



**BICYCLE
NETWORK[®]**



**BICYCLE
NETWORK
ANNUAL
REVIEW
2019**

INTRODUCTION

Who are we?

Making it easier for more people to ride.

Supported by more than 46,000 members nationwide, Bicycle Network is Australia's biggest bike riding organisation.

We believe that physical activity is vital for a happy and healthy life. That's why we make it easier for everyone, regardless of age, gender or background, to ride a bike.

What do we stand for?

It's what we do that matters, not what we say we're going to do. That's why we're committed, honest, inclusive and progressive.

Committed We're not afraid to take on something huge and we don't let the doubters stop us. We push hard because we believe we can make a difference.

Honest We don't waste our time with BS – but we're never rude about it. We want to get on with the job so we're honest with ourselves and others.

Inclusive We're quick to welcome you into the family. We've got your back, no matter who you are or what you ride.

Progressive We think creatively, adapt and always strive to be better than yesterday.



Board members: October 2018 – October 2019

Bicycle Network Board members commence their voluntary positions at the Annual General Meeting in October and serve a three-year term. In 2019, we farewelled to outgoing President Zena Burgess and we thank her for her service to the Board and Bicycle Network.

1. President:
Zena Burgess
2. Vice President:
Keir Patterson
3. James Conlan
4. Jo Curtin
5. Kate Eddy
6. Kerry Gill
7. Gillian Hatch
8. Peter Thurling

KEY 2019 HIGHLIGHTS

- The Great Outback Escape, our first ever event in the Northern Territory was a sell-out success and it was our first event to achieve 50/50 gender parity.
- In September 2019, Victoria's Andrews Labor Government committed \$1.4 million to fund Ride2School in the state for two years.
- Ran the first of many Swapping Seats activations to raise awareness about the risks posed by heavy vehicles.
- Campaigned strongly to combat distracted driving through submissions, surveys, media and renewed the call to see illegal mobile phone use added to the charge of culpable driving.
- Celebrated a milestone year for Peaks Challenge Falls Creek, as the iconic event turned 10, and we recognised 11 legends who had completed all 10 of them.
- In what was a difficult year, we represented the wider bike riding community at the coronial inquest into the death of Norman MacKenzie and attended the sentencing hearings for Billie Rodda and Michael Payanides.
- Revamped our member offer with new member-driven advocacy campaigns, a Rider Rescue Service and new member rewards and major partners.
- Ran election campaigns for the New South Wales and Federal elections which saw commitments for bikes from all sides of politics.



SUPPORTING PEOPLE WHO RIDE

Membership

Using insights from our annual member and friends survey, we put a greater emphasis on delivering member value through new benefits and diversifying our product offering in 2019.

With a focus on listening to what our members want and need from us, we launched new member-driven advocacy campaigns, a Rider Rescue Service and trialled the first of many 'win-back'

campaigns to bring lapsed members back into the fold.

We also added new partners GoGet, Webjet and 99Bikes and later in the year launched our Cashback member rewards program which had a strong uptake

We finished the year on more than 46,000 members and saw more than 5,500 new members join us from across the country.

Who are our members?

Our member demographic is largely reflective of Australia's overall bike riding population where most of our members are aged between 50-70 years old.

Women represent just 27 per cent of Bicycle Network members. While we continue to strive for gender parity, this statistic is consistent with current bike riding populations where roughly one in three bike riders are women. We'll continue to work on programs, campaigns and infrastructure that make it easier for even more women to ride.

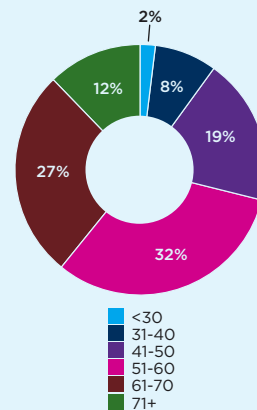
The primary reason that most members join us is for the insurance cover. However, many members join to help support our efforts to make cycling safer and more accessible for Australians.

Riders Rights

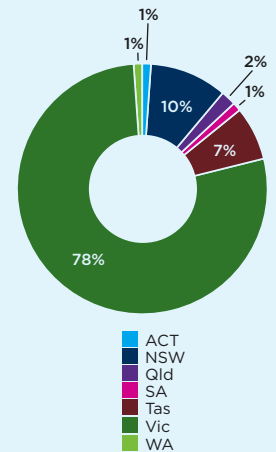
Through our membership and advocacy, Bicycle Network plays an active and supportive role when people riding bikes have been injured. We also continued our ongoing partnership with Maurice Blackburn.

In 2019, our team supported and provided advice to more than 350 members who had been involved in all types of crashes.

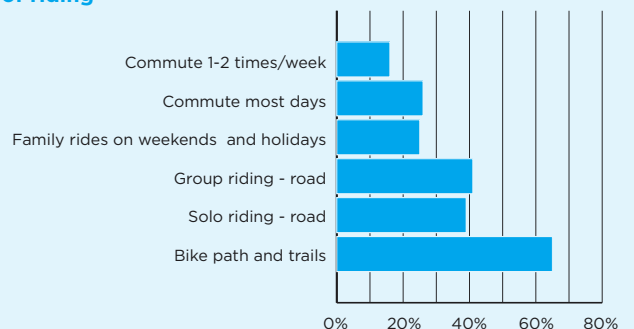
Member age breakdown



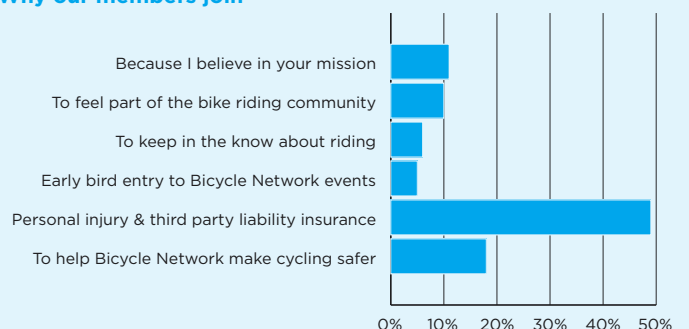
Member location



Type of riding



Why our members join



CHANGING THE WORLD FOR PEOPLE WHO RIDE

Places to ride, planning and policy

When it comes to our advocacy, Bicycle Network works tirelessly throughout the year with all levels of government to help make it easier for people of all ages, abilities and backgrounds to ride.

However, we know that there's no single approach to reducing risk for bike riders.

That's why in 2019, we campaigned for accessible, connected and separated infrastructure alongside supportive legislation, strategies and policies, greater protection for bike riders, lower speeds and programs that make bike riding a social norm.

These are the key spokes in our advocacy wheel that will turn Australia into a nation of happy and healthy people riding bikes.



2019 MAJOR CAMPAIGN AND ADVOCACY HIGHLIGHTS:

Budget for bikes: Bike infrastructure in 2019 was again underfunded. We made our priority bike projects clear in our state and federal budget submissions and saw separated lanes on St Kilda Road and Ride2School refunded. As way to get more people pedalling, we surprised many by calling for the Federal government to pay people \$5 to ride to work.

Bike Futures: Delivered the final Bike Futures forum in Hobart and Launceston under a four-year funding deal with the Tasmanian Government for engineers, architects, planners and the general public.

Coronial inquest: Attended the two-day coronial inquest into the death of Norman MacKenzie, who tragically died from injuries sustained in a crash with a bike rider and provided recommendations for the Coroner's consideration.

Crash reporter: Launched a new crash reporter with funding from the TAC to help improve the data available on the nature and causes of bike crashes.

Distracted Driving: Made a submission on distracted driving to the National Transport Commission based on the opinions of more than 2,000 bike riders. We also renewed our campaign to see illegal mobile phone use added to the charge of culpable driving, something we've been campaigning for since 2004.

Election commitments: Ran election campaigns for the New South Wales and Federal elections which saw commitments for bikes from all sides of politics.

Fatalities: Our 2018 Fatality Snapshot revealed that, yet another year had passed where bike rider fatalities remained stagnant. We called for urgent government action across five key priorities to address the risk for bike riders and attended the TAC Road Safety Summit to call for action.



High profile court cases: Attended the sentence hearings for Billie Rodda and Michael Payanides for crashes that resulted in the tragic deaths of Jason Lowdnes and Gitta Scheenhauer respectively. It's clear that more must and can be done to ensure that all bike riders get home safely.

Major projects: Worked tirelessly behind the scenes to make sure bikes weren't forgotten across all major road and rail projects in Victoria including the West Gate Tunnel project, Melbourne Metro, Level Crossing Removals and NE Link.

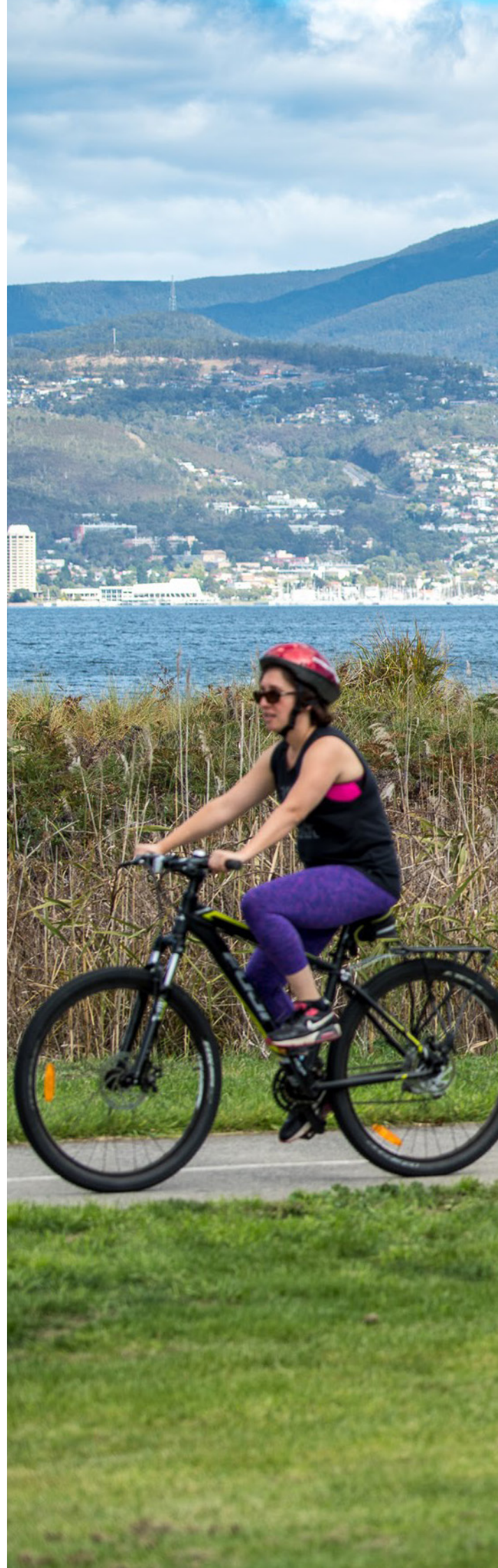
Minimum passing distance: Renewed the push for minimum passing distance in our budget submissions, discussions with the new Victorian Roads Minister and supported the laws inclusion as part of the Municipal Association of Victoria's policy platform.

Rail Trails: Kept up pressure to support the North-East Rail Trail extension, with meetings with local council staff, riding groups and federal politicians and appeared before the Tasmanian Legislative Council's inquiry into the rail trail extension.

Separated infrastructure: Campaigned alongside local community groups to see bike infrastructure funded, planned and built across the country, including but not limited to: Sydney Road (Melbourne), St Kilda Road (Melbourne), Exhibition Street (Melbourne), High Street (Belmont), Campbell Street (Hobart) and across Tasmania's major urban centres. We also launched our first #FourPhotos campaign to track bike infrastructure across regional and capital cities.

Truck safety: Made key recommendations to improve national truck safety and reduce the risk that heavy vehicles pose to people who ride in a review of Heavy Vehicle Law.

Transport strategies: October saw the unanimous approval of the City of Melbourne's progressive 10-year transport strategy, with our full backing and support. We added our thoughts to the Tasmanian Bicycle Council plan for a separated cycleway loop in Hobart's city centre.



SUPER COUNTS PROGRAM

In 2019, our national counts program worked with more than 60 councils to help guide investment in both commuter and recreational bike infrastructure. Our data consistently shows that when proper bike lanes, intersections and paths are built, more people will ride.

The count is also a popular community fundraiser with more than \$91,620 donated back into community groups over the year.

Super Tuesday South Tuesday 5 March, 2019

In the 2019 count, 806 sites were surveyed across 37 councils. More than 137,000 movements were recorded across Victoria, New South Wales, Tasmania and Western Australia during the two-hour count. The national results showed a 9% increase when compared to the same locations in 2018.

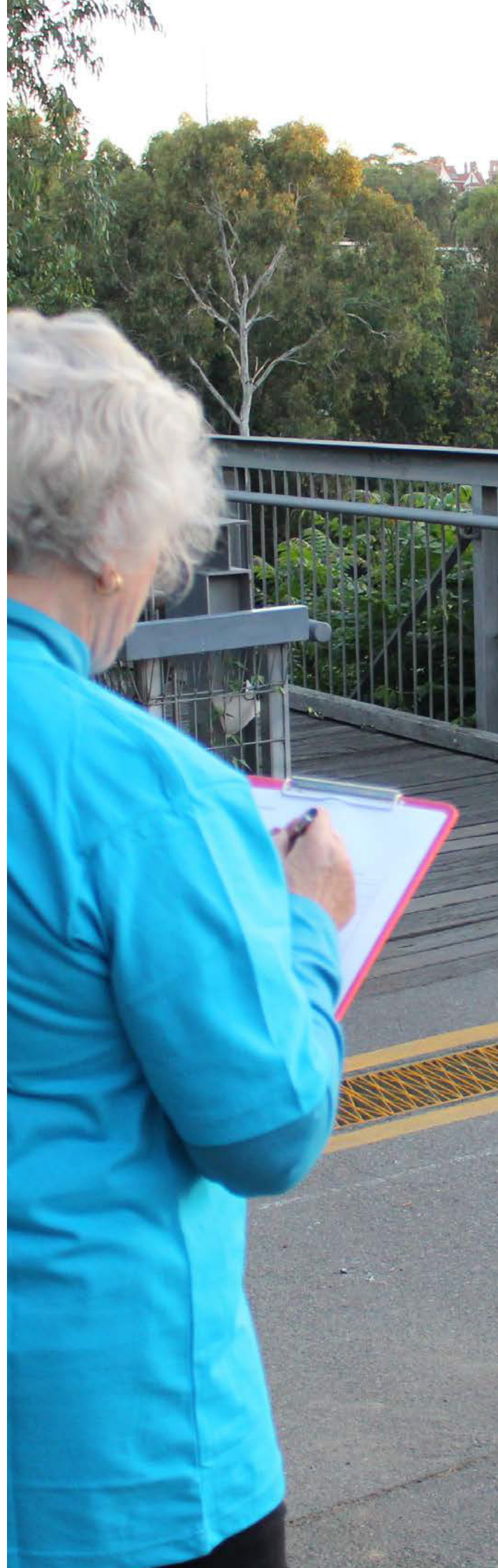
The Capital City Trail at Footscray Road was Melbourne's busiest location for bike riders in 2019, recording 1,889 bike riders, an increase of 30.3% since 2013.

Super Tuesday North Tuesday 3 September, 2019

The second half of our annual commuter count saw 11 councils participate in Super Tuesday North across more than 237 count sites in Queensland and the Northern Territory. Super Tuesday North counted more than 12,000 bike commuter movements with the Rapid Creek and foreshore bike paths in Darwin being the busiest sites.

Super Sunday Sunday 10 November 2019

On Super Sunday, volunteers in 26 council areas across 237 count sites counted recreational path users including people walking, running or riding bikes. More than 103,000 path users were counted across a four-hour period. The busiest site was Southbank Promenade in Melbourne, with over 2,600 movements recorded.



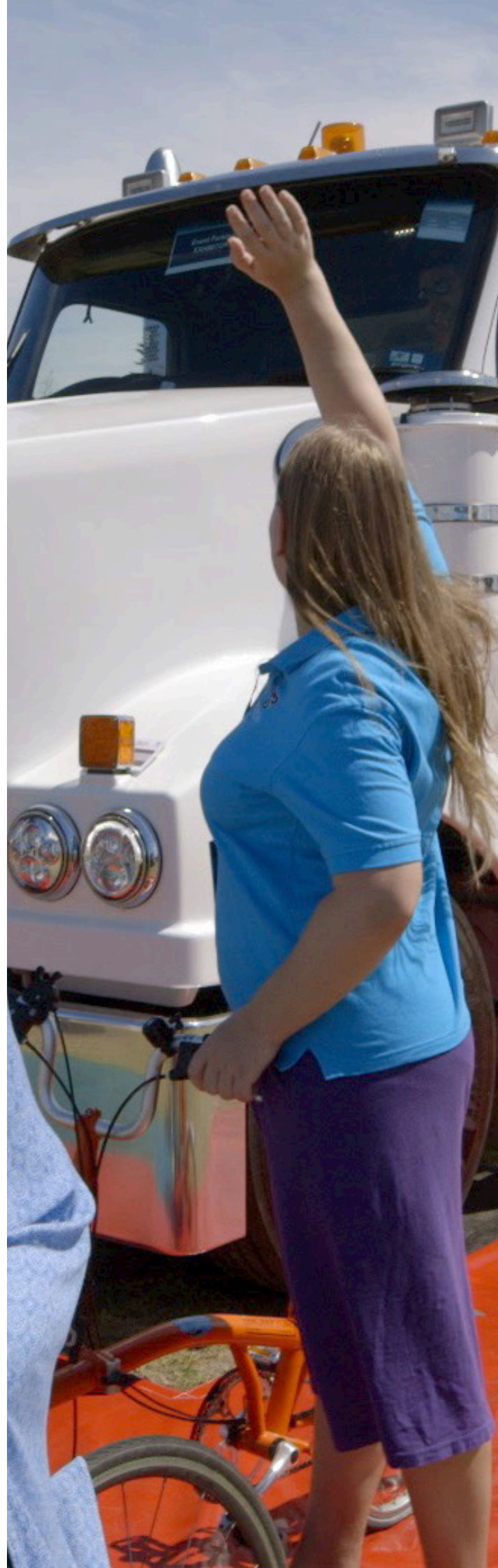
SWAPPING SEATS

Commissioned by Rail Projects Victoria, Bicycle Network's Swapping Seats initiative sets out to raise awareness about where and how vulnerable road users should position themselves around trucks and heavy vehicles.

As part of the campaign pilot, more than 800 bike riders at Around the Bay were invited to step up into a truck and sit in the driver's seat. Riders were then asked to look in the mirrors as a bike rider moved around the truck.

The aim of the campaign is to build a positive relationship between the drivers of heavy vehicles and bike riders by showing people just how little a driver can see at an intersection.

Following the successful pilot, the initiative was then run at Melbourne's National Ride2Work Day, Great Vic Bike Ride, RMIT, University of Melbourne and Federation Square, exposing the campaign to more than 4,000 individuals.



PROVIDING UNFORGETTABLE BIKE RIDING EXPERIENCES

Peaks Challenge Falls Creek

2019 was a milestone year for Peaks Challenge Falls Creek, as the iconic event turned 10, and we celebrated 11 legends who have completed all 10 of them. We also saw a record-breaking finish time of 7 hours and 2 minutes, with 29 people finishing in under 8 hours, including the first sub-8-hour female finisher. On top of that, we crowned our first ever King and Queen of Peaks in the inaugural climbing contest.

Overall, 1,539 riders took on the challenge and 1,423 were successful on what was almost a perfect day for riding. Of course, it wouldn't be Peaks Challenge Falls Creek without a test from the heavens, and we saw the weather turn for a very chilly finish line.

Newcrest Orange Challenge

We mixed things up a little bit for the fourth edition of the Newcrest Orange Challenge, moving the event site to Robertson Park in the centre of town. This proved to be a great success, as the Orange community got behind the start and finish line celebrations and the riders loved the atmosphere.

We also hosted a new time-trial event in the park on Saturday before the main event on Sunday, which saw over 20 keen riders compete for the \$1,000 cash prizes for the fastest male and female rider.

Building on strong local relationships, the event is cementing itself as a major player on both the local and travelling riding calendars, with 12 per cent of the 1,430 riders coming from interstate to enjoy the stunning rural roads of New South Wales.



Great Outback Escape

Venturing into a new territory, literally, we hosted our first premium cycling tour in the Northern Territory in May 2019 – the Great Outback Escape. And it truly was an experience like no other for the small crew of staff and 125 riders that joined us from Australia, New Zealand and the United States.

Much more intimate than our standard events, the Great Outback crew shared a once-in-a-lifetime journey over eight days, experiencing the desert wind in their hair, the red dirt under their tyres, and the changing colours of sacred Australian landscapes.

A key element of this event was providing as much fun off the bike as on the bike, offering options for riders to enjoy a range of activities, from helicopter rides to dinner under the stars, as well as premium accommodation along the way.

With overwhelmingly positive feedback from all those involved, we hope the Great Outback Escape will be the first of many memorable great escapes.

Gravel Grit Laguna

Continuing to build on our off-road resume, Gravel Grit Laguna attracted 315 riders for what was our second visit to the region in partnership with Cyclist Magazine. Perfect weather on the day helped generate an awesome atmosphere, which was reflected in the net promoter score of 60.

Unfortunately, the longer course was restricted by recent fires in the area, but the new camping option and excellent meal and entertainment at the Great Northern Trading Post left everyone looking forward to next year.



United Energy Around the Bay

Though the rider numbers were slightly down for the 27th edition of Around the Bay in 2019 (8,098 riders), everything else was up. The net promoter score increased a massive 28 points to 60, the highest NPS for the event since 2015.

This was largely due to us incorporating more rider feedback which included more closed roads, extending entertainment, and working closely with Vic Roads to make sure the course was thoroughly swept.

Our female participation also rose from 22% to 25% with the Women's Community meeting points proving very popular, as was the 300km ride.

Albert Park was buzzing as riders and supporters joined in Melbourne's biggest celebration of bike riding, which ended up raising over \$600,000 for The Smith Family.

Great Vic Bike Ride

We promised our greatest Great Vic yet in 2019, which was a huge call, but one we think we were able to pull off. Thanks largely to the longest and most exciting route yet, spanning over 652 kilometres from Robe to Torquay and incorporating Great Vic favourites like Port Fairy and the Great Ocean Road.

In 2019 we also ventured properly into South Australia for the first time, with Robe, Millicent and Mount Gambier proving some of the most popular stops on the extended 10-day ride.

Overall, 3,859 riders joined our rolling community. This included 1,149 school group riders, our strongest presence from schools in the last five years.

We were especially pleased to see 40% female riders join us for the 36th edition of the iconic bike riding event.



Women's Community

Bicycle Network is committed to increasing the participation of women and girls in bike riding and female leadership across sport.

In 2019 women and girls made up more than 27 per cent of event participants. This is a 26 per cent on the previous year. This growth was due to the success of our Women's Community and the Great Top End Escape, our first event to achieve gender parity.

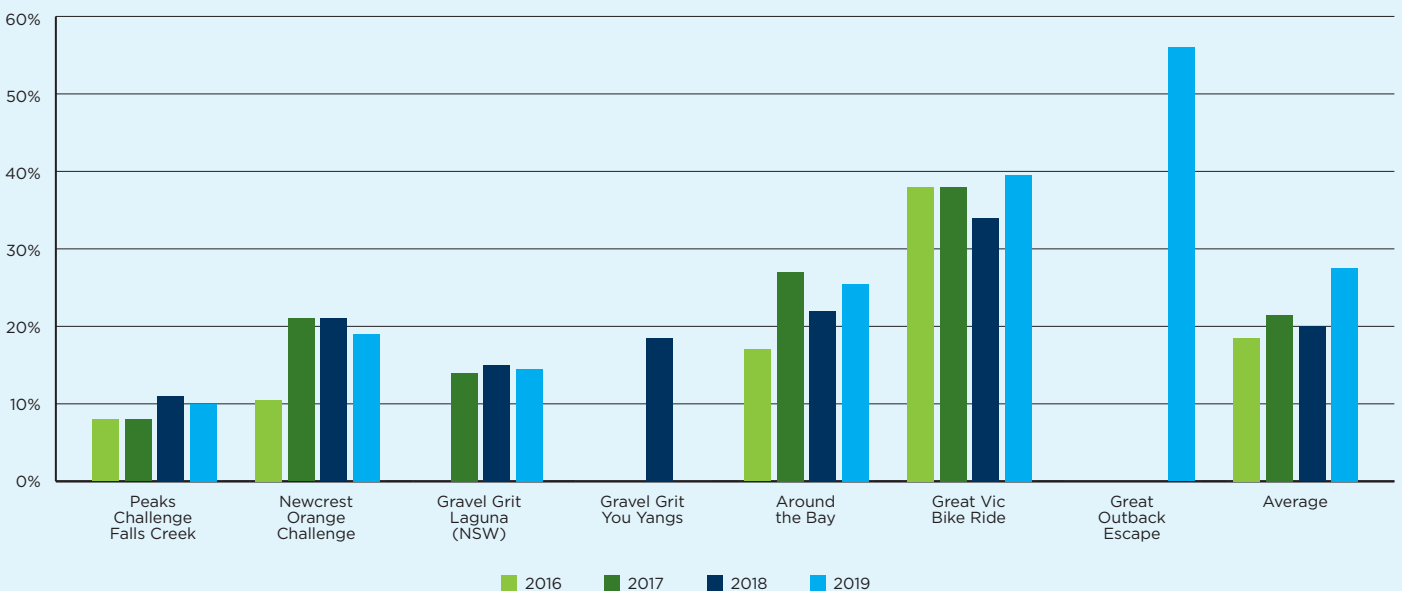
Our Women's Community was active across our events to connect and support like-minded women in an inclusive and positive space.

Throughout the year, the Women's Community was responsible for a range of activities including training rides, social and information nights, partnerships, on-event briefings and female ride leaders with significant success.

We continued our partnership with Jean Hailes to support Women's Health Week (2-6 September 2019) and saw St Kilda Cycling Club also come on board as female ambassadors for United Energy Around the Bay.



Woman and girls event participation



MAKING BIKE RIDING A SOCIAL NORM

Ride2School

Bicycle Network's Ride2School program works to make it easier for children to ride a bike so they can get their necessary 60 minutes of exercise every day and create lifelong healthy habits.

Schools that are engaged in the Ride2School program report that almost one in two students ride or walk to school – above the national average of one in five.

The program currently runs in Victoria and Tasmania with support from the Victorian

State Government, Tasmanian State Government and Royal Automobile Club of Tasmania (RACT).

In September 2019, Victoria's Andrews Labor Government committed \$1.4 million to fund Ride2School in the state for two years.

A long-term aim of Bicycle Network has been to run a nationwide Ride2School program, however the federal government is yet to commit funding.

Engagement and initiatives

Bicycle Network works with schools in many ways to help encourage riding, including HandsUp! counts that track the number of students actively travel to school and bike education training and support.

ActiveMaps and ActivePaths help identify and develop comfortable and fun riding routes to school for children. ActiveMaps highlight all the riding and walking routes to a school, while ActivePaths use signage to show students the way to their school.

In 2019, 23 ActiveMaps and ActivePaths were delivered at schools in Victoria and Tasmania.

Schools are also eligible to receive grants to spend on equipment, facilities and training that can help students ride. Grants are awarded to schools that demonstrate a desire and ability to encourage and increase bike riding. In 2019, \$110,450 of grants were awarded to 31 schools in Victoria.

National Ride2School Day Friday 22 March, 2019

An annual event, National Ride2School Day celebrates the fun and joy of riding a bike and is made free for every school in Australia.

More than 369,000 students from 907 registered schools rode, walked, skated, or scooted to school on National Ride2School

Day in 2019. Bicycle Network team members attended 24 schools in Tasmania and Victoria on National Ride2School Day.

The event receives a large amount of traditional and social media coverage, helping to spread the message about riding a bike to get regular physical activity.

Mind. Body. Pedal

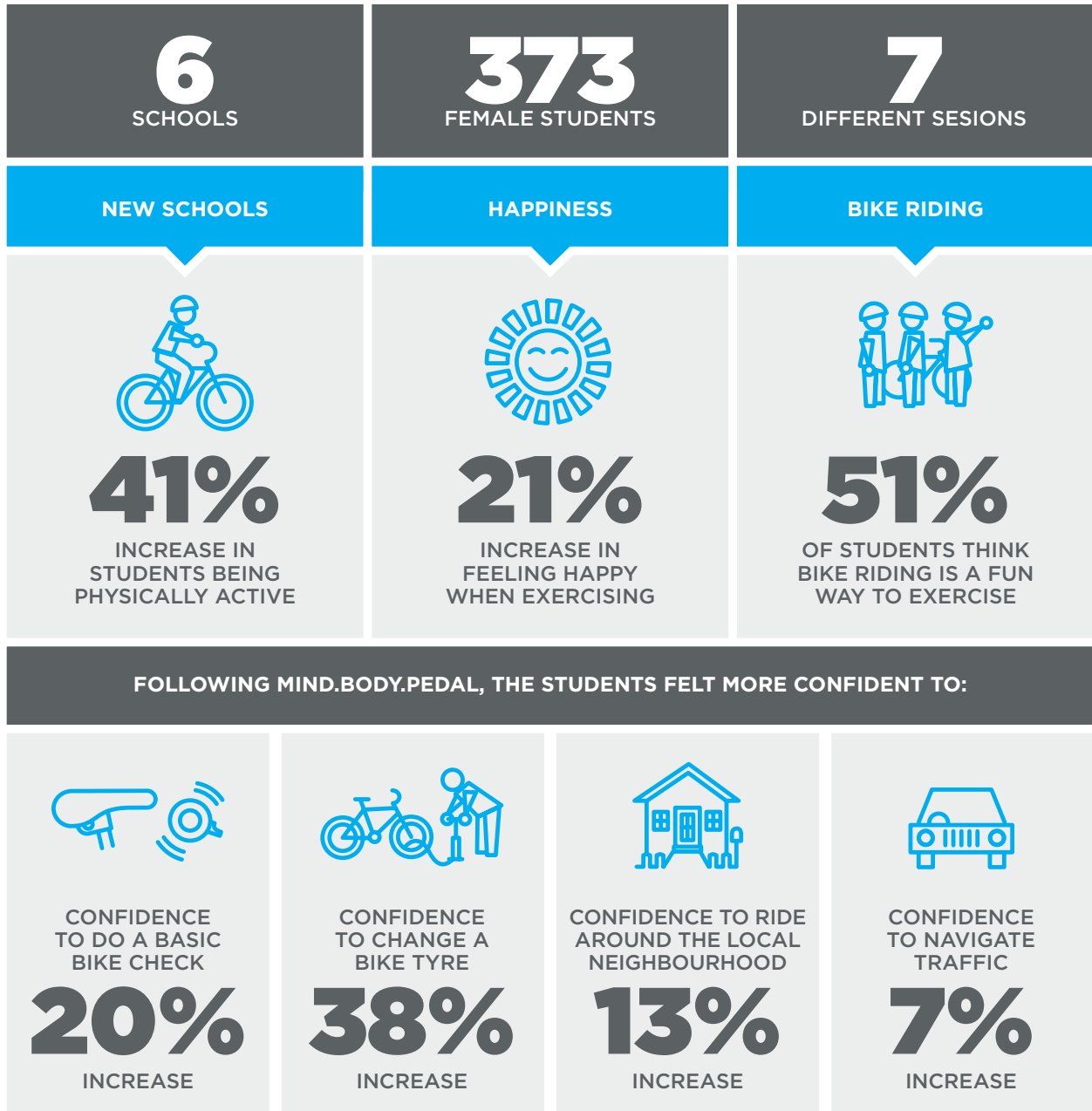
Ride2School's Mind.Body.Pedal initiative is specially designed to break down the unique barriers that can make bike riding seem difficult for teenage girls.

Mind.Body.Pedal spends a day with year 9 students and addresses topics such as self-esteem, confidence, physical health,

wellbeing and bike riding skills. Sessions are held by Bicycle Network team members and experts from organisations including Headspace, Grow Club and Good Wheel Hunting.

In 2019, Mind.Body.Pedal sessions were held with 373 student from 6 schools.

2019 MIND.BODY.PEDAL



Ride2Work

National Ride2Work Day was held on Wednesday 16 October 2019 to celebrate bike riding and encourage more people to try riding to work.

There were 43 public breakfasts registered with Bicycle Network in cities and towns around Australia, everywhere from Cairns to Hobart and Sydney to Perth. The breakfasts gave tens of thousands of people the chance to break up their ride with something to eat, a hot drink and chat with other riders. Many workplaces also held private events for their employees.

Bicycle Network hosted a breakfast in Hobart, and for the first time, at three separate locations in inner-Melbourne.

As well as the usual community breakfast at Docklands, breakfasts were also held on the popular Canning Street bike route in Carlton and at the Melbourne Convention and Exhibition Centre. While having breakfasts at three locations in Melbourne may have reduced the number of people who visited Docklands, it gave more riders the opportunity to visit a breakfast without going out of their way.

National Ride2Work Day is a great way to promote bike riding and show Australia the number of people choose to ride, rather than drive or catch the train or bus.

Ride2Work survey data showed that this is why people participate, with 73% of people saying they attended National Ride2Work Day to make their ride count.

People are also passionate about using National Ride2Work Day to encourage more people to get on a bike, with 82% of people saying they would encourage their workplace to get involved in the day next year.



Parkiteer

2019 was another strong year for the Parkiteer program, highlighted by sustained growth in active users and the implementation of several new upgrades and initiatives to improve the overall quality of the service.

Patronage continued to rise with a record number of riders actively using the service, reaching a maximum of 1,488 individual riders in a day. The total number of registered users passed the 20,000 milestone which shows that the program is still growing.

Seven new cages were built in 2019, taking the total to 117. We also installed security cameras in many cages to improve security and invested in modernising the facilities to future proof for years to come. This included updating the internal processes and changing the online sign-up system to make joining simpler.

We also initiated a trial to use smartphones in place of cards to make it easier to access the cage.

The team worked with key stakeholders on some new initiatives to make riding to the station more accessible including a bike security campaign with Victoria Police and a promotion of the Djerring Trial as part of the Level Crossing Removals.

Bike parking experts

We sold more than 1,270 units of bike parking rails across commercial and residential properties. Our Ned Kelly® bike rack continues to be our best seller making up nearly three quarters of our total sales.

We also commenced development of a bike parking prototype as a suitable and smart alternative to traditional on-street parking hoops.



A VOICE FOR ALL BIKE RIDERS

Big media stories

177.3
million
people reached

2.5
million
unique website visits

54.3
thousand
social media followers

We reached more than 177.3 million people through our proactive and reactive media in 2019 across a range of platforms and channels.

While our events, programs and bike counts continue to be a main source of media coverage for our organisation, we also were the key spokesperson in some major bike-focused news stories throughout the year.

Highlights:

Notable court cases: Bicycle Network continued its tough but vital responsibility of representing the bike riding community when someone is seriously injured or killed while riding a bike in Australia. Notable cases in 2019 included sentencing of the woman who crashed into and killed professional cyclist Jason Lowndes and the man who killed Dutch woman Gitta Scheenhauer in a hit-run.

Rail shutdown and commuter race: A long-term shutdown of a number of railway lines in suburban Melbourne presented an opportunity to encourage people to try riding to work. A race where bike riders were pitted against other commuters received a lot of media attention and showed that riding a bike is the fastest way to travel.

Federal election: The 2019 federal election gave Bicycle Network the chance to discuss national bike policies. As well as recommending a national Ride2School program, cycling infrastructure fund and reforms to heavy vehicle safety standards, we also asked for a paid ride-to-work scheme where people would receive \$5 each day they rode a bike to work.

Public share bikes: Public bikes was a big talking point in Melbourne in 2019, with the city's blue bikes being scrapped by the state government and the introduction of a new breed of dockless share bike, Jump, owned by Uber. Bicycle Network asked for Melbourne's blue bikes to be relocated to a regional city, where the small number of bikes and docks would be suitable, rather than sending the bikes to the tip. We also supported the introduction of Uber's Jump bikes as an important step towards giving more people access to healthy, sustainable and fast transport.

Bike infrastructure and policy: Bicycle Network commented on a number of bike-related government announcements throughout 2019. This included the Victorian government's disappointing decision to increase the footpath riding age by only one year to 13 as well the exciting plan for a protected intersection on Albert Street, an important bike route in East Melbourne.

OUR DRIVING FORCE

Volunteers

Volunteers are the driving force behind Bicycle Network and play a core role in everything we do – from serving the board, to delivering our events, collecting data for Super Counts and connecting us with bike riders right across the country.

In 2019, we had 929 volunteers filling in a variety of roles across all events, programs,

our workshop, office, and governance. 424 of those people were new to volunteering with Bicycle Network, a clear indicator of the strength and reach of our long-running program. The remaining volunteers have been part of our program for one or more event – a 54% retention rate.

Our incredible volunteer team was also made up of:

- 2 event interns
- 13 workshop volunteers
- 5 office volunteers across finance, events, membership, behaviour change & count

As part of National Volunteer Week, we celebrated 12 Honour Board inductees, 10 new Life Members including four inclusions from the Great Vic WARBY team.

We'd also like to take the time to recognise the contribution of our Peaks Challenge Falls Creek volunteers who have been involved in all 10 years of the event: Chuck

Ziegler - Moto Marshal Captain, Ebony Lancaster - Lead WTF Marshal, Roger Lancaster - Angler's Rest Route Response and Joan Horton - Team Leader, Angler's Rest.

Thank you to our invaluable volunteers, we couldn't do what we do without your support.

Bicycle Network Tasmania Volunteer Committee

Tasmania's Volunteer Committee continues to drive Tasmanian Bike Week events, free social rides program and the increasingly popular E-bike Expos.

This year the committee received a grant to purchase another electric bicycle to provide the Pedal Power program, which matches an experienced e-bike rider with people who are interested in buying an e-bike for a 30-60-minute ride.

The committee took its popular E-bike Expo to Launceston for the first time in October and held its Hobart expo in November. To publicise the Hobart expo the committee took part in the Myer Christmas Pageant which winds through the streets of Hobart.

The social rides program experienced an injection of new volunteers towards the end

of 2019 with ride leader training. Existing ride leaders held regular rides including one-off rides to coincide with events such as Open House Hobart, Bike Week, Seniors Week, Mac Point Open Day and Women's Health Week.

And the self-guided Ambassador riding routes listing on website RidewithGPS continue to grow in popularity, with the Tasmanian Tourism Industry Council using the routes as the top link on its Bicycle Friendly Businesses website.

Bicycle valet parking was provided for Tasmanian cricket matches and AFL games in Hobart, as well as Mac Point Open Day, Taste of Tasmania and Neighbourhood Houses Wellness Expo.

FINANCIAL REPORT

Summary of Surplus or Deficit and Other Comprehensive Income for the year ended 30 June 2019

	2019	2018
	\$	\$
Operating revenue	10,336,344	11,069,982
Investment revenue	319,578	140,461
Total revenue	10,655,922	11,210,443
Expenses	10,789,424	10,990,071
Surplus/(Deficit) for the year	(133,502)	220,372
Other comprehensive income	-	100,592
Net gain/(loss) on revaluation of financial assets	-	100,592
Comprehensive Surplus/(Deficit) for the year	(133,502)	320,964

Summary Balance Sheet as at 30 June 2019

	2019	2018
	\$	\$
Current Assets	4,118,942	3,586,424
Non-current assets	3,894,530	3,923,608
Total Assets	8,013,471	7,510,032
Current Liabilities	4,548,510	3,782,510
Non-current liabilities	555,064	684,122
Total Liabilities	5,103,574	4,466,632
Net assets	2,909,897	3,043,400
Member's Equity	2,909,897	3,043,400

Summary Statement of Cash Flows for year ended 30 June 2019

	2019	2018
	\$	\$
Net cash used in operating activities	684,597	19,084
Net cash used in investing activities	(254,630)	(408,149)
Net increase in cash and cash equivalents	429,967	(389,065)
Cash and cash equivalents at beginning of financial year	2,955,288	3,344,353
Cash and cash equivalents at end of financial year	3,385,255	2,955,288

Revenue by source

