

OUR 2022 STRATEGY

JUNE 2017



OUR DREAM - A NATION OF BIKE RIDERS

OUR PLAN - THE 6 KEYS TO NATIONAL GRUNT

OUR VALUES - COMMITTED, HONEST, INCLUSIVE AND PROGRESSIVE



**BICYCLE
NETWORK**

LIKE ALL NOT FOR PROFITS, WE DREAM OF THE DAY WHEN WE'VE SOLVED OUR PROBLEM.

For us that means all Australian communities full of people riding bikes. In the future, we see a world where bike riding is easy and just a routine part of daily life.

Slowing us down

Traffic congestion is getting worse. So too is our air quality, carbon emissions and noise levels. It's vital that we provide livable communities for our growing population by proactively planning and building for bikes.

4 OUT OF 6 AUSTRALIANS ARE INACTIVE



Inactivity is killing us

4 out of 6 Australians are inactive. 2 of them will suffer a major illness. 1 of them will die early. Not exercising is like Russian Roulette.

The good and bad news

Since we started our quest way back in 1975 we've come a long way. The facilities and programs available in 2017 have made bike riding easier. And the number of riders is increasing.

But for every person we get riding, almost another 20 become inactive.

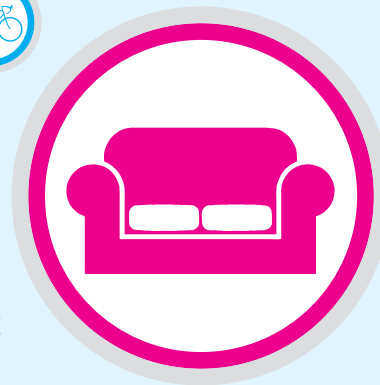
8,300

NEW RIDERS
EACH YEAR
(YEARLY AVERAGE)



160,000

AUSTRALIANS INACTIVE
EACH YEAR
(YEARLY AVERAGE)



Picking up the pace

So it's time to pick things up. If we keep going the way we are, our dream of a nation full of bike riders will take forever to come true. That's not good enough.

Before we can change the world there's a hill we first need to climb: we need more grunt. In our current state we can continue to do really great things. But we can't achieve the dream.

So we're calling on all people who believe in the dream of a nation of bike riders to join us. This means all of Australia's 4 million bike riders and all of Australia's 14 million people who are out there, wanting to ride, but waiting until the dream comes true.

If we don't come together now it may never happen.

THE 6 KEYS TO NATIONAL GRUNT

The plan



1. Influence at all levels of government

We know that the government has a huge role to play because we'll never become a nation of bike riders without facilities, road laws and policy. It's up to us to convince governments that they're currently not doing enough to make bike riding mainstream. With three levels of government in Australia, and the lines of responsibility blurry, we need to influence all levels across the country.

GOAL:

By 2022, we'll be running bike-focused campaigns for every election and every state and federal budget.



2. Over 100,000 members

We know the best way to get more people riding is to have more people riding. Seeing their peers on bikes is simply the best way to overcome the concern that 59% of people currently have about jumping on a bike.

We're creeping up on 50,000 members. It's a big number. But it's not big enough. There's also a high proportion in Victoria.

To make sure we have enough influence to change Australia we need more members throughout the country.

GOAL:

By 2022, expand to over 100,000 members with less than 50% in Victoria.



3. People on the ground around the country

We used to think we could be national from one location. Now we know that's not possible. Australia's such a big country that mainlanders, eastern staters and southerners are viewed with suspicion. We've realised we need people on the ground.

Our first preference is to achieve this by joining forces with local groups. This is what we did in Tassie in 2014 and NT in 2016. However, if we can't join forces and we need to be in that state to get people riding, we'll go it alone.

GOAL:

By 2022, there are Bicycle Network team members in every Australian capital city.



4. An Australia wide event program

Bike events show people what's possible. With back-up support, altered riding conditions and mass numbers of riders, any concern about the risk of riding falls away. As a social business enterprise they're also our lifeblood.

Events are a highly competitive business. New ones come and go every month. With over 30 years of success behind us, we'll continue to build events where the primary focus is taking care of bike riders.

GOAL:

By 2022, have a series of events providing outstanding and similar riding experiences throughout Australia.



5. Ride2 programs around the country

Through our highly successful Ride2School program we've seen what a difference behaviour change can make: an increase in students riding to school from 20% to 49%.

While we run other great Ride2 programs, the Ride2School program ingrains a lifelong habit.

GOAL:

By 2022, have a Ride2School program in every state and territory.



6. A cross section of Australians

Someone once described bike riders as people that own toasters: an exact cross section of society. We don't think that's true. 23% of women ride a bike compared to 77% of men.

We used to think that this would change as more people took up riding. But it hasn't, and we need to change this.

GOAL:

By 2022, those people riding in Australia to be representative of the Australian population.

OUR VALUES

Committed, honest, inclusive, progressive

We know that if we're going to make the world better we'll need to stay strong. There'll be haters and doubters that we can't let distract us. There'll be setbacks along the way we'll have to power through.

We know that when it gets tough the key is to stick to our moral compass, our true north, our guiding light.

What does that look like? It's how we behave and the real test of how we went will be in 2022 when people describe us. At that time we'd be rapt if our friends said the following four things about us:

1. They're committed:

They're not afraid to take on something huge. They keep going really hard and believe they can make the world better.

2. They're honest:

They don't waste time on bullcrap. They're honest with themselves and others. But, they're not rude about it.

3. They're inclusive:

There's no need to prove you're good enough. You're one of them if you don't wear lycra or if you do - even if it's white!

4. They're progressive:

They know what got the job done yesterday won't today. So they're always trying to be better.

So if you share our dream of a nation of bike riders, want to see the 6 part plan come off and believe in what we stand for, come and join us!



**BICYCLE
NETWORK®**

Level 4,
246 Bourke St
Melbourne
VIC 3000

234 Crown St
Darlinghurst
NSW 2010

210 Collins St
Hobart
TAS 7000

Suite 5,
18-20 Cavenagh St
Darwin
NT 0800

Freecall: 1800 639 634
www.bicyclenetwork.com.au