

VIEWPOINT

PERRY ABBOTT • SUPERPARTNERS

Virtuous cycle

Perry Abbott, the CFO of super administrator Superpartners, is on a roll in getting to work.

"I've been cycling for about three years. Funnily enough I started cycling because of an accident that I had with a cyclist. I was on the beach in Melbourne having a run and must have been looking too much out into the sea because I ran into a cyclist. The injury meant that I had to stop running, so I decided a bike was a better option.

Now I ride to work every day. It's partly because I was looking for opportunities in my day to maintain my fitness but it's also because it allows me transition time on the way home, when I transform from chief financial officer to a dad with three kids. There's a real sense of freedom when you're on a bike – I used to ride to school when I was a kid and when I get on my bike I do feel like a 12-year-old again.

Now I'm a national ambassador for the National Ride to Work Day* and a passionate advocate for cycling. When I joined Superpartners in January, the building facilities weren't as bike friendly as they could be. But now we've put in some investment – there are new bike racks and lockers. It's all about what I call the magic triangle, which is about the

location of the bike rack, the locker and the shower. When people ride to work they want to arrive at their desk looking the way they would if they'd taken the train or driven.

You often need someone to walk you through the logistics. For me as the CFO, it's leading by example on healthy living and reinforcing it as a behaviour that the organisation wants and will invest in.

I've definitely seen an increase in the number of cyclists on the road. I'm really proud of the enthusiasm for cycling at Superpartners. We've put a team of 120 together for the Around the Bay in a Day ride (in Melbourne) in October. We only started recruiting six weeks ago – which I think shows a huge untapped desire to get into cycling.

Cycling is a great opportunity to contribute to what is going on with the planet. Given that Superpartners services \$75 billion in funds under administration from 6 million member accounts, I think that it's very appropriate for us to support anything that helps people enjoy their future." *

*NATIONAL RIDE TO WORK DAY IS ON OCTOBER 15. WWW.RIDE2WORK.COM.AU