



**BICYCLE
NETWORK®**

**BICYCLE
NETWORK
ANNUAL
REVIEW
2017**

CEO AND PRESIDENT MESSAGE

Australia is changing at a rapid rate. Our population is increasing exponentially and we're not ready. As a result, we're seeing unprecedented government commitments to build infrastructure to cope with the massive increase in demand for people moving around.

Unfortunately, what we're not seeing is much thinking beyond trying to maintain traditional transport choices. The future being provided for us involves more multi lane roads, train tunnels and airports.

Where does that leave the humble bicycle? Our beloved invention that we know will solve our growing problems of congestion and physical inactivity for people of all ages.

In 2017, it is true that we worked hard to move things forward for people who ride bikes. By linking transport planning, infrastructure and policy with preventative health, we campaigned across all levels of government to make it easier for more people to ride.

We bravely tackled major policy issues such as truck safety, minimum passing distance, crash rates and public share bikes. We spoke out for riders that were wronged and launched our first review into Australia's mandatory helmet laws.

At the same time, our behaviour change programs and expanding events program reached new national audiences, encouraged more women to get active and positioned bike riding as a normal, everyday activity.

Ride2School's Mind.Body.Pedal program was recognised by VicHealth for its innovative approach to getting more young girls active and for the first time, we worked with parents to overcome the barriers in letting their children ride to school.

Board members in 2017

Bicycle Network Board members commence their voluntary positions at the Annual General Meeting in October and serve a three-year term. In 2017, we bade farewell to outgoing President David Smith and we thank him for his service.

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|---------------------------------------|--------------------|--------------------------------------|---|
| 1. Zena Burgess
(President) | 3. Jo Curtin | 7. James Conlan
(elected in 2017) | 9. David Smith
(outgoing
President,
retired in 2017) |
| 2. Keir Patterson
(Vice President) | 4. Kerry Gill | 8. Kate Eddy
(elected in 2017) | |
| | 5. Peter Thurling | | |
| | 6. Clive Pesavento | | |

While we're doing our bit, it's also true that things just aren't moving fast enough. It's reflected in the 2016 census which showed that in the last five years, the mode share of Australians getting to work by bike fell from a miniscule 1.2% to a paltry 1.1%.

Unless our governments build better places to ride, bike riding will continue to be limited to a fun weekend activity and something only a few hardy souls do to get themselves to work, the shops or to socialise.

Sadly, the way we're heading, we won't end up with the Australia we are desperately craving. Instead of people enjoying the health, happiness and freedom of bike riding, they'll be forced into spirit-sapping traffic in carbon-choked congestion.

So, to all our supporters we say, *'We need your help!'* We need you to encourage more people to join us and tell our governments that you don't want to live in a country where you're herded onto a freeway or a train.

We need to make it clear that Australians deserve a choice. That bikes shouldn't be forgotten or at best an afterthought.

The only chance we have of getting the bike friendly future we deserve is if the millions of people who ride a bike and the millions who want to ride come together and show we're not happy with the future being provided for us.

The President and CEO would like to acknowledge the Board, volunteers and wider Bicycle Network team for their ongoing contribution and dedication to our mission and purpose.

Craig Richards, CEO
Zena Burgess, President



INFLUENCE AT ALL LEVELS OF GOVERNMENT

Places to ride, planning and policy

Whether local, state or federal, our governments have significant influence over whether Australia becomes a nation of bike riders. 2017 saw Bicycle Network campaign hard across areas of policy, infrastructure and investment to grow our influence and ensure that the needs of all people who ride bikes were met.

Federal

2017 saw us turn our attention to the nation's capital, asking for a federal commitment to bike riding through our budget submission. Linking transport and preventative health, we asked the federal government for three key asks:

1. \$480 million annual bike fund and to include bike infrastructure as part of all federally-funded projects
2. Invest in a centralised crash database and;
3. Fund a national Ride2School program.

As part of this campaign, we also travelled to Canberra meeting with several key federal politicians from all sides of politics.

Bicycle Network was also very active in the national policy space.

We released our first Crash Report, compiling data collected over five years from the Riders Rights arm of membership. It was a key media moment for the organisation that served to dispel the myth that bike riding a dangerous activity. It also presented an opportunity to meet with key stakeholders such as VicRoads and the TAC to

To help strengthen consistency in messaging, advocacy and stakeholder relationships, 2017 also saw the amalgamation of the Government and External Relations team, Communications team and Rider Services team into Bicycle Network's first Public Affairs team. The team consisted of Public Affairs Advisors and in Victoria, New South Wales, Northern Territory and Tasmania.

advocate for better conditions. Off the back of this Crash Report, we successfully secured a TAC community funding grant in Victoria to deliver a publicly available crash reporting website in 2018.

Bicycle Network found itself in the centre of a highly-emotive debate when we launched a three-part review into its stance on Australia's mandatory helmet laws. Our public survey saw nearly 20,000 responses and 32 submissions from bike riding, health, urban planning and medical experts were received. The final rapid literature review is underway with the results and final position to be revealed in October 2018.

Other key national policy issues included advocating for national truck safety standards, supporting Australia's new public bike share schemes as well as marriage equality.

Through our segmented, fortnightly In the Loop e-news, we continued to engage with members and supporters, keeping them informed and activating them towards key local and state government projects or campaigns.



Victoria

The focus of our advocacy efforts in Victoria continued to be the delivery of critical projects, strategy and promises.

Our Victorian budget submission called for a \$126 million annual bike fund (outlining 10 priority projects), the removal of a TAC anomaly that unfairly excludes bike riders, an expansion of Ride2School's Mind.Body.Pedal and improving connectivity at transport hubs through bike parking.

Bicycle Network advisors regularly provided advice, submissions and comment on a range of local and state government projects across Victoria, working closely with consultants and public servants to get the best outcome for people who ride bikes.

This included ensuring that major projects such as the West Gate Tunnel, Outer Suburban Arterial Roads, Melbourne Metro, Level Crossing Removals and the design of Melbourne's new metro trains met the current and future needs all bike riders.

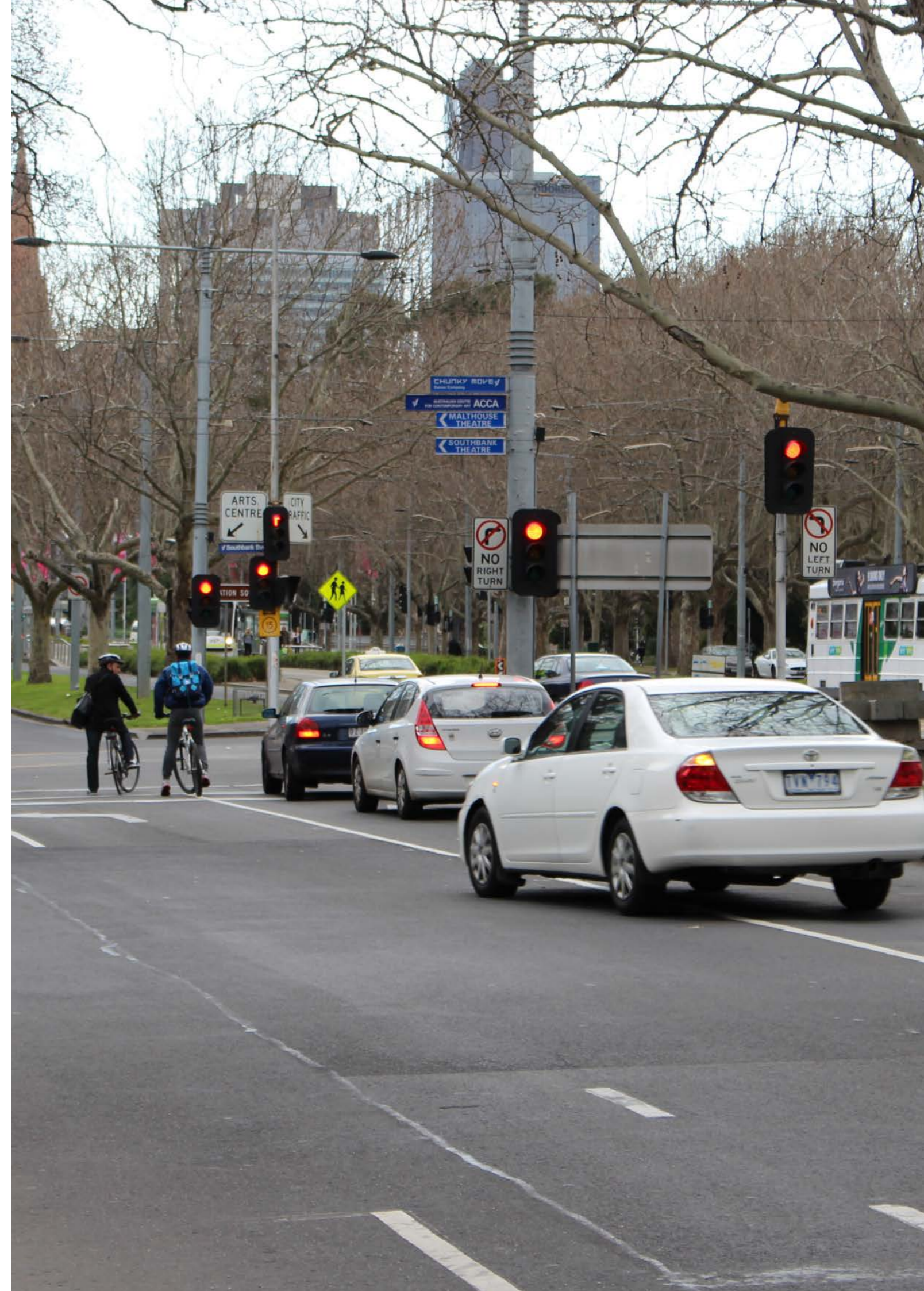
Despite huge efforts to ramp up public pressure on St Kilda Road, Gipps Street steps and Sydney Road improvements, frustrating government and stakeholder road blocks thwarted and in some cases halted hard-fought progress.

We also voiced our disappointment in a package of four laws that came out of the VicRoads Bicycle Rules review 2014. Bicycle Network saw the law changes as a missed opportunity to make transformative change for the state's bike riders.

Our new emotive campaign to extend TAC coverage to address an anomaly for bike riders gained huge support and we continued to campaign for riders' rights, advocating for slower speeds, minimum passing distance, footpath riding and driver license reform.

We also found creative ways to get our advocacy message across, hosting our first pop-up bike lane in the City of Melbourne to bring attention to cars that block bike lanes.

2018 is an election year and a great opportunity to put bikes on the agenda and achieve some big gains for bikes across Victoria.



New South Wales

With the lowest numbers of bike riders in Australia, New South Wales continued to provide its challenges the advocacy space. Internal staffing changes and a new Premier and Roads Minister meant that we had to rebuild many of our relationships with both local and state government stakeholders.

With the state government committing less than 1% of the infrastructure budget on bikes, our budget submission reset the agenda for bikes in the state, calling for a \$233 million annual bike fund, investment in state-wide Ride2School and Ride2Work programs, positive provisioning for bike infrastructure and the expansion of opportunities for recreational cycling and cycling tourism.

Focusing on inner Sydney cycling access to address congestion issues, we launched a campaign to bring back the College Street cycleway, extend the King Street cycleway and continued to push for a ramp to replace the Sydney Harbour Bridge steps.

We also called out attempts to block bikes from George Street, heavy handed tactics in Operation Pedro and supported a campaign to increase the age of footpath riding across NSW, activating our members to engage with their locally elected members via email and phone.

While College Street and King Street campaigns gained little ground, we had some progress on the Sydney Harbour Bridge steps with the state government making designs for both the north and south side open for public comment.

We leveraged our expertise to provide submissions and feedback on key projects and strategies. These included publicly rating the poor performance of the NSW state government's Cycling Safety Action Plan 2014-2016, calling for greater bike parking in a submission to the Inquiry in Commuter Car Parking in NSW and demanding quicker delivery timelines in our feedback to the Draft Futures Transport Strategy 2056.

After decades of campaigning by the local community and Bicycle Network, NSW also came a step closer to getting its first lengthy rail trail thanks to new legislation passed in the Legislative Council in 2017.

Through email campaigns, social media and petitions we were able to engage with our members in NSW while helping promote and influence active travel projects in local government areas.



Tasmania

Despite the departure of our long-standing Public Affairs Advisor in mid-2017, Bicycle Network managed to grow our influence in Tasmania thanks to our solid reputation, member and volunteer support, strong recruitment and involvement in both state and local government agencies and cycling working groups.

With a Tasmanian state election due in March 2018, Bicycle Network made a detailed active travel pre-election pitch to all parties emphasising their role in delivering on the government's target of making Tasmania the healthiest state in the nation by 2025. Under key themes, we called for increase funding, positive provisioning policy, active transport plans and state-wide funding for a Ride2School program.

Funding of Tasmania's Ride2School program was a key focus of our campaigning efforts across the year which included email and media campaigns and meetings with key decision makers on all sides of the political spectrum.

On the advocacy front, we continued to build relationships with the RACT to help promote

active travel and cycling, saw a joint funding announcement from state and local governments for the North-West Coastal Pathway, priority funding set aside for the Battery Point Pathway and the introduction of Tasmania's minimum passing distance laws.

Bicycle Network worked alongside the Kingborough Council to keep pressure on the state government to deliver on its promises for the Bonnet Hill project, one of Tasmania's most popular cycling routes. We also quickly quashed an attempt to make it compulsory for bike riders to have lights on during the day.

In Hobart, Bicycle Network put forward our priorities for the City of Hobart's draft transport and public transport strategy and ran a campaign to see a cycleway and crossing added to the city's Collins Street.

Our advocacy activities in Tasmania are consistently supported by a strong media presence which helps support excellent engagement with government, volunteers and all current and future members.



Northern Territory

2017 marked the first full year of operation in the NT by Bicycle Network. We also farewelled the inaugural director of our operations in the NT and welcomed a new team member.

Bicycle Network's priority in the Northern Territory in 2017 to build relationships with key influencers and decision makers with the hope that it would translate into opportunities for our Ride2School program.

In 2017, Bicycle Network held discussions around the early design work for Barneson Boulevard, one of Darwin's key commuter routes, with a strong push for separated lanes. We also called for additional bike parking around the streets of the CBD to help make it easier for more people to ride.

With an emphasis on active travel in schools, we continued to pursue relevant stakeholders to push for funding of a Ride2School program.



SUPER COUNTS PROGRAM

Super Tuesday commuter bike count

Bicycle Network's Super Tuesday Bike Count is the world's biggest and longest-running visual count of bicycle commuters. The count measures bicycle traffic flows, gender and bicycle traffic direction in 15 minutes intervals during the commuter peak.

Bicycle Network collates the data on behalf of councils who use it as an annual benchmark of bike commuting numbers, allowing for greater bike riding capacity and improvement planning.

2017 marked the eleventh Super Tuesday Bike Count and included more than 1,000 volunteers across both the southern and northern states. Each volunteer earned a \$50 donation towards a community group or non-profit of their choice. As a result, more than \$50,000 was donated in the local community.

Super Tuesday South was held on Tuesday 7 March in Victoria, New South Wales, Tasmania and parts of Western Australia. It included volunteer counters in 42 council areas across more than 876 sites.

Super Tuesday North was held on Tuesday 4 September in Northern Territory and Queensland. It included volunteer counters in 42 council areas across more than 876 sites.

Super Sunday recreation count

On Sunday 12 November 2017, Bicycle Network's held its eleventh Super Sunday Recreation Count across 225 sites in five states and territories (excluding South Australia, ACT and Tasmania).

More than 350 volunteers pitched in to help, earning themselves \$120 each for their nominated club or organisation. This saw more than \$42,000 donated back into community organisations or charities as a direct result of the bike count.

Unlike Super Tuesday, Super Sunday records data on recreational path and trail users including walkers, runners, bike riders and dogs. The count

Both Super Tuesday South and North recorded a 5% decrease in the total number of bike riders recorded compared to 2016, despite fine weather across most of the surveyed areas. This result is consistent with both Census and cycling participation data which suggests that cycling growth has stagnated.

Of note, both NSW and WA saw significant declines in numbers. VIC, TAS QLD and NT saw marginal decreases in numbers.

Importantly, female bike riding participation also recorded a decline across the both Super Tuesday South and Super Tuesday North by 1% and 2% respectively.

2017 was also the first year that our Super Counts program launched a trial of the 'Super Routes' report. Super Routes reports allow councils to better understand the needs of bike riders beyond the borders of their own jurisdictions, recognising that journeys by bike are often not constrained to single Local Government Areas.

The first Super Route report was produced for the Greenway Super Counts Sites that are located across both the Inner West and Canterbury Bankstown councils in the Inner West of Sydney.

also records wheelchair and mobility scooter users, people on horses, skateboarders, and children in prams or bike trailers. The data is then reported back to the relevant council.

In 2017, the count recorded more than 95,000 movements, including 5,500 dogs. Walkers made up the largest share of movements however, accounting for 57%.

The data collected showed substantial growth on the previous year, but this was mostly attributable to low numbers due to poor weather across all sites on the count day in 2016.



BIKE FUTURES CONFERENCES AND SEMINARS

In 2017, Bicycle Network held two one-day conferences in Hobart and Melbourne to bring together planning, health and transport professionals to discuss how to make it easier for more people to ride bikes.

Held on Friday 10 February 2017, more than 150 people attended the new look, one-day Bike Futures Conference Melbourne at St Kilda Town Hall. We simplified the format of the Melbourne event in order to maximize attendance and reach of learnings. The conference focused on active travel and long-term behaviour change, covering areas of bike education, data collection and jump starting active travel in both inner and outer suburbs.

The Bike Futures Seminar in Hobart was held in on Thursday 9 March. The seminar was supported by the Tasmanian Department of State Growth, the University of Tasmania and the Australian Institute of Traffic Planning and Management.

More than 50 attendees heard from a range of urban planning and active travel experts with years of experience about planning our streets for the movement of people, rather than cars. The seminar was well attended by key personnel from Hobart City Council and the Department of State Growth, the University of Tasmania and bike advocates.



BEHAVIOUR CHANGE PROGRAMS



RIDE2SCHOOL PROGRAM BIKE: RIDING A SOCIAL NORM

National initiatives:

National Ride2School Day

A pinnacle of the Ride2School program is National Ride2School Day which was held on Friday 17 March, 2017. It was estimated that more than 350,000 students from every state and territory took part in the day with some schools reporting 90% active travel rates. ABC3 Presenter James Elmer attended East Brunswick Primary School in Victoria as an ambassador for the day.

National Ride2School Day continues to be a great platform and tool to raise the profile and awareness of the program, capitalizing on media opportunities and engagement with local councilors and state ministers.

Parent Portal

The parent portal launched in 2017, leads our first attempt to engage with parents directly. The online portal is a one-stop-shop for knowledge on riding and active school travel and will lead into our visual campaign next year.

Ride2School curriculum

Following feedback from teachers around the need to integrate Ride2School into the curriculum, we developed our first classroom resource. The unit is fully referenced to the Australian curriculum and allows students grade 4-6 to create, implement and evaluate their own active travel campaign at their school.

TAS

The Ride2School Program was refunded in Tasmania for 2017 but funding beyond this is uncertain. Bicycle Network will continue to lobby the government.

Regardless of funding uncertainty, we finished off the year strongly, engaging with students and school communities across the state. Activities included:

- Installing and launching Active Paths at four schools (St Helens District School, Punchbowl Primary School, Clarendon Vale Primary School and Sorrell Primary School),
- 8 schools received bike education as part of physical education curriculum with Trevallyn Primary School receiving it twice
- Partnering with the North Melbourne Football Club's community camp program to deliver bike education at both Waimea Heights and Tarroona.
- Completed 24 school visits across the state to promote the benefits of active travel
- Appeared at the Schools Triathlon Challenge in both Devonport and Hobart engaging with 112 schools.
- Delivered the Hobart Council Active Travel Report, and

We engaged with parent co-ops wanting safer conditions around their school.



NSW

In NSW, local government investment into Ride2School remains the only avenue to continuing to keep the program going. With no state government support for Ride2School, the program's impact is very much focused on localised and individual communities.

We engaged with local councils in NSW to deliver three Active Path workshops at Mount Druitt Public School, Northmead CAPA High School and Pendle Hill High School. The path launches are set for 2018.

Northern Territory

We are still finding our feet in the NT. After delivering one Active Path in December 2016, we have approval for a second active path at St Paul's Catholic Primary School in Darwin.

Our NT team also helped support the efforts of police at Numbulwar, a remote Northern Territory community, with a donation of more than 60 bike lights for children in the local area. The lights were distributed on a special bike education day to help make it easier for more people to ride.

Local governments continue to show interest and support for the program, but moving into 2018, we will be looking for leadership from the Territory government to fund the program across the territory.

ACT

Late 2017 saw Ride2School head to Canberra for the first time to seek federal support and funding to take the program to a national level. We had six meetings with positive discussions with key ministers and stakeholders. We look forward to advancements in 2018.

VIC

Thanks to state government funding, our Ride2School in Victoria is the largest part of our overall Behaviour Change team. However, funding for the program is only secured until 2018/19 financial year, making it a key focus for advocacy and the 2018 election.

In 2017, Ride2School launched the first school classification program in Victoria designed to give schools some direction in progressing through the program and to encourage them to contribute to our data pool.

A huge effort from the team in 2017 led to a 43% increase in the number of engaged school in Victoria. This is strengthening the amount and quality of data and our ability to evaluate in the future and encouraging schools to remain engaged, long term.

The Mind.Body.Pedal event for teen girls has gone from strength to strength, running seven events in the past year, including our first regional school in Horsham. The program also launched on Instagram, opening another channel to influence social norms in the target demographic.

Schools who have participated in Mind.Body.Pedal reported twice as many girls riding to school, and that walking to school rates had also increased, from 28 per cent to 38 per cent.

It was a proud moment in December when the Mind.Body.Pedal program took home the award for 'Encouraging physical activity' at the VicHealth Awards, a tremendous vindication of the effectiveness and impact of the event.



Ride2Work Program

Though it had no official manager, a working group drawn from various teams operated this program throughout 2017.

Our work supporting The Alfred hospital continued as they evaluated the behaviour change initiatives that we have worked with them to develop.

We established a partnership with Melbourne Metro Rail Authority to encourage active travel while transport disruptions begin across the Melbourne network.

Multiple presentations were delivered at workplaces across Melbourne encouraging a focus from management on riding to work and end-of-trip facilities.

For peak publicity for the program, Bicycle Network ran successful Ride2Work Day breakfast events in Hobart, Darwin and Melbourne. We also had a presence at two locations in Sydney.

New registration for Ride2Work Day were 4,000, which is steady from last year. Participants listed their key motivations for taking part as 'Health', 'Community' and 'Environment'.

The Net Promoter score for Ride2Work Day was 58 (from the question "How likely is it that you would recommend Ride2Work Day to a friend or colleague?"). Eighty-five per cent of survey respondents said they wished to encourage others at their workplace to get involved.



Parkiteer

The Parkiteer program performed strongly in 2017, with increased cages, record patronage and several behaviour change initiatives aimed to sustain growth.

Ten new cages at stations were opened, bringing the total to 101 cages. We also developed a means to create extra capacity in cages, with a refit of the Tarneit cage increasing the capacity by 40 per cent.

March 2017 saw the busiest ever day for the program, with 1,106 riders using the system. Registrations in 2017 were almost 3,000, bringing registrations in the program to date to 14,910. When registrants were surveyed, the net promoter score from the question “How likely is it that you would recommend the Parkiteer program to a friend or colleague?” was a very satisfying 70.

We have ceased referring to people signing up as ‘members’ as this was too readily confused with Bicycle Network membership. It was also a misleading term, as Parkiteer does not require an annual fee like usual memberships.

To encourage registrations and to reward current registrants, we staged seven activations at new cages across the network. These also served to promote the program to directly to passers-by and via social media and Bicycle Network’s digital communications.

In 2017, we began three new behaviour-change initiatives promoting or leveraging Parkiteer cages.

Firstly, we launched Parkiteer Champions, an initiative that enlists individual registered users to monitor a cage and help keep it functional and tidy. This initiative builds a sense of community ownership, engagement and promotion of the program. The initiative has been popular, with half the cages on the network having at least one champion per cage.

Secondly, to increase owner responsibility and reduce theft from the cages we developed and launched the D-Lock Dock. Using D-locks rather than less-secure cable locks is the best prevention from theft and this is effectively communicated to riders by providing in the cages a rail on which to store the locks when they are not in use. D-Lock Docks have now been installed in half of the cages since August and usage has started to increase, which is a promising sign for this intervention.

Thirdly, to encourage more women to engage in Parkiteer and to ride in general we piloted a half-day event called More Women Riding. At the regional location of Traralgon, 19 women took part in a skills-based session, a ride and information about Parkiteer. The conversion to Parkiteer sign ups was minimal but there was lots of enthusiasm for skills sessions and general interest in the group riding more often.



SUPPORTING PEOPLE WHO RIDE BIKES

Membership

A new look membership campaign launched in early 2017 that focused on the role that members play in bike rider advocacy using the tagline 'Together we Can'.

The campaign had varying results, with fewer new members joining as the same period in 2016, but a large increase in membership renewals compared to 2016.

Later in the year a new pricing option was introduced, with members now able to make monthly membership payments, similar to that of other subscription services. Bike riders are now able to join from \$9.99 a month as individuals.

There was less of a focus on giving extra incentives to new members in 2017, with the decision made to instead increase special offers to existing members.

At the end of 2017 we had just under 50,000 members with the number of new members joining not matching the number of members not renewing. Information suggests that some of this drop off can be attributed to difficulties with the new online member area.

Rider Services

Our resident experts on all things Bicycle Network and bike riding, our Rider Services team are out front line connecting us to our members, supporters and Australia's wider bike riding community. The team are responsible for answering calls, responding to emails that come through our website and are present on our events to help troubleshoot and support our riders.

In 2017, the Rider Services team fielded more than 14,212 calls, an average of 273 per week. On top of that, they also responded to more than 14,744 website inquiries on a broad range of topics including detours, Parkiteer, policy positions and the best places to ride a bike nationally. With the growth of social media, the team also responded to a growing number of inquiries through our social media channels.

Rider Services were also key to the implementation of Bicycle Network's transition to a new website and CRM database, helping train team members internally and troubleshoot as our members adjusted.

Riders rights

Through our membership and Public Affairs teams, Bicycle Network plays an active and supportive role when people riding bikes have been wronged or worse, killed.

For our members, that involves over-the-phone crash support with our Riders Rights team member who will help you navigate the next steps. In extreme cases, it also involves support in court when they've been unfairly wronged, seriously injured or killed.

In 2017, we supported and provided advice to more than 300 members who had a crash, processing 112 claims.

In 2017, Bicycle Network helped to support the family of Gordon Ibbs, a beloved Bicycle Network member and Great Vic legend who was tragically hit and run by Bradley Azzopardi in Geelong. Bicycle Network was in court with Gordon Ibbs' family when Bradley Azzopardi was sentenced to seven years' jail for his role in the hit and run death.



Bike Parking Experts

2017 concluded with another solid year for the Bike Parking Experts.

We achieved growth in bike parking rail sales from 2016, selling nearly 2,600 units, thanks to an increase of 10% in interstate sales. The interstate sales breakdown was 17% QLD, 7% NSW, 4% Tas and the remaining 2% shared by WA, SA, ACT and NT.

The construction industry was the dominant buyer, with initial quote to sale timelines often dragging out to 18 months. However, site visits to Body Corporate Residential Apartments were also up, with many tenants demanding securer

bike parking facilities.

It was a steady flow of sales across the year without any significant installation projects. However, one of our installers has started producing customized Bike Sheds and Shelters used in both Body Corporates and Schools opening up potential for sales in the coming year.

Our Ned Kelly® bike rack continues to be our best seller making up nearly three quarters of our total sales. “Supply Only” sales (no installation required) were also in high demand with one QLD steel company buying over 400 of our black powder coat Ned Kelly® bike racks.



BIKE RIDING EVENTS

PEOPLE PEDALLING AROUND THE COUNTRY



Ride the Night

The third Ride the Night was held in Melbourne during January 2017 in partnership with youth charity YSAS and had a total of 1,397 riders.

A shorter route was offered, as well as a change in entertainment and off-the-bike activities available at the event. There was also an increased effort to promote the work that YSAS does with the aim of increasing donations.

1,397 riders took part in the event and the net promoter score (how likely participants are to recommend riding the event to someone else) increased by more than a third when compared to 2016.

Despite this, demand in the event was not high enough to maintain it and there are no immediate plans to hold another Ride the Night event.



Newcrest Orange Challenge

The second Newcrest Orange Challenge was held in March 2017, offering a fun and scenic challenge in regional New South Wales.

There was an increased focus on building the experience and atmosphere on the event, including starting and finishing the ride at the Orange Velodrome and holding a local food and wine festival.

A new 70 kilometre route was also offered to give riders a more accessible taste of the region which had a 41 per cent female participation rate.

76 per cent of riders were from New South Wales, showing the need and desire for mass participation rides in the state. However, with almost a quarter of riders also travelling from interstate, the ride has also become a destination event.



PEAKS CHALLENGE SERIES



Falls Creek

The eighth Peaks Challenge Falls Creek in March 2017 saw a new generation of riders put themselves to the test, with 47 per cent of the 2,104 entrants riding the event for the first time.

An improved start line process and live feed on a big screen at the event village of riders tackling the Mount Hotham climb proved popular in post event surveys, where 74 per cent of riders indicated that they would recommend riding the infamous event.



Cradle Mountain

300 riders took on the third Peaks Challenge Cradle Mountain in November 2017, which saw the event finally graced with some fine weather conditions.

While the event had become known as the toughest of the Peaks Challenge Series, and received brilliant feedback from riders, the number of entrants made it unsustainable and 2017 was sadly the last year of the ride.

This was announced before the event, which created a special atmosphere among riders knowing they were tackling something unique.





Gravel Grit

Gravel Grit in September 2017 was Bicycle Network's first foray into an off-road event, held in the Olney State Forest south-west of Newcastle.

The ride was held in partnership with Cyclist magazine and attracted a range of different types of riders. A net promoter score of 66 showed good interest in the event and gave ideas on improving the offering.



Around the Bay

The 25th Around the Bay was held in October 2017, with more than 10,000 riders turning out to join in and celebrate Melbourne's most iconic bike ride.

Nine ride distances were available, ranging from 25 kilometres to 250 kilometres, including the classic 210 kilometre anti-clockwise.

There was a 50 per cent increase in children riders aged 12 years or younger, showing a good interest in bike riding among the next generation.

A change to the pack collection process saw this moved to the Bicycle Network office in the Melbourne CBD. This was well received and gave members and riders a great opportunity to meet the Bicycle Network team and interact with the organisation they support.



RACV Great Victorian Bike Ride

After being on the wish list for many years, the Great Vic visited Wilsons Promontory for the first time in 2018, starting at Tidal River.

The ride travelled through the Prom Country and Gippsland, which included the longest day of riding in the event's history, 111 kilometres between Seaspray and Bairnsdale.

However, after arriving at Maffra after the rest day, the heartbreaking decision was made to finish the ride early because of a forecast for severe storms and heavy rain.

The ride was not able to visit Glengarry, Trafalgar and the towns in between as planned, and Bicycle Network felt terribly sad that we were unable to give riders and the local communities the full Great Vic experience.





Tour de Depot

Powercor Tour de Depot rides were held in Shepparton and Warrnambool in 2017, raising money for local charities and giving local bike riders and families a fun day out.

The riding on offer at each city included a time trial event for racing cyclists, as well as a short local ride that was suitable for families with younger children.

219 riders took part in the Shepparton event, including 31 who raced in the time trial. 490 rode in Warrnambool, where 29 did the time trial.

The Shepparton event raised money for charities Shepparton Food Share and Inspired Carers, while Warrnambool funds were donated to Leila Rose.

Women's Community

Bicycle Network's Women's Community, formerly known as The Ascent, continued as a program in 2017 without a dedicated mass participation event.

Women riders continued to join the program throughout the year which included free social nights, group rides and bike information and skills sessions.

Rides including Around the Bay and the Great Vic then had special on-event arrangements for the Women's Community, including VIP services and group starts that helped riders to meet each other and encouraged those with less experience.

During the year Bicycle Network also became a champion of Change Our Game, a Victorian Government program that works to increase female participation and leadership across sport.

Being involved has helped Bicycle Network learn more about breaking down barriers that can stop female participation and normalise bike riding.



A VOICE FOR ALL BIKE RIDERS

Bicycle Network aims to be the voice of bike riding and physical activity in Australia.

It's part of our job to make sure that people who ride bikes are recognised and represented and that the community understands the importance of regular exercise.

As well as promoting bike riding in traditional and modern media we also respond to unhelpful commentary when necessary, like when someone calls for registration or licensing.

Traditional media platforms and publications that Bicycle Network featured in during 2017 include print and online newspapers, radio and TV. We also continued to use our own online platforms including social media pages, bicyclenetwork.com.au and email newsletters.

Media

Bicycle Network reached almost 200 million people during 2017 through media, a two per cent growth on 2016. While this growth is not as significant as other years, a more diverse media landscape has seen audiences churn.

A lot of media coverage continues to come from Bicycle Network events and programs including the Great Vic Bike Ride, Around the Bay and Ride2School and Ride2Work Days.

Another event that got significant media attention was a celebration for the bicycle's 200th birthday which brought Australia's bike riding community together.

A key focus of 2017 was riders rights and policies which also received high coverage.

This included releasing a comprehensive five-year bike rider crash report, discussing our helmet policy review and campaigning for footpath riding and safer streets.

Online

Bicycle Network launched a new website in 2017 with the aim of making it easier to find and use than the previous website, especially on mobile.

As well as a new look and layout, it also includes and a new portal for membership and ride registrations. There were some difficulties in establishing this system and we are thankful that members have been patient and understanding during the changeover.

There were more than 3.5 million unique visitors to bicyclenetwork.com.au during 2017 while our social media pages reached an audience of more than 12 million.

Ride On magazine

After 13 years, Bicycle Network retired its long-standing member publication, Ride On magazine with the final issue hitting mailboxes and newsstands in June 2017.

The decision was made following a review of the current media climate along with surveys and data that showed that online content was outperforming regular features.

With support from a new website, we shifted our efforts away from traditional print mediums to align our communications in the advocacy space and strengthen our ability to set the bike riding agenda. It allowed us the flexibility for our content to be driven by relevance and timeliness rather than print deadlines.

At the time, Bicycle Network acknowledged everyone who contributed to Ride On magazine over its journey - from readers to contributors, producers, advertisers and subscribers.



The Bicycle Network family

Volunteers

In another year of magnificent contribution, Bicycle Network's wonderful community of volunteers filled 974 roles across the organisation, including eight events, our programs, our workshop, our office and our governance. Many volunteers contributed to multiple activities throughout the year, and hardly an activity staged by Bicycle Network went unsupported by our fabulous helpers.

We welcomed 364 new volunteers to the Bicycle Network team in 2017, including three office-based interns, who we hope have a brighter future after their time with us.

Bicycle Network Tasmanian Committee

Made up of 12 passionate and dedicated members, Tasmania's volunteer committee is incredibly active throughout the year, running social rides, valet parking and advocacy campaigns across the state.

In 2017, the committee offered valet parking was at five events in Hobart, some over multiple days, involving more than 56 volunteers.

Social rides are a popular way for members and supporters to get together and help other riders gain confidence and skills, with 44 rides organised in the south and 13 in the north-west and nine ride leaders trained over the year. These included targeted rides during Seniors Week and Womens Health Week.

A major focus for the committee is the state-based Bike Week, held in March each year. The Women on Wheels ride attracted 36 participants and continued the tradition of helping female riders test their mettle on a longer road and trail-based ride. The family-focussed Treasure Hunt gets mountain-bike riders of all ages exploring

Our 15 faithful workshop volunteers continue to be an integral part of our team, supporting the operation of our events and program activities. Five office volunteers contributed across the breadth of our activities in the events, finance, behaviour change and public affairs teams.

We celebrated nine new life members and nine honour-board members for their service, including Joan Horton, who has served and advanced the organisation for 25 years.

Thank you to our invaluable volunteers, we couldn't keep up our work without your tireless support.

the trails of Kingston, with 50 children and 31 adults taking part. The committee also organised four social rides around Bike Week.

The committee are active advocates, supporting the efforts of the Public Affairs team, alerting members and supporters to opportunities to comment on local council and state government projects affecting riders. Some of the campaigns that members and supporters played a key role in were the new Kangaroo Bay bike path, pedestrian island pinchpoints, Molle Street crossing, Federal Street and Glenorchy bike lanes, and South Hobart and West Hobart road safety improvements.

Electric bicycles are a game changer for Tasmania, and the committee has been committed to promoting their use. An e-bike convoy set out from Hobart in November, travelling the length of the state to Devonport for an electric vehicle conference, holding information sessions in towns along the way. Regular e-bike social rides help new e-bike owners get to know their bikes.



FINANCES

More people riding more often requires resources and in 2017 the Finance team continued to work hard to improve systems and controls around finance. We are proud to maintain a strong financial position throughout the year.

Moving forward the National 2020 strategy will continue to be the focus of the organisation.

The full financial report and Auditor's Report is available at bicyclenetwork.com.au

Summary of Surplus or Deficit and Other

Comprehensive Income for the year ended 30 June 2017

	2017	2016
	\$ million	\$ million
Operating revenue	12.73	13.65
Investment revenue	0.14	0.17
Total Revenue	12.87	13.82
Expenses	13.31	14.16
Surplus/ (Deficit) for the year	(0.44)	(0.34)
Other comprehensive income		
Net gain/(loss) on revaluation of financial assets	0.16	(0.09)
Comprehensive Surplus/(Deficit) for the year	(0.28)	(0.43)

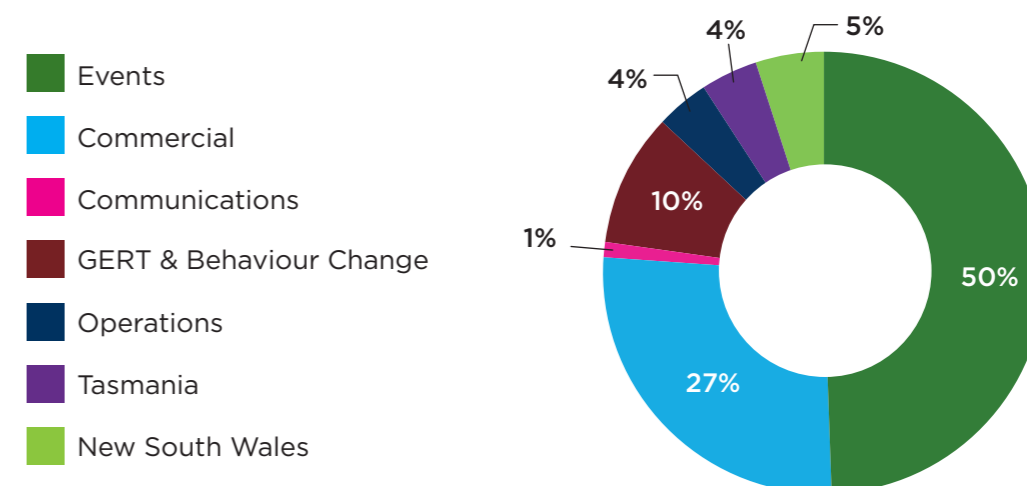
Summary Balance Sheet as at 30 June 2017

	2017	2016
	\$ million	\$ million
Current Assets	4.09	5.13
Non-current assets	3.83	3.72
Total Assets	7.92	8.85
Current Liabilities	4.40	4.90
Non-current liabilities	0.80	0.95
Total Liabilities	5.20	5.85
Net assets	2.72	3.00
Member's Equity	2.72	3.00

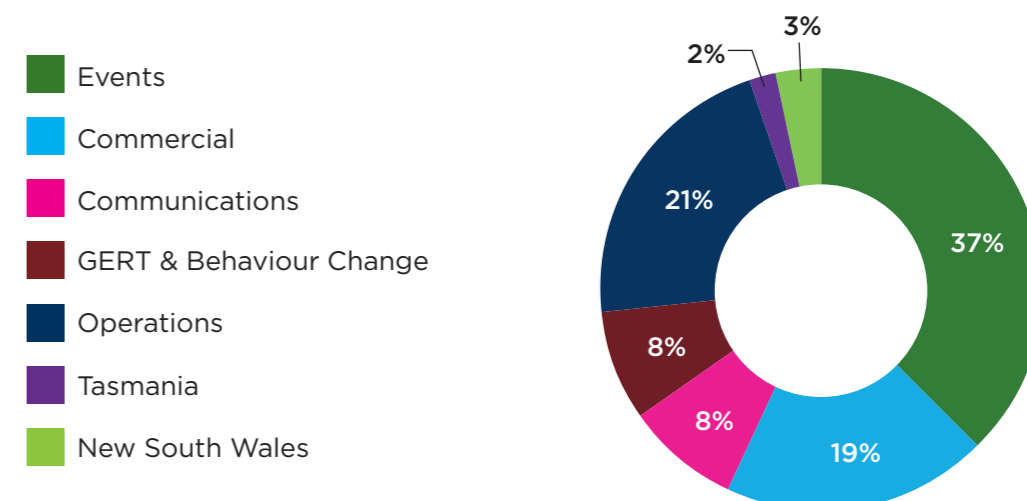
Summary Statement of Cash Flows for year ended 30 June 2017

	2017	2016
	\$ million	\$ million
Net cash used in operating activities	(0.41)	(0.26)
Net cash used in investing activities	(0.40)	(0.34)
Net increase in cash and cash equivalents	(0.81)	(0.60)
Cash and cash equivalents at beginning of financial year	4.15	4.75
Cash and cash equivalents at end of the financial year	3.34	4.15

Revenue by Source



Expenditure by Source





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