



BICYCLE
NETWORK

PETER ROBINSON

Bicycle Network Board Candidate Request for Information

Candidates are asked to provide the following information.

This information will be published on the Bicycle Network website for the duration of the election period.

1. Short statement, maximum of 50 words. (If the 50-word limit is exceeded only the first 50 words will be published.)

My passion is for Bicycle Network to:

- maximise female rider participation
- improve rider and road user safety and education
- expand safe bike routes
- increase the membership base
- continue its strong advocacy role with local councils, state governments and road organisations
- Expand and improve membership services including insurance.

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

1. I feel strongly about Bicycle Network's role as a true advocate of cycling.

I am passionate about cycling as is my wife. In the last few years, Bicycle Networks has found its niche and is kicking goals. It must remain loyal to its core purposes. It must focus on getting local and State governments to commit to projects rather than just promise

How are we getting commitment?

What I bring: As a newcomer to the Board, I bring fresh eyes, ears and ideas. From my Not for Profit Board experience, you need to focus on what's important and prioritising what is addressed when.

2. We need to enrol the broader community - millions of "non-cyclists" watch the Tour de France every year and truly love the experience. Many people attend spin classes at my local gym but don't want to ride on the road. Both these groups include potential cyclists, as well as potential advocates for cyclists but don't ride.

How are we engaging them and getting them involved?

What I will bring: perspectives from these people. Knowledge of what they would need to get involved - what are the "road blocks"? – fear, safety, need for welcoming environment, need for cycling mentors. They need to feel that they will never be left behind or made to feel unsafe.

3. We need to listen – there are lots of people in the community who have a dim view of cyclists. They cite that we break road rules; we wear dark clothing and lack proper lighting so we can't be seen at night; we are abusive and aggressive. We have to share the road in some places, we don't own it.

How do we engage better with these folks – what are the forums?



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What I will bring: what I observe every day from “the outside” - a broad network of friends many of whom are non-cyclists, as well as cyclists. I listen to their concerns / observations and seek their views about cycling on a regular basis. It is about listening to them as much as telling them how it is.

4. We need good “air time” – there are a number of cycling shows on the likes of SBS. Are our initiatives and issues getting good exposure? Are our messages clear or are there too many of them?

Can we get more and better air time?

What I will bring: a keen understanding of the issues. Ensuring all platforms of communication are used – we have a young and old cohort who use different media.

5. We need to protect and improve our financial position to ensure we can deliver our service offering – last year we had a turnover of almost \$14m, but recorded a loss. We are very reliant on the success of cycling events

Are we stretching ourselves too thin?

What I will bring: background in developing and identifying strategic partnerships. I come from a small Not for Profit board where every dollar counts. I have a solid background in banking with strong financial literacy.

6. What is the strategic vision? Where will we be as an organisation in one year, two years, five years? I am not sure the membership knows where we want to be. Is it numbers of members? delivering financial surpluses?

What I will bring: ability to articulate ideas. Focus on important strategic issues. I have developed strategic plans in the Not for Profit sphere as well as in large scale banking & finance, investment and infrastructure.

7. What happens in other parts of Australia and Overseas?

My recreational riding has taken me around Victoria, SA and WA and includes participation in Bicycle Network Events (Round the Bay) and other major events (Tour down Under in SA). I have also cycled in the mountains and countryside of Austria, France and Italy over a number of years, including two years following the Tour de France (2013 & 2015). I have also ridden in several Asian capital cities. How cyclists are treated in France and Italy by road users is just so different – there is mutual respect, there is rapport, there is an emphasis on cyclist safety by all road users. Cyclists are celebrated and admired during the Tour de France and Giro d’Italia with many mature aged riders.

How can we replicate that here in Australia?

What I will bring: good knowledge of cycling in various domains and why it is different in these geographies, and particularly why large scale events work.



3. Previous Experience on Boards / Committees (list up to 4)

Organisation	Position held	Duration of tenure	Brief description of the organisation
Edmund Rice Camps Inc.	Board Chair	2.5 years to current	Not for Profit - Camps for underprivileged kids, families
Edmund Rice Camps Inc.	Board Director	8 years to current	Not for Profit - Camps for underprivileged kids, families
Edmund Rice Camps Inc.	Board Committees – Nominations, Governance & Policy; Fundraising; CEO Recruitment	5-8 years	Not for Profit - Camps for underprivileged kids, families
Private Family Company	Director	10 years	Private Company
Leighton Contractors Pty Ltd – various project companies	Director	1999 - 2007	Project Companies (\$1bn plus value)

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

- Graduate Australian Institute of Company Directors (AICD)
- Australian institute of Company Directors - attendance at AICD conferences and seminars including “Boards seeking Directors”
- Project Board positions at Leighton Contractors – major projects c. \$1bn plus
- Bachelor of Economics, Monash University

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

- Board Chair / Board Director / Board Sub-committee Member – Edmund Rice Camps Inc.
- Senior positions in Project Companies – bidding and winning billion dollar projects in Australia and New Zealand



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- Senior positions in NAB - developing and delivering new projects and markets including the UK
- President/ Treasurer / Social Secretary (variously over 20 year period) – Hawthorn Hockey Club Inc.

6. Current employment – organisation, job title

Consultant / Project Director Major Projects

Previous roles with major corporations

- Leighton Contractors – Project Director – 2007–2014
- Electricite de France (London) – Project Manager – 2005-2007
- National Australia Bank (London)– Project Director – 1999–2005
- National Australia Bank (Melbourne)– Project Director – 1990–1999

7. Optional additional statement (unlimited in length)

Nil