury** (Appointed November 2009)

Mountain Biking Road Cycling Adventure Racing Family and Friends

***“Opportunity to link his Commercial Business and Boardroom experience with his passion for Cycling”***

Strong commercial business and boardroom experience within a variety of industries across the globe. Currently Anthony is the Vice President, Head of Sales for American Express Business Services across Asia Pacific and represents American Express as the Chairman of the board for a joint venture in Malaysia.

Anthony is extremely versatile having performed successfully across a wide range of industries including Information Technology, Travel and Tourism, Engineering and Financial services through out his career. A highly motivated individual with strong commercial acumen and people leadership, he has repeatedly demonstrated his ability to build high performance teams and deliver shareholder returns.

His passion for cycling has continued to develop over the years as he is both an active mountain and road cyclist.

Anthony is looking for the opportunity to link his commercial business and boardroom experience with his passion for cycling and firmly believes he can contribute towards the strategic direction of Bicycle NSW to ensure they achieve their long term goals.



• **What Anthony brings to the Board of Bicycle NSW :**

- Boardroom experience with both demographic and geographic diversity.
- High level of “Board Literacy” with strong Financial and Commercial acumen.
- Clear understanding of the Governance and Legal responsibilities involved.
- Proven ability to work within a team environment with the utmost integrity.
- Experience operating at the strategic level and an awareness of the need to represent the ownership from an independent position.
- An open mind without any pre conceived views.
- The strong desire to link his commercial experience with his passion for cycling.
- Willingness to invest his personal time in the key purpose of Bicycle NSW.
- A passion for cycling and he rides a bike!

• **What Anthony brings to Bicycle NSW :**

- Over 15 years Sales and Marketing experience across a variety of industries.
- An extensive network of business contacts locally and across the Asia region.
- Adventurous and outgoing personality with a great sense of humour.
- Clear understanding of the need to protect and maintain a corporate brand.
- Proven ability to think “Upward” and “Outward” across many industries.
- Experience operating with and for an organization with high ethical values.
- Management expertise which could be leveraged in an advisory capacity.

• **His passion for Cycling :**

- Started back in the days when he commuted to school then raced friends home.
- Active Mountain Biker with an interest for endurance racing
- Socially active road cyclist and weekly commuter into the CBD of Sydney.
- A garage full of two wheel toys from his children’s wooden balance bike to some of his most cherished possession.
- A collection of cycling jerseys for all occasions from across the globe.
- As much time in the saddle per week as his busy schedule will allow.
- Firmly believes “life is better on a bike” (just ask his wife!)

**Capabilities / Experience**

- Sales and Marketing
- Change Management
- Financial Acumen
- Strategic Planning
- Highly motivated
- Versatile and dynamic

**Academic Qualifications**

- Assoc Dip Electrical Engineering
- Masters eCommerce Mgmt
- Masters Business Administration

**Previous Organisational Exp**

- Alstom
- Alpine Tours
- Fleet Systems
- Online Advantage
- American Express

**Board Representation**

- 2006-08 – “The Association of Travel Management Companies” (ATMC)
- 2008 – Present – “Mayflower American Express” (Chairman)
- AICD Member

<b>Name</b>	<p>Jenny Burn</p> <p>Elected November 2004, re-elected 2005, 2006, 2007, &amp; 2009</p> <p>President since March 2007</p>
<b>Occupation</b>	<p>Head of Organisational Development &amp; Learning, AstraZeneca Australia</p>
<b>Qualifications</b>	<p>BA(Hons), MBA</p>
<p><b>What I bring to the board...</b></p> <p><b>Past &amp; future, in relation to BNSW</b></p>	<p>Bicycle NSW Board member since 2004, President since March 2007</p> <p>Audit &amp; Risk Committee since 2004, Constitutional Review 2008</p> <p>Focus and major contribution: strategic planning, board governance (including introduction of a Board Charter) and people related matters</p> <p>Currently senior HR executive in the Pharmaceutical industry, specialising in Organisational Development, Culture, Leadership and Change Management</p> <p>Keen touring cyclist for nearly 30 years, regular bicycle commuter</p>
<b>What I stand for/hope to achieve</b>	<p>Committed to all aspects of the cycling 'value proposition', including health and fitness, transport and the environment, tourism and building communities, I bring business skills and commercial experience, to support the long term sustainability and effectiveness of Bicycle NSW for members and stakeholders.</p> <p>The Board needs to stay focused on continuing the work needed to make safe cycling the solution to the major transport, health and environmental issues facing our communities - strengthening and supporting links with all stakeholders, especially the grassroots cycling community - BUGs</p> <p>Balancing sometimes conflicting priorities with limited resources, we aim to have cycling at the forefront of policy from a broad, "whole of government" perspective.</p> <p>"More people cycling more often" is a broad agenda, where Bicycle NSW can contribute most effectively through our values: Collaborative, Inclusive, Constructive, Facilitative and Outcome oriented.</p>

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<b>Name</b>	John Richardson Elected November 2009
<b>Occupation</b>	Managing Director, Richardson Coutts, Government Relations and Public Affairs
<b>Qualifications</b>	LLB (Syd)
<b>What I bring to the board...</b>	I have twenty five years experience in public affairs and government relations having worked as a political adviser to federal and NSW Ministers in the Hawke, Keating and Carr Governments. In the latter case I was chief of staff to the Minister for Roads for almost two years. I have been in the private sector for 11 years advising and assisting companies and organisations in their dealings with governments.
<b>Past &amp; future, in relation to BNSW</b>	I have developed an extensive understanding of policy development, campaign management and how government operates and believe I can assist Bicycle NSW as a member of the Board in its dealings with government and with stakeholder management to advance our agenda and objectives.  I am a Board Member of the Service for the Rehabilitation and Treatment of Survivors of Torture and Trauma.
<b>What I stand for/hope to achieve</b>	I cycle daily, commuting to work and/or recreationally. I believe everyone should be able to ride a bike safely within their community and if people felt safer about doing so, there would be a lot more of us on our bikes a lot more of the time. More cycling and cyclists would greatly enliven our cities, making them healthier and more desirable places to live and work.  To do this we need better infrastructure and cycling needs to receive more support from the providers of this infrastructure, a role traditionally provided by governments of all levels.  I believe the best way to achieve our goals is through constructive relationships with stakeholders, be they governments, our members or the broader community.

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<b>Name</b>	Jon M Leighton Elected November 2007 Appointed November 2009
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<b>Occupation</b>	Founder and CEO of JML Australia
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<b>Qualifications</b>	BACC, CAEW Chartered Accountant, MGSM SLP
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<b>What I bring to the board...</b>	Bicycle NSW Board member since 2007 Focus and major contribution: Board, CEO and organizational review and strategic planning. The outcome achieved is one overriding purpose of "more people cycling more often" because "lifes better on a bike"
<b>Past &amp; future, in relation to BNSW</b>	Ensuring every decision taken on behalf of members and the cycling community is in line with this purpose.  Board review in line with the above purpose to develop and ensure we have the most talented and committed board possible.  CEO and executive guidance and matters of Human Resources.  Executive network and connections to partners and sponsors. board governance (including introduction of a Board Charter) and people related matters.  Executive advisor to organizations, boards and individuals across Australia.  Competitive cyclist, 300K's a week and regular bicycle commuter

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<b>What I stand for/hope to achieve</b>	Assisting and ensuring that the belief we all share for "more people cycling more often" because "lifes better on a bike" is committed to and acted on with every heart beat, decision and action of BNSW.  I'm committed to all aspects of the cycling 'value proposition', including health and fitness, transport and the environment, tourism and building communities. I bring a competitive cyclists understanding that all cyclists ultimately ride a bike, a business persons understanding of the economics and commuters understanding or safety and firmly believe we should communicate the big issues regarding safety, infrastructure improvement and mainstreaming cycling with one voice.  I bring executive, board room, robust business skills and a network from Glasgow to London to Singapore to Australia.  In summary I'm a believer in the widest possible bike community, the long term sustainability and effectiveness of Bicycle NSW for all current and future members and stakeholders.  The Board needs to stay focused on continuing the work needed to make safe cycling the solution to the major transport, health and environmental issues facing our communities - strengthening and supporting links with all stakeholders, especially the grassroots cycling community - BUGs  Balancing sometimes conflicting priorities with limited resources, we aim to have cycling at the forefront of policy from a broad, "whole of government" perspective.  "More people cycling more often" is a broad agenda, where Bicycle NSW can contribute most effectively through our values: Collaborative, Inclusive, Constructive, Facilitative and Outcome oriented.  Ultimately we all believe that "lifes better on a bike"
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***Life's better on a Bike!***



**JOHN COOPER** (elected November 2008)

John is passionate about cycling and importantly encouraging others to cycle. He is a keen cyclist and firmly believes in Bicycle NSW's vision and strategies. John wants to assist and see Bicycle NSW succeed in getting "more people cycling more often". John is one of the founders of Easy Riders a group who cycle from the Upper North Shore to work in the City during the week. John rides with Easy Riders, in preference to other forms of transport, whenever he can and encourages others to do the same.

John is a partner of the law firm Allens Arthur Robinson and currently heads up their Projects Practice Group. He has had an involvement with major projects (including transport projects) for the past 20 years. John holds tertiary qualifications in law, commerce, finance and management. He is an Adjunct Professor with the University of Queensland and is on an advisory council to the Business School at the University of Queensland. John looks forward to working with the other members of the Board to realize Bicycle NSW's vision and implement its strategies.

**DAVE McGRATH** (elected November 2008)

Began in Broadcast Media more than 20-years ago, starting in Newspapers before moving to Television, then combining the two skills to Produce, Direct and Design Multimedia content for several International Broadcast networks. I strongly believe that my combination of experience and professionalism across the entire multimedia industry has earned me the respect of all my peers.

Now, as Head of Department at Telstra, I successfully run a business unit and report to the Company Board of Directors and CEO and am seen as someone who prides themselves as being a forward thinker, who meets project deadlines and exceeds revenue expectations.

I gain great satisfaction from the "business of media" and have brought together many leading companies and associations to conduct financially rewarding and highly positive media experiences that extend the revenues and brands of all involved.

Managing ideas from concept to publication/broadcast and also building new revenue streams is something that I enjoy, as well as creating a sense of 'team' amongst all those I work with.