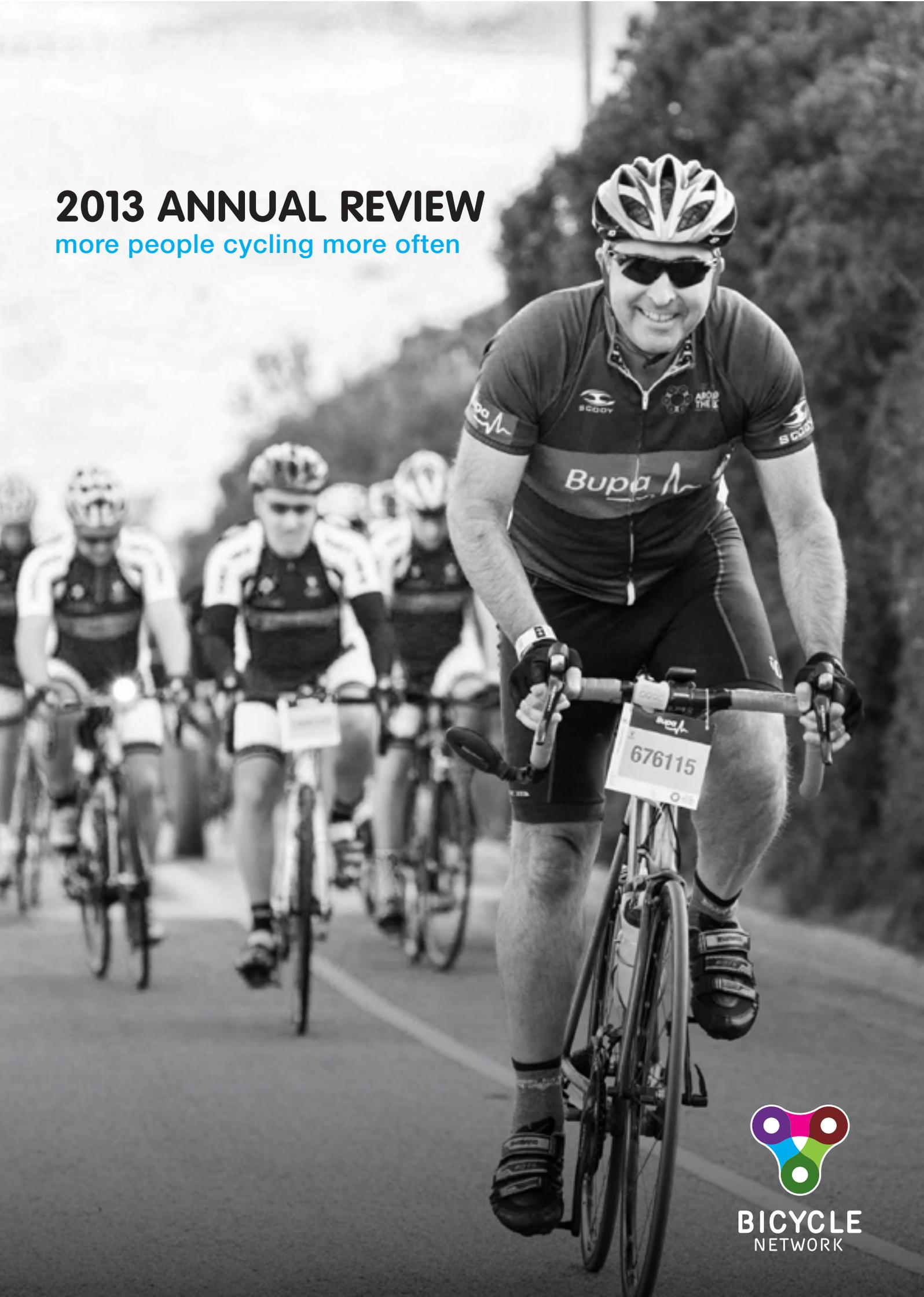


2013 ANNUAL REVIEW

more people cycling more often



BICYCLE
NETWORK

Bicycle Network Board President

Jeremy Brand



Bicycle Network has been, and will continue to be, a strong advocate promoting the health of the community by working to get more people cycling more often.

This is my sixth year on the Bicycle Network Board and first as President. The continuity in the makeup of the Board has enabled us to adopt and implement long term strategic goals, as well as build upon the work of previous boards.

I wish to thank my fellow board members for their time and effort – it is much appreciated.

We know that bike riding is an immensely popular activity, and it will continue to grow in popularity. Indeed, we are witnessing an explosion in bike riding. In supporting more people cycling more often, Bicycle Network, its members and partners are playing a vital role in alleviating health problems caused by inactivity and traffic congestion.

Bicycle Network is a strong advocate and lobbyist for bike riders across Australia on safety and riding infrastructure issues such as dedicated bike lanes on busy streets, separated bike lanes on low speed streets, establishing and maintaining bike paths and rail trails, as well as a myriad of other safety issues.

Our vision is for bike riding to be an ordinary everyday part of life in Australia.

Sometimes our advocacy is loud and vociferous, other times we are working diligently but quietly to achieve positive outcomes for all bike riders.

Underpinning all the work of the Board is a clear focus on the needs of cyclists. That means all types of cycling - recreational, commuting, sport and so forth. Our vision is for bike riding to be an ordinary everyday part of life in Australia.

What many of our members, supporters and partners may not know is that while Victoria is our birthplace, we have long had strong national involvement and have members across the nation. We have instituted national programs such as bike parking, bike counts and behavior change which have enormous untapped potential to improve cycling around Australia.

We continue to move forward. One of our most exciting projects in 2014 is the opening of a NSW office. We will do all we can to assist NSW cyclists and continue the development of facilities, programs and advocacy in NSW.

I want to thank our members, supporters and partners who are so vital in making sure that Bicycle Network continues to thrive, and who are integral to helping us achieve our vision of a nation of bike riders.

Board members 2013-14:

Jeremy Brand (President)
David Smith
(Vice President)

Janice Simpson
Simon Crone
Helen Millicer

Geoff Schomburgk
Zena Burgess
Bridie O'Donnell



Bicycle Network CEO

Craig Richards



While the number of bike riders is increasing rapidly, the number of inactive Australians is increasing even faster. It means that with our current lifestyles every third person is going to suffer a major illness that they could've avoided by getting on their bike.

We know we can stop this tragedy. Sixty per cent of people are interested in riding a bike but they're concerned. Making it easy for them to ride will eradicate the apprehension. Of course, to make that happen there's a lot to be done.

With such a massive climb in front of us, our gaze is firmly fixed on the road ahead. There's little time to look back. So writing this message is a rare chance to stop for a minute, take a breather and see how far we came in 2013.

The continuing unity of the Bicycle Network family is our greatest achievement. They come from very different walks of life but they come together and give everything they've got to improve the lives of others and the world. It's a privilege to be part of such an amazing group of people who take on the big challenges.

The following are just 6 of the many other 2013 highlights. There's many more in this annual review.

1. Scody 3 Peaks Challenge gains international recognition: the extreme heat in 2013 added to the legend of the ride. But what really put this extraordinary event on the map was being recognised as one of the top 10 Grand Fondo's in the world (and one of only 2 outside Europe).

The continuing unity of the Bicycle Network family is our greatest achievement.

2. Capital City bike spending escalates: significant inroads were made in building bike infrastructure in the inner part of Australia's capital cities. We've come a long way toward liveable cities since the first Copenhagen Lane was built in Melbourne back in 2007.

3. Dooring penalties go up and incidents go down: increased driver penalties for opening car doors onto riders had an almost immediate reduction in the number of riders injured. It's a tragedy it took the death of James Cross for this to happen.

4. 30th RACV Great Victorian Bike Ride: this iconic event was started by volunteers back in 1984. 2013 saw the ride go down the iconic Great Ocean Rode with our volunteers still the legs and lungs of the ride.

5. Happiness Cycle gets teens riding: we started a vital new program to get teenagers riding. Sure we took some heat about partnering with Coca-Cola, but

6. 24 new life members inducted: it was a very emotional time when the extraordinary contribution of 24 of our volunteers was recognised with life membership.

Everyone involved should look back on 2013 with great pride. We can't thank you enough for everything you've done to help us get people riding and support those who already are.

We know there are hundreds of thousands more people who share our vision of a world filled with happy, healthy people riding bikes. We'd love all of them to join us in 2014 as together we climb some more kilometers toward making the vision a reality.

Craig Richards on 2013,
Chief Executive Officer





Improving the bike riding environment

In 2013, there were some key improvements for bike riders in Victoria and across the country due to the hard work of Bicycle Network.

Key bike paths and facilities were built or improved around Australia and laws relating to bike rider safety were improved.

Highlights included:

- Harsher penalties being introduced for dooring, with fines in Victoria being doubled for drivers who carelessly open their doors on passing bike riders.
- The widening of the path along St Kilda Road and over Princes Bridge seeing 40% more bike riders using the path during a three month trial.
- The opening of the 25 km Peninsula Link cycle and walking path.
- \$18 million being pledged by the State Government to build the “missing link” bike path across the Darebin Bridge – construction is due to start mid-2014.
- The Hobart Bike Futures Seminar led to a council vote of 10-2 to proceed with the Sandy Bay Walking and Cycling Project which had been a 7 year deliberation.
- Over 200 delegates from across Local Government attended the fifth annual Bike Futures Conference in October to hear key note speaker Paul Steely-White outline the bike led transformation of New York City.

Super Tuesday and Sunday

Super Tuesday – Australia’s largest visual bike count – celebrated its sixth year in 2013. Since 2008, Bicycle Network, with the help of volunteers, has been collecting data on bike riders for participating local councils across the country.

Counts were held on March 5, 2013 in Victoria, NSW and WA while further counts were held in NSW, QLD and the Northern

Territory on September 2, 2013.

Two clear trends emerged from the counts in metro Melbourne: a phenomenal increase in the number of women riding to work in metro Melbourne (over 50% of riders at a number of intersections in the inner north were women), and a staggering increase in the number of bikes coming into the city in the morning peak (62%

more bikes used the Swanston / La Trobe streets intersection).

The Super Sunday recreational bike count was a great hit in 2013 with the number of count sites increasing by 66%. Counts took place in Victoria, NSW, South Australia, WA, Queensland and the Northern Territory.

Bike Parking Experts

More than 4,200 high quality bike rails were sold and installed by Bicycle Network’s Bike Parking Experts team throughout 2013.

Demand from the construction industry for new bike rail projects or the retro-fitting of older facilities continues to show the increasing popularity of bike riding.

Behaviour change programs

New initiatives and some successful national events were some of the highlights for the Behaviour Change team in 2013, thanks in part to the start of a new partnership aimed at getting teenagers on bikes.

The Happiness Cycle had its unofficial start in Melbourne's western suburbs in late 2013 with ambassador and BMX champion Sam Willoughby helping teenagers put together bikes and encouraging them to keep riding. The program, a partnership with

Coca Cola, will get thousands of teenagers pedaling throughout Australia in 2014.

The Behaviour Change team also enjoyed successful National Ride2School and Ride2Work days and the highest occupancy rate for our Parkiteer cages since it began.

The Happiness Cycle

In July 2013, Bicycle Network struck an exciting partnership with Coca Cola Company to create the Happiness Cycle—a major national initiative to get Australian teenagers back on bikes, having fun and regaining the habits of healthy physical activity.

By the end of 2014 the program aims to deliver thousands of bikes to eligible 15 and 16-year-olds. The teens, recruited with the help of local governments across Australia, build bikes with the help of the Happiness Cycle team before taking them for a spin.

The teens' efforts to ride are being tracked by a smart phone app with data being used to assess the program's effectiveness.

While teenagers and their parents have embraced the program, Bicycle Network did receive criticism for its partnership with Coca Cola Company.

In answer Bicycle Network CEO Craig Richards stated to the media:

"We knew we'd take some heat, especially from that curious group of people who criticise you no matter what you do In the end though, while there's a risk to our own organisation's reputation, the risk to the world of not addressing teen inactivity is greater."



“We knew we’d take some heat, especially from that curious group of people who criticise you no matter what you do In the end though, while there’s a risk to our own organisation’s reputation, the risk to the world of not addressing teen inactivity is greater.”



Ride2School

With statistics showing only 20% of students either ride or walk to school regularly (compared with 80% in the 1970s), the Ride2School team was hard at work to change these worrying figures.

In 2013 Ride2School had a record breaking 1377 schools taking part in National Ride2School Day on 22 March.

This was the best result since the program began seven years ago (in 2006).

More than 250,000 students rode bikes, walked, scooted or to class and learned about the importance of being physically active every day.

The Ride2School team visited 60 schools throughout 2013 – some during the RACV Great Victorian Bike Ride between Mount Gambier and Geelong.

Ride2School also launched new-look registration pages on the Bicycle Network website in 2013, allowing schools to register for, and find more information about, National Ride2School Day.



Ride2Work

October 16, 2013

National Ride2Work Day saw more than 150,000 Australian workers ditching their cars for two wheels to get to work. This was another record number of riders taking up the challenge – some for the first time ever.

It also saw Victoria Police Chief Commissioner Ken Lay become the ambassador for those who pedal to work.

Chief Commissioner Lay was part of the festivities in Melbourne's

CBD enjoying breakfast with other city commuters on the day.

Hundreds of free breakfasts were held in all Australian states and territories with the help of sponsors including Bakers Delight and Australian Bananas. Workplace and community breakfasts were also held nationally on the day.

Breakfasts in Adelaide, Brisbane, Canberra, Darwin, Hobart, Sydney, Perth and Melbourne were well attended.



Parkiteer

A sharp growth in the number of people riding to the train station was a great outcome for the Parkiteer crew. Seven new cages were built in 2013 at stations including West Footscray, Fawkner, Coburg, Pakenham, Dandenong and Holmesglen.

Overall, the number of riders using Parkiteer increased by 37.7%.

Supporting bike riders

Riders Services

Rider Services continued to use its terrific telephone tones (and earnest emailing hands) helping to promote the great work of Bicycle Network to people who contacted the office.

Highlights for Rider's Services included:

- regular communication to SCODY 3 Peaks Challenge riders about the bushfires - resulting in very few cancellations despite the altered route
- pulling together the City Square Info Hub - assisting more than 8,000 riders who were collecting their Bupa Around the Bay rider kits (and purchasing tickets).
- overall the team took responded to an average of 520 calls each week during 2013 and helped respond to more than 40,000 web messages.

Membership

A continuing proactive approach to member acquisition, engagement and rewards saw membership reach new heights in 2013. With an emphasis on face to face interactions through activities and events, membership was able to strengthen relationships with riders and increase the number of times Bicycle Network was seen on the streets.

Focusing on building relationships and presence in the roadie market saw new partnerships blossom with the introduction of Team Bicycle Network, a new

St Kilda Cycling Club recreational membership option and signing Drapac Professional Cycling Team as membership ambassadors.

Existing members continued to reap the rewards of loyalty with many taking advantage of the member-only benefits offered on events. The new benefit program for the RACV Great Victorian Bike Ride, which included nine-days of exclusive offers, proved popular with many members taking to the skies for an exclusive helicopter ride over the Twelve Apostles.

Overall, membership enjoyed a steady growth of 2%.

Membership also continued to provide pivotal support for riders in defending their rights. Over 512 members utilised their crash cover and support.

A large group of cyclists, mostly men, are riding on a paved road lined with green trees. They are wearing blue and white cycling jerseys with the 'Bupa' logo and a heart rate line. Many are wearing helmets and sunglasses. The cyclists are spread out across the width of the road, and the background shows a dense line of trees under a bright sky. A blue text box is overlaid on the upper right portion of the image.

The 2000 physical activity study showed only 46% of the population were getting enough physical activity to protect their health

Bike riding events

2013 was a busy year for the Events Team. Not only did they take on the RACV Great Victorian Bike Ride – with record breaking rider numbers - they also started work on Bicycle Network's latest venture – the Newcastle Challenge which starts to roll in February, 2014.

SCODY 3 Peaks Challenge

The toughest and most scenic one day challenge ride in the country



March 10, 2013

- Victoria's Alpine Region
- 1 day - 230kms

Only a few weeks before the SCODY 3Peaks Challenge 2013, bushfires tore through the region, destroying the area around Mount Hotham. Road closures due to the devastation made riding the original route impossible, but, with more than 1,500 keen cyclists signed up for the event, Bicycle Network was determined the SCODY 3 Peaks Challenge would go ahead.

Working closely with local police and emergency services a new route was devised which was an equally challenging course to Mount Buffalo instead of Mount Hotham.

As a result, the SCODY 3 Peaks Challenge 2013 proved to be the most successful yet, bringing a record 1,576 riders to the Victorian Alps region.

The event was so successful it was named in Global Cycling network's list of the 'Top 10 Best Sportives and Gran Fondos in the World'. It was one of only two rides outside of Europe and the only ride in the Southern Hemisphere to make the cut. It's contribution to regional tourism was also recognized in becoming a finalist in the Victorian Tourism Awards – Adventure Tourism category.

Participant statistics

- 1,575 riders committed to taking on the challenge, over 1,300 lined up at the start
- Gender split: 95% male, 5% female (3% increase in female participation from 2012)
- 82% finished, 17% retired
- International riders from Canada, Japan, Singapore and New Zealand
- Australian riders: 47% Victorian, 52% interstate

Great Escapade – Tasmania

A Nine-day bike riding adventure holiday



February 9 – 17, 2013

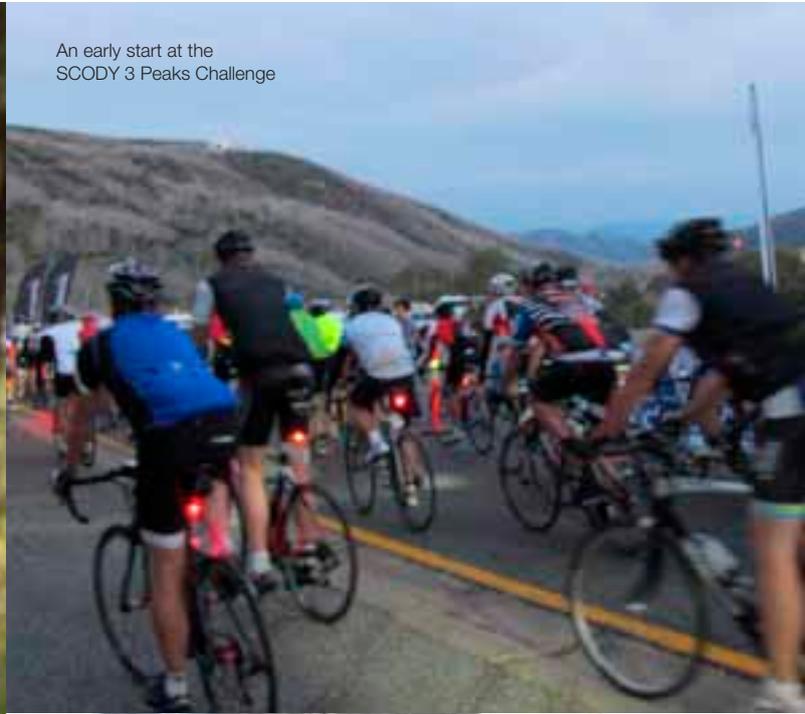
- Launceston - Port Arthur
- 9 days - 531kms

The Great Escapade returned to Tasmania in 2013 for the first time since 2007. Starting in Launceston, more than 600 riders travelled through Scottsdale, Weldborough and along the east coast of Tasmania via St Helens, Bicheno, Triabunna, Copping and Port Arthur. Riders got to savour side trips to the Bay of Fires and the spectacular Wineglass Bay, and free entry into Launceston Festive and the heritage listed site of Port Arthur.

LEFT, AND BELOW: Taking on the peaks at the SCODY 3Peaks Challenge



An early start at the SCODY 3 Peaks Challenge



Team Bicycle Network after a ride at the SCODY 3 Peaks Challenge



Bike riding events

Bupa Around the Bay

The largest mass participation ride in Australia



October 16, 2013

- 1 day – 6 distances between 20km – 250km

What do the Victoria Police Chief Commissioner, an engagement ring and the uni-cycle sisters have in common? Bupa Around the Bay - Fundraise for The Smith Family of course!

In 2013, more than 14,000 riders took part in the event on one of the warmest and windiest days Bupa Around the Bay has enjoyed in its 21 years.

Victoria Police Chief Commissioner Ken Lay completed the 210km anti-clockwise ride with a team of fellow police officers, the now famous uni-cycle sisters returned for their fourth ride and a tandem riding couple got engaged on the ferry ride between Queenscliff and Sorrento.

Like every year, there were many who took part for the first time or conquered new distances and challenges.

In 2013, The Smith Family raised more than \$1M from the ride.

The Go Bike Expo – presented by Tresidder Insurance attracted over 25,000 visitors over the 3 day Festival.

RACV Great Victorian Bike Ride

A week in another world



November 23- December 1

- Mount Gambier-Geelong
- 9 days – 610kms

The 30th RACV Great Victorian Bike Ride was more than a week in another world – it was also a week in differing weather climates! Rain and sunshine greeted riders along the route between South Australia and Victoria.

More than 5200 riders took on the challenge of the 9 day, 3 day and 1 day rides on offer.

2013 was a special year – not only marking the 30th RACV Great Victorian Bike Ride which was first run in 1984 to celebrate Victoria's 150th birthday – it also marked the first time the Great Vic Bike Ride started outside Victoria.

The ride from Mount Gambier, South Australia meant many riders were ecstatic they'd ridden from one state to another – giving a real sense of achievement.

Around 1200 school students took part in the ride with many new faces enjoying their first ride.

Highlights included taking in the spectacular views – the Blue Lake in South Australia, the 12 Apostles near Port Campbell, the Otways along Turton's Track, and, of course, one of the many reasons riders signed up, to see the gorgeous Great Ocean Road.



Above and below some of the smiling faces at Bupa Around the Bay 2013.



The spectacular views of the Great Ocean Road on the RACV Great Victorian Bike Ride.



Volunteers take a well earned rest during the RACV Great Victorian Bike Ride.



Key spokesperson on bike and physical activity issues

Bikes were in the news...

The newly-formed Communications Team hit the headlines on many occasions across 2013. As a result of their hard work and their words millions of Australians read articles about Bicycle Network's work and events. Around 63,000 people read Ride On magazine and more than 460,000 keen readers visited the Ride On Blog.

The top 5 media issues for Bicycle Network in 2013 were:

- Bicycle Network's partnership with Coca Cola,
- Drink riding,
- Tax subsidies for bike riders, and,
- Distance passing laws.

There were some great highlights for Bicycle Network's Communications Team including:

- October was an outstanding month where more than 49 million people were switched on to Bicycle Network's events, programs and general bike issues.
- The communications team supported events including Bupa Around the Bay and RACV Great Victorian Bike Ride with blog posts, photos, social media as well as traditional media.
- Ride On magazine went from strength to strength becoming Bicycle Queensland's membership magazine.
- Now more than 63,000 readers take time out of their day to read about bikes, bike-related issues and personal stories of triumph on the bike (amongst other stories) in Ride On magazine.
- The Ride On Blog proved extremely popular with more than 460,000 people visiting the blog in 2013 for information, advice and event coverage.
- Social media followers are on the rise with more than 3000 new twitter followers and more than 2000 new likes on Facebook.



Key media facts:

Around 63,000 people read Ride On magazine and more than 460,000 keen readers visited the Ride On Blog.

The Bicycle Network family

Organisation Development

Committed, Honest, Inclusive and Progressive – these were the values team members believe most encompassed Bicycle Network – and these were the values officially adopted by staff in 2013. These values now make up the core of Bicycle Network’s culture and reputation as an organisation.

The Organisation Development team led Bicycle Network’s focus on teamwork and excellence – something which will continue in 2014.

The team made sure that all became part of the Bicycle Network team.

Volunteers

2013 was a massive year for Bicycle Network volunteers, with a truly remarkable contribution made across our events, programs and in the office. Although there are thousands of individual stories of what volunteers contribute to the organisation, the statistics below help portray why volunteers are the lifeblood of Bicycle Network:

Events

- 130 volunteers helped put on Great Escapade Tasmania
- 350 volunteers contributed to the hugely successful RACV Great Victorian Bike Ride, which this year visited the Great Ocean Road
- 550 volunteers on Bupa Around the Bay
- 150 on the SCODY 3 Peaks Challenge

- 20 community groups pitched in to lend us a hand across our events
- Leveraged an existing relationship with Northeastern University, Boston, which resulted in 140 exchange students joining us as volunteers on Bupa Around the Bay.

Team Leaders

In addition to the hundreds of volunteers on our events, 50 volunteer team leaders helped manage teams across all four events.



Volunteers contributed more than 9000 days of work in 2013.



Volunteers

Workshop

There is a regular crew of 12 volunteers who attend our Sunshine workshop every Wednesday to maintain existing event equipment and construct new equipment, massively contributing to the smooth operation of our events.

Annual bike counts

As a vital tool for lobbying councils to commit funding to bike infrastructure, our annual counts track the numbers of riders along key commuting routes. We wouldn't be able to successfully do this without the help of hundreds of volunteers:

- Super Tuesday – 742 volunteers
- Super Sunday – 219 volunteers
- Super Tuesday Tropical – 192 volunteers

Ride2Work

A vital component of the Ride2Work program is the support of workplace coordinators, who motivate their colleagues to take two wheels to work. In 2013, there was over 4,000 workplace coordinators, helping make it the most successful National Ride2Work Day ever!

Interns

We are in the process of establishing a formal internship program. Last year we had seven interns join the organisation, with roles ranging from our events to corporate relations team. This program has the potential to provide vital experience for students and recent graduates.

Office Volunteers

10 office volunteers, assisting in the marketing, communications and finance teams, were an invaluable help throughout the year.

Volunteer recognition

At our Annual General Meeting in October, we took the time to acknowledge the extraordinary commitment of many long-standing volunteers. Twenty four were inducted as Life Members and 15 were added to the Honour Board.

In summary

Volunteers at Bicycle Network contributed:

9086 days
72,688 hours
\$1.82 million in wages saved.
An amazing effort.

Volunteer Honours 2013

Volunteer Honour Board inductees for 2013

Bob Cater

Aidan Fawkes

Norm Gray

Hamish Haugh

Roger Lancaster

John McCurdy

John Meilak

David Rumble

Katie Rae Sanders

Dennis Shepherd

Neil Warren

Grant Whiteside

Jeff Pay

Megan Hopman

Robert Wilkinson

Life Membership

Kevin Hossack

Frank Kinnersley

Helen Wilson

Doug Brown

Maggie Luke-Davies

Wendy Margetts

Sharon Margetts

Ray Dowse

Glennys Jones

Robin Greenwood-Smith

David Leong

Clive Shipley

Simon Crone

Keith Porter

Ray Barry

John Pyle

Adam Smith

Arthur Humphreys

Loris Jackson

Rob Priestley

George Giles

Jeremy Lewis

Michael Anthony Symons

Anthony Barter





START



**BICYCLE
NETWORK**

Bupa

**The Smith
Family**
everyone's family

**CITY OF
MELBOURNE**

SCODY





**BICYCLE
NETWORK**



Finance

Organisation Development

Of course we'd rather not have to worry about money, but without them that would be irresponsible and mean we couldn't get people riding.

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

Summary of Profit or Loss and Other Comprehensive Income for the year ended 30 June 2013

	2013 \$ million	2012 \$ million
Operating revenue	12.59	12.34
Investment revenue	0.18	0.30
Total revenue	12.77	12.64
Expenses	13.34	13.13
(Deficit)/surplus for the year	(0.57)	(0.49)
Other comprehensive income		
Net gain/(loss) on revaluation of financial assets	0.33	(0.24)
Comprehensive (deficit)/income for the year	(0.24)	(0.73)

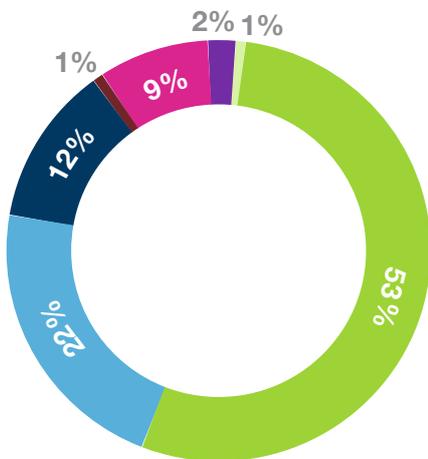
Summary Balance Sheet as at 30 June 2013

	2013 \$ million	2012 \$ million
Current assets	3.68	3.32
Non-current assets	4.31	4.38
Total assets	7.99	7.71
Current liabilities	4.53	4.15
Non-current liabilities	1.29	1.16
Total liabilities	5.82	5.31
Net assets	2.17	2.41
Member's equity	2.17	2.41

Summary Statement of Cash Flows
for year ended 30 June 2013

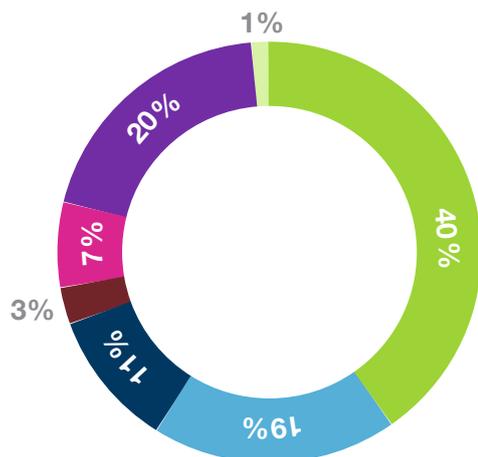
	2013 \$ million	2012 \$ million
Net cash used in operating activities	.62	1.17
Net cash used in investing activities	.18	(1.79)
Net increase in cash & cash equivalents	.80	(0.62)
Cash & cash equivalents at beginning of financial year	1.83	2.45
Cash & cash equivalents at end of the financial year	2.63	1.83

Revenue by Source



- Events
- Riders
- Corporate Relationships
- Government External Relations
- Behaviour Change
- Head Office and Organisation Development

Expenditure by Source



- Events
- Riders
- Corporate Relationships
- Government External Relations
- Behaviour Change
- Head Office and Organisation Development
- Corpus



BICYCLE
NETWORK

more people cycling more often