



2017 Bicycle Network Board Candidate Request for Information

1. Short Statement (50 words)

- Passionate about advancing cycling.
- Press all governments for much more funding for cycling infrastructure.
- Motorist / Cyclists education.
- Increase participation, especially women
- Promoting positive health outcomes.
- Strong Australia wide Road Laws.
- Experienced Trustee in Not-for-profit.
- 25+ years Director. Expertise - Strategy, finance, marketing.
- Regular road, dirt, track rider. Love GVBR!

2. Motivation to Stand for the Bicycle Network Victoria Board, including what you will bring to the board if you are elected.

I'm inspired by vision of Australia being a Nation of Bike Riders and the very positive health and environmental outcome that that generates.

I seek to assist the Board and add value in solving the challenges around; cycling safety, national infrastructure funding, participation and membership growth, strong uniform cycling protection Road laws along with driver and rider education.

I'm motivated to assist in making Bicycle Network a truly National organisation with over 100,000 members in the next 5 years. I'm excited by the prospect of the benefits of an expanded Australia wide membership, giving cyclists via Bicycle Network a much stronger voice to press for vastly increased spending on cycling infrastructure and stronger road laws to improve cyclist safety.

I want to see many more roads where road cyclists are separated and fully protected. Mothers, children and retirees should be able to ride to the locally without fear of injury. Commuters need arterial, fully connected, safe roads, lanes and paths. Recreational riders need to be the beneficiaries of intelligent road design. Education forms an important part of change management with motorists, cyclists and the general public all needing to be part of the conversation and integrated solution. Laws need to reflect the seriousness of sharing the road when things go wrong. Deterrents are required and every meter matters.

As a regular bike rider I understand the challenges we all face first hand and seek to assist Bicycle Network with; ideas, strategic thinking and oversight in pursuit of Australia becoming a Nation of Healthy Bike Riders.

I will advocate the following as a Bicycle Network board member:



BICYCLE NETWORK

Make cycling a mainstream activity and as such assist to influence all levels of government to do a lot more and elevate cycling within Health, Transport and Infrastructure Policy areas.

Pursue stronger co-operation between local councils, State and Federal governments on cycling policy and funding issues.

Encourage Health benefits and participation of cycling across the community, especially amongst women who are presently vastly underrepresented as cyclists.

Improve education around safety programs for cyclists, motorists and the general public.

Elevate cycling infrastructure projects and issues, including; road design and infrastructure, segregated, dedicated and protected bicycle "freeways", bike lanes and bike paths.

I'm well qualified for the role because:

I understand the plight of cyclists as an avid and regular cyclist.

I've ridden bicycles not only throughout Australia but also in USA, Amsterdam, Paris, Regional France and Italy and have observed how things work there.

I've participated in numerous Bicycle Network ride events.

I hold an MBA and have consulted on business and marketing strategy.

I have a commercial business background which includes Event Management, General Management and bicycle accessory distribution.

I have experience as a trustee board member for a not for profit charity.

I've commuted to work by bike, enjoy endurance events, held a racing licence, ride a mountain bike and have just learnt to ride a track bike.

Experience serving on a "not for profit" boards:

Currently Trustee / Director and Charity board member advising on project investments, commercial issues and governance.

Previously involved in a number of school associations and committees

3. Previous experience on Boards / Committees

Organisation	Position	Duration of Tenure	Brief Description of organisation
McCaughey Memorial Institute	Trustee / Director	2012 - present	Not for Profit - Research Charity
Snowsports /Parents Association	President /Board Member	2006-2007	Sports Development / Funding & Education
Sports Plus Distribution Pty Ltd	Director	1997 – 1999	Bicycle Industry Importer/ Distributor
Telecom Grants Board	Board Member	1990 - 1991	Development Grant Allocation



4. Board governance qualifications and experience or any other relevant qualifications and experience.

Master of Business Administration (MBA), Graduate School of Management, Macquarie University, 1991.

Graduate Diploma of Business (Marketing), Chisholm Institute of Technology / Monash University, 1990.

5. Previous experience in setting and guiding an organisation's strategic direction.

I have worked as a management and marketing consultant assisting a range of organisations set strategic direction. I have led focus groups and market research projects to explore and define various strategic and positioning options.

During the 1990's I guided several high growth companies to capitalise on market opportunities in the finance, telecommunications and convergent technologies sectors.

I'm a board trustee and Director of a research charity charged with donating funds to further research and education for a range of projects, including supporting a University of Sydney faculty and project initiative.

6. Current Employment – Organisation, Job title.

Alphanet Communications / ICMI
Managing Director / Managing Consultant

7. Optional additional Statement

I believe that riding a bicycle, whether it be for recreation or transport can and does make a huge difference to so many people in so many ways. I seek to represent Bicycle Network members on the board to further these societal aims and assist in making Bicycle Network a National body with a strong voice in matters of government policy and infrastructure development.

Bicycle Network has done much to improve many aspects of cycling participation and safety through its various programmes and it's now time to ramp things up. Cycling infrastructure needs to be dramatically expanded and integrated with urban planning. Cycling mobility within the local communities needs to be extended and interconnected throughout the suburbs.



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I personally have a passion for cycling which started at an early age. I have participated in numerous events over the years, including; Around The Bay 200 & 250, High Country Challenge, the last 14 Great Victorian Bike Rides, Audax Alpine Classic 200, Amy's Ride, member of St Kilda Cycling Club and past member of Caulfield Carnegie Cycling Club. I recently started track cycling!

If elected to the Bicycle Network board I will pursue a growth agenda;

- Improving safety, support and resources for all cyclists
- Raising cycling participation rates especially among women
- Expanding the membership base Australia wide towards 100,000
- Growth in event participation and education programmes
- Lobbying and communicating at all levels of government
- Foster innovative and audacious bike centric urban planning decisions
- Expanding and adding value to BN members benefits
- Improved and uniform Australia wide Road Laws to enhance cyclist protection
- Developing of protected bike "freeways", bike paths and bike lanes.
- Changing behaviours regarding health, fitness and the environment

Imagine...

Imagine a future where; local communities are interconnected by a myriad of protected bike freeways, paths, tracks and lanes – where seniors park their bikes outside the local shops, where students can safely ride to school and university, where car drivers and cyclists are patient and courteous to each other, where arterial bike lanes are wide and segregated, where mothers ride with their kids to their local schools on family friendly road infrastructure, where bike commuters can get to work without fear of accidents, where inactivity levels drop to world's lowest levels, where Australia is revered as a Healthy Cycling Nation.