

2014 ANNUAL REVIEW

more people cycling more often



BICYCLE
NETWORK®

Bicycle Network Board President



Jeremy Brand

2014 was an exciting, productive and hectic year for Bicycle Network.

Another year dedicated to growing the number of people riding a bike and improving the health and well-being of all Australians.

This is what keeps driving us as an organisation, to see more people riding where they need to go and getting the physical activity they need to be happy and healthy.

That's why we focus on improving the bike riding environment across Australia.

And it's why we launched campaigns including 'Please Tony' (asking Prime Minister Tony Abbott to fund \$7.5 billion for separated bike lanes and paths across the country) which got the Australian public's attention.

We also launched a new campaign to increase the age for riding on footpaths to 16 in Victoria, New South Wales, South Australia and

Western Australia which received wide media coverage.

As always, we encouraged people to ride through our events - including SCODY 3 Peaks, Bupa Around the Bay and the RACV Great Victorian Bike Ride.

We also continued to get the wider public involved in the joys of riding a bike with Ride2Work Day and National Ride2School Day encouraging those who had never ridden to work or school before to give it a go and keep it up throughout the year.

Congratulations to the whole team for their fantastic work in making these events such a great success.

There was so much more Bicycle Network did to ensure people get active through riding a bike – too much to mention here.

On a personal level, I am now seven years older than when I first

joined the Board. I have been President for two years. Through that time, I have observed that the people who work with, and for, Bicycle Network are a dedicated and amazing bunch.

All the things that happen on a day-to-day basis, the events, the campaigns, the member services, all these things happen because of our hardworking team.

Thankyou.

And, then there are our volunteers. People who freely give their time, their energy, their passion. I am very proud that I have been part of a Board that has recognised more formally the contributions and importance of our volunteers.

Thank you.

Finally, there are our members.

Thanks for supporting us to achieve the things we do to get people riding a bike. We hope you will share the journey with us for many years to come.

Board members 2014-15

Jeremy Brand (President)
David Smith (Vice President)
Janice Simpson
Simon Crone (retired 2014)

Helen Millicer
Geoff Schomburgk
Zena Burgess
Bridie O'Donnell (retired 2014)

Kerry Gill
Peter Thurling



Bicycle Network CEO

Craig Richards

I love my job, but I wish I didn't have to do it. Let me explain.

First why I love it: I work with incredible people. Together we do something really important and extremely challenging: getting people physically active. And of course because it's about bike riding it's a lot of fun.

But like all not for profits, I dream of the day when we've solved our problem. For us that means two-thirds of the population riding a bike at least five times a week. That would make a massive contribution to solving our ever growing physical inactivity health crisis.

Part of my day to day role is to be impatient. To think we aren't going fast enough. To think we should've solved this thing by now. It means I often feel like we're building the great pyramids one brick a day.

That's why the annual review is so great. It's a chance to remind ourselves that we really are making serious inroads. It's an amazing tribute to the work Bicycle Network does.

It gives us the chance to showcase incredible strides forward like:

- Opening offices in Sydney and Hobart that saw our membership in those areas almost double within the first 4 months;

- Giving more than 5000 teens at 27 events in the six state capital cities the opportunity to build and ride off in the sunset on a brand new Happiness Cycle bike;
- Selling out Peaks Challenge Falls Creek in three days and growing it into a series with epic climbing events on the Gold Coast and Tassie;
- Launching and quickly selling out Ride the Night – Australia's first urban night time mass participation bike ride;
- Piloting and learning a lot from running a small event in NSW – the Newcastle Challenge, and,
- Designing and launching a new website that saw almost twice as many people access great bike riding information.

While there are the great things we do, there are also some sad things we have to deal with. Even though they're sad there's still something positive we can find.

This year was a tough one: we lost two members of the Bicycle Network family:

- Team Leader Kevin Hossack sadly passed away after a short illness
- Great Vic rider and member Trevor Pearce was tragically killed a few kilometres north of Mansfield.

We were extremely privileged that Kevin and Trevor were part of Bicycle Network. We really miss them.



The one positive was the way the Bicycle Network community rallied at these times was incredible.

So many Bicycle Network people went to Kevin's funeral: it was like a reunion of current and past friends. Former President Simon Crone gave an amazing eulogy filled with warmth and happy memories; especially of Kevin's encyclopedic knowledge of country Victoria's bakeries.

The support offered at Mansfield following Trevor's passing was so touching. So many people put their hands up to help those hurting as a result of the tragedy.

I'll also never forget the compassion of the Pearce family. When General Manager of Events Darren Allen and I visited them the next day the first words they said were, 'This must be so hard for you guys.' I barely held it together. What amazing people.

During times like these you realise just what it means to be part of Bicycle Network.

So I want to say thank you so much to everyone who was involved with Bicycle Network in 2014. To our loyal members, our inspirational riders, our dedicated volunteers, our committed team members and all our passionate stakeholders, it's been an honour to work with you in 2014.

I'm sure that together we'll do even greater things in 2015 that take us closer to that dream day when bikes are everywhere.





Improving the bike riding environment

In 2014, Bicycle Network made some big moves opening interstate offices, starting new events and launching a brand new Bicycle Network website.

Key bike paths and facilities were built or improved around Victoria and campaigning on a national level for separated bike lanes, uniform riding on footpath laws and lower speeds on local roads across Australia began in earnest.

Other highlights included:

- Opening a new office in NSW with new team members joining Bicycle Network.
- Merging with Bicycle Tasmania to become Bicycle Network in Tasmania and more new team members on board.
- The Peaks Challenge Falls Creek for 2014 and 2015 being sold out within a week of entries opening to the public.
- Start riding packs were put together – and then flew out the door after launch. More than 6000 were sent out to new riders across Australia.
- Ride On magazine launched a digital version and a brand new Ride On website.
- The Jim Stynes Bridge in Melbourne was opened for bike riders.
- Professional Cyclist, Orica GreenEDGE's Simon Clarke was ambassador for the RACV Great Victorian Bike Ride.
- The Active Paths and ActiveTAG programs were launched seeing children's active travel to school encouraged and measured by the Ride2School Team.

Super Tuesday and Sunday

Super Tuesday

In 2014, the eighth Super Tuesday Annual Bike Count, Australia's largest visual bike count, was held on March 4 (in the southern states) and September 2 (in the northern states) with 53 councils across Australia taking part.

The count of inner-city commutes saw growth in riding in all states except parts of NSW where poor weather accounted for a slight drop in rider numbers compared with 2013.

Super Tuesday aims to provide participating councils with an annual and reliable benchmark for bicycle commuting to allow them to provide bicycle infrastructure using accurate, relevant and up-to-date information.

Super Sunday

In 2014 the Super Sunday recreational bike rider count celebrated its fifth year.

Thirty-three councils participated across Australia to measure how

many bike riders were using paths and trails and to look at where they were travelling to.

A number of volunteers from community groups and schools came on board to help with counts, receiving a small donation from Bicycle Network to go towards their group or school.

Bike Parking Experts

More than 4,200 high quality, secure bike rails were sold by Bicycle Network's Bike Parking

Experts throughout 2014. Demand from the construction and building

industry for bike parking and end of trip facilities continued strong sales. The retro-fitting of older facilities, especially in office buildings and apartment complexes also revealed the popularity of bike riding.

Behaviour change programs

New initiatives, record breaking impact, and successful national events were some of the highlights for the Behaviour Change team in 2014.

The Happiness Cycle rolled out its first full year with more than 5,000 teenagers involved in the program. The partnership with Coca-Cola was a success and the program is set for another exciting year in 2015.

The Ride2School program has launched a new package called 'ACTIVEsuite', including ACTIVETag (using swipe technology allowing students to register if they rode or walked to school) and ACTIVEPaths (using special stickers on pathways for students and parents to follow to school) initiatives to encourage more active travel.

The Parkiteer program for

the second year in a row has established the highest ever occupancy rate, while maintaining great growth in the network.

Both Ride2School Day and Ride2Work Day for 2014 reaped success, through high participation numbers and great national media coverage.

The Happiness Cycle

In 2014 the Happiness Cycle team hit the road to deliver 27 events nationally to get Australian teenagers on bikes, having fun and establishing healthy habits around physical activity.

Commencing in Melton, Victoria in December 2013 and concluding in

Glenorchy, Tasmania in November 2014 the program reached 5,397 teens across Australia. The program visited six states from Victoria to WA. It gave teens a free bike, got them excited about bike riding, taught them how to build their bikes, and encouraged

independence through bike riding.

The Happiness Cycle program also involved some of Australia's leading sportspeople as program ambassadors including 2014 World BMX Champion, Sam Willoughby and 2012 Olympic Gold medalist, Sally Pearson.



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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.

2014 was a breakaway year for Ride2School in many ways. 1,670 schools across Australia took part in National Ride2School Day on Wednesday 19th March, which is the best result since the program began in 2006. More than 300,000 students rode bikes, walked, scooted or to class and learned about the importance of being physically active every day.

The team launched a number of new key initiatives, including ACTIVEpaths, ACTIVEtag and ACTIVEmaps. This culminated into the creation of the ACTIVEsuite, which also includes the existing ACTIVEstudies. These new initiatives have been developed to address differing barriers and motivations faced by schools, students and parents.

ACTIVEpaths are designed to support the students' regular travel routes (within 1 km of the school) by marking it with colourful stickers on the most popular paths. This

initiative addresses three of the biggest barriers that schools face in the Ride2School Program: parent concern, traffic safety and distance.

ACTIVEmaps are a similar initiative to support travel routes to school. This is a direct action from parental research conducted by the Ride2School team, where parents expressed the need for such maps.

ACTIVEtag is a technology-based initiative where students 'tag on' and 'tag off' to report if they have actively travelled to school. The main purpose is to understand if technology motivates and influences behaviour.

With the launch of the initiatives in the ACTIVEsuite, our communications and media results in the last half of 2014 increased dramatically compared to 2013.

Across the 2014 calendar year, the Ride2School team visited close to 300 unique schools, a huge increase from the 60 achieved in 2013. This is due to a presence at schools during the RACV Great Victorian Bike Ride, the addition of new initiatives, and a commitment from the team to focus on high contact with participating schools.





Ride2Work

The Ride2Work team visited 16 workplaces in 2014, with an aim to increase contact with registered workplaces, offering support through workplace audits, surveys, presentations, bicycle policy development, incentives, resources and information. With support from the Bike Parking Experts, the Ride2Work team worked with Alfred Health in Melbourne conducting bike counts, bike parking and facility audits, focus groups and online surveys, and a review of riding culture in the workplace. The project was conducted over several months with a number of findings and recommendations given Alfred Health to improve and encourage the number of people riding to their workplaces.

The annual Ride2Work Day was held on October 15, 2014 across the country with more than 150,000

Australian workers ditching their cars for two wheels to get to work.

Free CBD breakfasts were held in all Australian states and territories and 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 by bike commuters.

Research showed 60% of riders who started on Ride2Work Day in 2013 were regularly riding in 2014.



Parkiteer

A sharp growth in the number of people riding to the train station saw some great outcomes for the Parkiteer crew. In 2014, almost 2000 new riders joined the Parkiteer program in Victoria.

The program finished up the year with 78 cages in the network – with seven new cages added to train stations in 2014. New cages in Footscray, Preston, Springvale, Waurin Ponds, Warragul and Mitcham with were exciting additions to the network. A Parkiteer cage at Glen Waverley station was re-opened in a new location, closer to the station entrance.

Supporting bike riders

Riders Services

The Riders Services team introduced new technology, new team members and new and improved systems to assist riders in 2014, to enhance the rider experience on events, online and on the phone.

Key innovations and highlights included:

- The installation of a professional, user-friendly phone directory that

reduced call wait times by half to an average of just 30 seconds.

- A more efficient process for responding to web messages, meaning that customers always received a response to their message within three days.
- The sharing of team member and volunteer team member responsibilities on events. This provided a more united and knowledgeable customer service team for riders approaching the

information hub on rides such as the RACV Great Victorian Bike Ride.

Rider Services continued to assist rider's involved in crashes giving advice and assistance where appropriate and providing contacts for legal counsel where needed.

Each week, Rider Services responded to an average of 378 phone calls and 198 web messages in 2014.

Membership

As Australia's largest membership-based cycling organisation, our members are integral to the work we do. With their support we have made real progress improving conditions for all bike riders and getting more Australians riding.

In 2014 Bicycle Network welcomed

thousands of new members and saw strong growth in New South Wales and Tasmania, as well as in Victoria. By the end of 2014 Bicycle Network had more than 45,000 members.

Bicycle Network's member offers and benefits, including

comprehensive bike rider insurance, information and deals were attractive to riders looking for membership. New membership drives in Victoria and interstate were also successful.



In 2014 we continued to offer our members great benefits, including comprehensive bike rider insurance, information and deals.

Bike riding events

2014 was a year of great challenges and successes for Bicycle Network's Events Team. There was great success with the SCODY 3 Peaks Challenge and obstacles to overcome in NSW for the Newcastle Challenge.

A tragedy on the RACV Great Victorian Bike Ride saw the Events Team, Bicycle Network and the bike riding community rally together.

Newcastle Challenge



**NEWCASTLE
CHALLENGE**

February 16, 2014

- Gosford-Newcastle, NSW
- 1 day – 160kms

Two hundred riders took on the Newcastle Challenge in 2014, Bicycle Network's first event in the coastal and country region of NSW. While riders were keen to take part, a cap was placed on the number of riders being able to take part by authorities in NSW.

The event started at Garnett-Adcock Park in Gosford with riders taking in the picturesque scenes of the NSW countryside and coastline.

Though it rained on the event day, it didn't dampen spirits with huge smiles on riders' faces when they crossed the finish line at Nobby's Beach in Newcastle.

The event is the first of many planned for NSW in coming years.

SCODY 3 Peaks Challenge



March 9, 2014

- Victoria's Alpine Region
- 1 day - 235kms

The SCODY 3 Peaks Challenge has become one of Bicycle Network's most desirable events on the calendar selling out in record time in 2014 – a month before entries closed. Around 1850 entrants took on the peaks at Tawonga Gap, Mt Hotham and Falls Creek pushing themselves to try and ride the 235km route within 13 hours.

Possibly one of the more gutsy stories from the event was Team Bicycle Network member Keith Leonard who rode after being involved in a crash during a cycling race only six weeks earlier (being bound to a wheelchair), using training for his recovery from broken bones.

The event's contribution to regional tourism was recognised as a finalist of the Victorian Tourism Awards – Adventure Tourism category – for the second year running.

Participant statistics:

- A record number of cyclists have registered, selling out the event a month before entries closed – more than 1,800 riders
- International participants from Canada, United Kingdom, Singapore, Hong Kong and New Zealand
- 40% Victorian cyclists, 58% interstate cyclists



Bike riding events

Bupa Around the Bay



October 19, 2014

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

In 2014, Ambassadors Olympic gold medallist cyclist Kathy Watt and her World Cycling Champion partner Steve McGlede joined riders on Bupa Around the Bay encouraging them to have fun and get active on the day.

More than 12,000 riders took part in the event around Port Phillip Bay enjoying the sights and sounds (and some enjoying the ferry ride between Queenscliff and Sorrento).

Gorgeous weather greeted riders who were greeted by revamped rest stops and a gourmet selection of snacks to help them on their way.

Charity Partners on the event The Smith Family raised more than \$1 million for children in need while the Go Bike Expo attracted thousands of visitors over the 3 day festival in Alexandra Gardens.

RACV Great Victorian Bike Ride



November 29- December 7

- Albury-Lilydale
- 9 days – 520kms

The 31st RACV Great Victorian Bike Ride was more than a week in another world – it was also a week in differing weather climates! Around 3800 riders took on the challenge of the 9 day, 5 day and 3 day rides on offer taking in the surrounds of country NSW and Victoria's High Country.

Rain and sunshine greeted riders along the route between NSW and Victoria throughout the ride. The biggest deluge hit riders at Bright with not just rain but hail stones. While it may have been a tough day, the hardy Great Vic riders took it in stride.

Ride highlights included the pub at Moyhu which opened especially for RACV Great Vic riders (it was previously closed after a lack of business).

Ambassador, professional cyclist and Orica Green-EDGE team member Simon Clarke (who was discovered while riding the Great Vic) rode with Northcote High School teaching them some valuable life lessons including how to quickly change a bike tyre.

And of course, the support riders gave each other after the sad death of rider Trevor Pearce who was tragically killed on the road to Mansfield. This sad news was greeted with the bike riding community and Bicycle Network rallying together and waving to people along the journey after in honour of Mr Pearce.



Riders on the 2014 Bupa Around the Bay disembark the ferry into Sorrento.



Above and Right: Riders on the 2014 RACV Great Victorian Bike Ride taking in the surrounds of country NSW and Victoria's High Country.

Key spokesperson on bike and physical activity issues

Bikes were in the news...

In 2014 Bikes were in the news in a big way and Bicycle Network's Communications Team helped the organisation hit the headlines on thousands of occasions across 2014. More people than ever read, watched, or listened to stories about Bicycle Network events, programs or issues.

Ride On readers, subscribers and website visitors all increased during 2014.

The top 5 media issues for Bicycle Network in 2014 included:

- Car doorings on Collins Street in Melbourne
- Tragedy on the Great Vic Bike Ride with the death of Trevor Pearce
- Bike theft hotspots
- A review of road laws
- Distance passing – does a metre matter?

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

- Media eyeballs grew by 12% over 2014 compared with 2013.
- The new Bicycle Network website (launched in March 2014) consistently more than doubled unique views.
- *Ride On* magazine became digital launching on the new *Ride On* website.
- Digital *Ride On* launched on iTunes.

- *Ride On* enjoyed a growth in readership with 72,000 readers including 86.3% of Bicycle Network members reading every edition.
- The *Ride On* website proved extremely popular with hundreds of thousands of people from across the globe visiting for information, advice and event coverage.
- Social media followers are on the rise with a steady growth over the year. The number of followers on Facebook and Twitter grew by 22%.



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The Bicycle Network family

It's fair to say that Bicycle Network could not exist without the help of thousands of amazing volunteers. Whether that's on events, in the office or at our workshop, our volunteers continue to be the lifeblood of the organisation. There are innumerable stories of what volunteers have done for us this year, but the stats give an overview of the scale of their contribution.

In 2014, 1,052 volunteers helped us run SCODY 3 Peaks Challenge, Bupa Around the Bay, RACV Great Vic Bike Ride and Newcastle Challenge.

We also had:

- 54 volunteer team leaders manage teams across these four events.
- Twenty regular volunteers have their time at the Bicycle Network Workshop in Sunshine, ensuring that all events infrastructure was in perfect shape.
- Bicycle Network's annual bike counts — Super Tuesday, Super Sunday and Super Tuesday North, which provide a vital tool for lobbying councils across the country for increased expenditure saw 940 volunteers give their time.
- Nationally, 4,894 workplace coordinators volunteered their time to encourage active transport on Ride2Work Day.
- The Happiness Cycle program, which provides bikes to teens in a bid to increase activity, had a contribution from 324 volunteers.

In 2014 our intern program increased in scale, with interns joining our communications, events, marketing, government and external relations, people and culture and behaviour change teams. In total, 14 interns helped further the mission of Bicycle Network in 2014.

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

In summary

Volunteers at Bicycle Network in 2014 contributed the equivalent of:

5,300 days

45,470 hours

\$1.26 million in wages saved.



In 2014, 1,052 volunteers helped us run SCODY 3 Peaks Challenge, Bupa Around the Bay, RACV Great Vic Bike Ride and Newcastle Challenge.



Volunteer Honours 2014

Nine of Bicycle Network's giving volunteers were honoured for their work giving their time and energy to encourage

people to get active and ride. Without their hard work and dedication our events and day-to-day work in the office and workshop would be nearly impossible to do.

Volunteer Honour Board inductees for 2014

In 2014 three volunteers were added to the Bicycle Network volunteer Honour Board for their outstanding work over the years.

Chuck Zeigler
Michael Clancy
Laurie Elliot

Life Membership

Six Bicycle Network volunteers were inducted as Bicycle Network Life Members for their dedication and help.

Phil Bezemer
Grant Whiteside
Alan Leenaerts
Neil Warren
Roger Lancaster
Renata Lewis



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Finance

Organisation Development

Money keeps Bicycle Network's wheels turning, allowing us to invest in getting more Australians riding a bike and getting physically active. Our finance team worked hard in 2014 to keep us powered up and moving forward.

Our surplus was left looking very healthy after Bicycle Network was refunded payroll tax by the Australian Taxation Office. The refund followed a decision that Bicycle Network is exempt from the tax as we are a charitable institution.

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

Summary of Surplus or Deficit and Other Comprehensive Income for the year ended 30 June 2014

	2014	2013
	\$ million	\$ million
Operating revenue	13.92	12.59
Investment revenue	1.22	0.18
Total Revenue	15.14	12.77
Expenses	13.11	13.34
Surplus/ (Deficit) for the year	2.03	(0.57)
Other comprehensive income		
Net gain/(loss) on revaluation of financial assets	0.23	0.33
Comprehensive Surplus/(Deficit) for the year	2.26	(0.24)

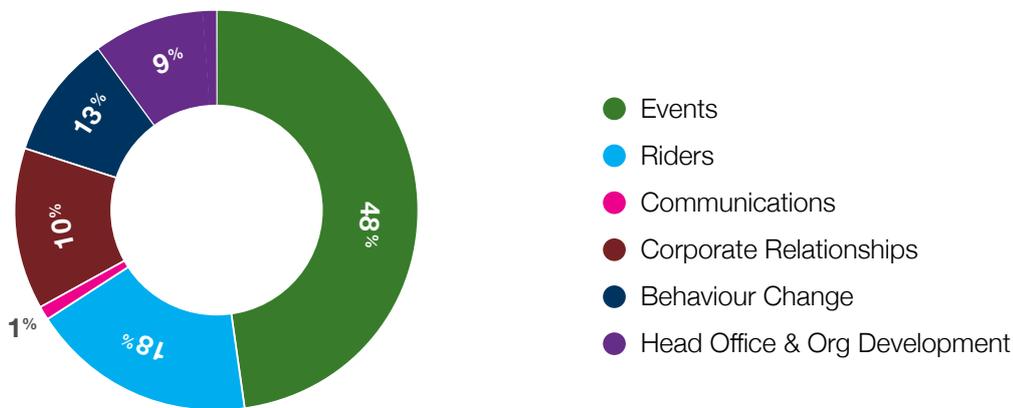
Summary Balance Sheet as at 30 June 2014

	2014	2013
	\$ million	\$ million
Current Assets	4.67	3.68
Non-current assets	4.47	4.31
Total Assets	9.14	7.99
Current Liabilities	4.50	5.50
Non-current liabilities	1.18	1.29
Total Liabilities	5.68	6.79
Net assets	3.46	1.20
Member's Equity	3.46	1.20

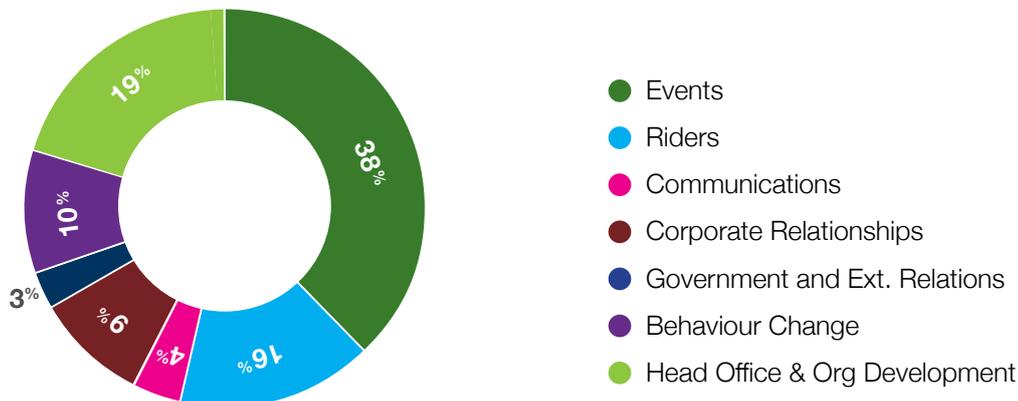
Summary Statement of Cash Flows
for year ended 30 June 2014

	2014	2013
	\$ million	\$ million
Net cash used in operating activities	1.67	0.62
Net cash used in investing activities	(0.37)	0.18
Net increase in cash and cash equivalents	1.30	0.80
Cash and cash equivalents at beginning of financial year	2.63	1.83
Cash and cash equivalents at end of the financial year	3.93	2.63

Revenue by Source



Expenditure by Source





more people cycling more often