

2015 ANNUAL REVIEW

more people cycling more often



BICYCLE
NETWORK®



President's and Chief Executive Officer's message



Jeremy Brand, President

Craig Richards, CEO

In 2015, Bicycle Network grew to over 50,000 members. It's a significant milestone to have such a large number of Australians sharing a vision for a better country.

On behalf of our members we're striving to make it easier for everyone to ride a bike every day, regardless of age, gender or ability. The good news is that most people in government know that bikes make sense from a health, congestion and environmental perspective.

The bad news is our elected officials are still worried about public perception. So we're striving to convince them that voters want bikes. Sure the odd shock jock may take a swing, but we know that overall Australians want a nation of bike riders. As we surge beyond 50,000 members we'll be

even better equipped to show the polities that Australians want to ride!

Events represent half of Bicycle Network's revenue and there's no doubt the mass bike riding event space is changing. Riders are demanding different challenges and every second week a new event springs up.

We know one thing riders want is climbing. So in 2015 we extended Peaks Challenge from Falls Creek to Cradle Mountain and the Gold Coast hinterland. We're pleased to report that the rider feedback scores on these events were exceptional. The riders loved the challenge of the leg busting climbs. Most pleasingly they also loved the way our exceptional team made them feel so special.

2015 was also the year we took a stand and made a public

commitment to get more women riding through our new The Ascent program. The program took a new approach, with skills sessions, training rides and an event set to take place in 2016. We're recognising and celebrating the unique challenges women face when participating in bike riding.

We're both constantly in awe of the dedication, brilliance and can do attitude of everyone involved with Bicycle Network. When we ask, 'what's the best thing about Bicycle Network?' the overwhelming answer is, 'The people.' It really does feel like a family where people help one another without question.

With such great people we know that Bicycle Network will keep getting stronger as we continue to get closer to making our dream of a nation of bike riders come true.

Board members 2015-16

Jeremy Brand (President)

David Smith
(Vice President)

Janice Simpson

Jo Curtin

Zena Burgess

Geoff Shomburgk

Kerry Gill

Peter Thurling



Improving the bike riding environment

Planning, policy and infrastructure

In 2015 Bicycle Network continued to work with governments and external stakeholders across Australia to facilitate better bike riding conditions. For the Senate Inquiry into Aspects of Road Safety in Australia, Bicycle Network made a submission and attended to represent our case and answer examination by the Inquiry. Key arguments were for a dedicated national bike infrastructure fund, and for mainstreaming of federal government funding, meaning that bike facilities are included as an aspect of all major projects or transport investments as a condition of state and local governments receiving any federal funding.

Both major political parties at the federal level improved their positions in terms of developing bike riding. The Turnbull Government established a new Ministry for Cities and the built Environment, making city transport a priority of which bikes can play a significant part. Federal Labor, for the first time ever, included in their policy framework, the National Platform, specific mention of actions to facilitate bike riding.

To track progress, Bicycle Network launched the national Bike Account, a website that measures the progress of governments, cities and other authorities and presents this information to so anybody can review and assess their success in delivering on the objectives of the various bicycle programs.

New South Wales

Bicycle Network activity and influence in NSW continues to grow rapidly. The Vote Bike 2015 NSW State Election Campaign created leverage to get NSW politicians talking about bike riding. Major infrastructure announcements included the Cronulla to Sutherland Active Transport Link and the Riverina Highlands Rail Trail. Major infrastructure completed included the Kent Street, Liverpool and Castlereagh Street South Cycleways. The first Bike Futures Conference in Parramatta was another tool to stimulate and facilitate development of bike riding in this challenging state.

Tasmania

Great progress has been made for bike riding in Tasmania, with multi-faceted support from state and local governments. Bicycle Network took the opportunity to represent to the Tasmanian Parliament's Joint Select Committee on Preventative Health and argued that investment in increasing active travel such as bike riding is the most efficient way the Tasmanian government can achieve its goal to be the healthiest state in Australia by 2025.

Our first professional state budget submission was delivered to government and early wins included an extra \$5 million for bike infrastructure and financial support

for Bike Futures Tasmania, which delivered the Bike Futures Cycle Tourism Conference in Launceston. Another major coup was securing state-wide funding for a Tasmanian Ride2School program.

Major infrastructure announcements included the Hobart Rivulet Track upgrade, Bonnet Hill and Stage 3 of the Sandy Bay Walking and Cycling Project. Major infrastructure completed included the extension of InterCity cycleway at southern and northern ends, Stage 2 of the Sandy Bay Walking and Cycling Project, the levee bank shared pathways in Launceston and the North East rail trail into Scottsdale.

A breakthrough campaign, 'Green for Tassie', won riders a swift and significant improvement of traffic light configuration on a busy commuting thoroughfare in central Hobart. Bicycle Network was also instrumental in the rollout of the draft Tasmania state bike tourism strategy and in installation of signage across Tasmania warning drivers of passing distances.

Victoria

In Victoria, Bicycle Network celebrated three significant items of funding from the state government, ongoing support of the Ride2School program, commitment to a \$100m Safer Cyclists and Pedestrian Fund, and the allocation of \$3.3m for Active Transport Victoria.

Prior to the drafting of local government budgets, Bicycle Network activated the members to write to their council to argue for expenditure on bikes.

Major infrastructure announcements included the St Kilda Road Feasibility study, Level Crossing projects associated enhancements, Melbourne Metro Rail associated enhancements, St Georges Road pipe replacement and the Dingley bypass trail. Major infrastructure completed included the William Street Separation, Wellington Street South protected bike lanes, Bay Trail Webb Dock link, the Drouin to Warragul Two Towns Trail, O'Keefe Rail Trail extension to Heathcote and the Great Southern Rail Trail extensions.

Taking to the streets for a very visible campaign, the determined team created a breakthrough on St Kilda Road separated lanes following the #Spacetoride on-site activations and media. The campaign is on-going but has a lease of life from the popular support garnered.

Bike Parking Experts

2015 saw turnover of nearly 3,000 bike racks sold and installed to Australian Standards, with nearly 25% sold outside Victoria. Again the construction industry dominated sales with workplaces as a close second. We also saw the introduction of several inner-city residential properties offering more bike parking than car parking to its residents.

End-of-trip facilities also became a key factor in attracting tenants, with many properties achieving a Green Star rating. Once upon a time, bike racks were located deep within the bowels of office buildings with very limited facilities, let alone showers and lockers. This has changed considerably over the past few years and tenants are demanding better cycling facilities

within buildings.

For the team, 2015 was a time of bedding down of new staff and several changes were made to improve the processes and the efficiency of how we do business.

Super Tuesday bike count

2015 saw the ninth annual Super Tuesday, Australia's largest visual bike count. Completed in two stages—3 March in southern areas and 1 September in northern areas—62 councils across Australia took part, with 1177 sites counted along major commuter routes.

Super Tuesday provides participating councils with an annual benchmark of bicycle commuting, enabling them plan for real and projected capacity in their bike-riding network. This

year riders were counted in fifteen minute time intervals for greater accuracy and subtlety in planning for the needs of riding traffic.

We continued in 2015 to record male and female usage. We know that higher female usage indicates that a riding route has a lower perceived risk and is a more attractive facility for a wider variety of riders. This year's count saw an average 24% female bicycle commuters across all count sites, with a peak of 46% female riders on Melbourne's Capital City Trail

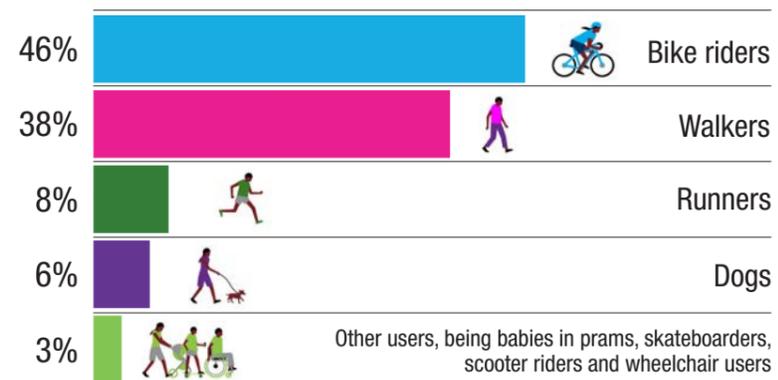
at Canning Street. This is a good example of the importance of providing good infrastructure because the parallel Park Street attracts only 27% female riders.

Overall Super Tuesday 2015, using combined data from March and September counts, found 3% growth compared to the same 833 sites counted in 2014. There were an average of 137 trips per hour and a total of 161,084 trips was counted during the two-hour survey.

Super Sunday path-user count

The Super Sunday recreation count celebrated its sixth year in Victoria in 2015 and its third year interstate. Super Sunday aims to measure how many and what types of people use paths and trails, and to determine where they travel to and from. Thirty councils participated across Australia, with counting taking place at 208 major intersections.

The 2015 count found 20% growth compared to the same 180 sites counted in 2014. There were an average of 125 trips per hour with a total of 103,165 trips was counted during 4 hour-survey. Overall the user breakdown was:



Volunteers from community groups and schools came on board to help with counts. Volunteer counters receive a donation from Bicycle Network towards their group or school.



Bike Futures conferences

In 2015 Bike Futures ran three, three-day conferences in three states that attracted 255 delegates from across councils, consultancies, local BUGs and academia. Our aim is to build support and capacity for building bike riding amongst government and communities by presenting case studies and practical lessons.

NSW

Sydney 11–13th August hosted by the City of Parramatta

Connecting Australia's Next Great Cities with Gabe Klein, ex Director of Transport for Chicago and Washington DC.

Victoria

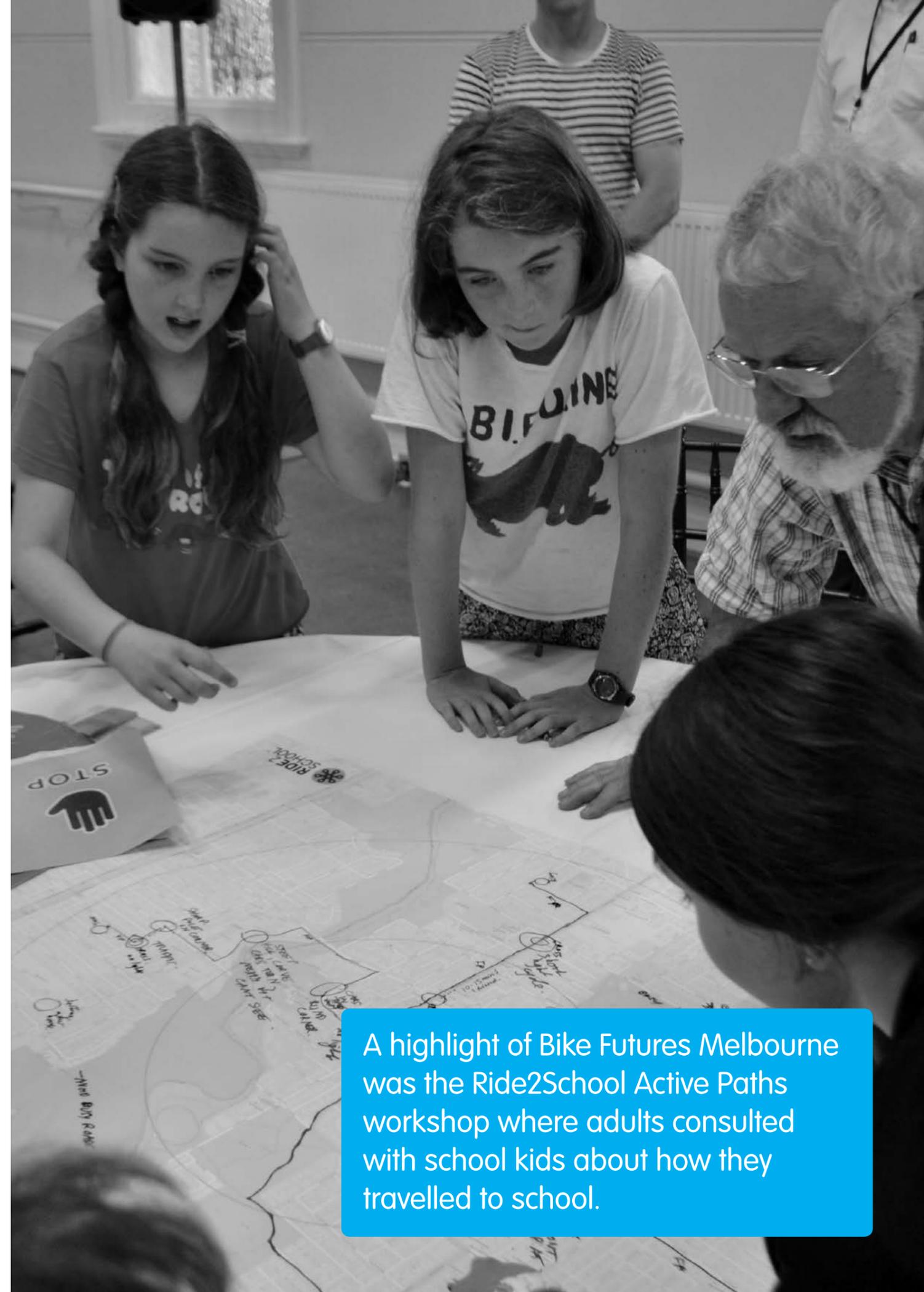
Melbourne 19–21st October at Abbotsford Convent

Building support for riding in difficult conditions with Kyle Wagenschutz, Bike and Pedestrian Coordinator for the City of Memphis and Dougal List, New Zealand National Cycling Manager.

Tasmania

Launceston 11–13th November at Launceston Town Hall

Cycle Tourism – Jobs, economic diversity and community with Evan Freshwater, Manager of the New Zealand Cycle Trail Inc and Clayton Neil, North-east Victoria Tourism.



A highlight of Bike Futures Melbourne was the Ride2School Active Paths workshop where adults consulted with school kids about how they travelled to school.

Behaviour change programs

Measuring success across Bicycle Network's behaviour change programs is always a cause for celebration across the Behaviour Change team. The data speaks for itself—the number of people positively impacting their health, as a result of being involved in our programs is incredible and inspiring.

In all, 67,917 students across Australia were recorded as regularly riding, walking, skating or scooting to school via HandsUp! in our Ride2School program. Our Parkiteer cages enabled 172,000 rides across Victoria. Registrations for Ride2Work Day in October 2015 came in at 59,198 riders.

These numbers represent the groundswell of people across Australia eager to change their

behaviour and live a healthier lifestyle that comes with regular bike riding. Individuals, workplaces, and organisations continue to look for supportive, inclusive programs that offer the tools and advice to make the desired behaviour easier.

In addition to the growth in individuals, more governments are recognising the value in supporting behaviour change programs in their local areas. In Victoria the Ride2School Program was renewed for five years, and 10 additional Parkiteer cages were built. In Tasmania a Ride2School pilot program was funded by state government, and in NSW seven councils funded Ride2School initiatives in their respective municipalities.



2015 was the year Ride2School exploded from a predominately Victorian based program into Tasmania and NSW.



Ride2School

2015 was the year Ride2School exploded from a predominately Victorian based program into Tasmania and NSW. In Tasmania, the Department of State Growth funded a one-year Ride2School program. In NSW, we secured enough financial commitment and forecast commitment from local governments across the state to be able to base a fulltime coordinator for NSW in our Sydney office.

To date in NSW, we have secured financial commitments from the GreenWay, an accumulation of the four inner Sydney councils of Leichhardt, Marrickville, Ashfield and Canterbury, and delivered an ActiveStudy to schools along the GreenWay route. In addition, we have secured funding from the councils of Lane Cove, Wagga Wagga, twice from North Sydney (for an ActiveStudy and an ActivePaths/Maps), from Orange, which received RMS funding and they have further committed council funds to have Ride2School implemented into their local community, and the Anglican Church, from their schools budget.

Prior to the Tasmanian state government providing confirmation of funding, we undertook a pilot project in partnership with RACT to implement our ActivePaths and ActiveMaps tool at Strahan Primary School. This project formed part of the Targa Tasmania community day and was an overwhelming success, both from a school and community participation perspective, and almost twelve months on from the project, the school undertake a 'Walking Wheeling Wednesday' celebration each week.

In Victoria, the government reaffirmed its commitment to the Ride2School program, by confirming funding for a further four years to 30 June 2019. This includes funding to begin building a program to engage secondary

schools and drive up levels of active participation by teenage students.

Our ActivePaths tool continues to grow rapidly in popularity, particularly with councils in Victoria. In term four of 2015 we implemented ActivePaths to 11 schools, with the Minister for Sport the Hon. John Eren attending one of the launches in Melbourne's West.

Across the 2015 calendar year, the Ride2School team again visited close to 300 unique schools, which has been maintained from the previous year. This includes visits for workshops for our ActivePath and ActiveMap tools, National Ride2School Day, RACV Great Victorian Bike Ride and visits beginning to occur in Tasmania and NSW as the program expands.



Ride2Work

Throughout 2015 the Ride2Work team continued to work with organisations to educate, empower and encourage their staff to ride to work. This involved presentations, activations, exhibitions and inductions at more than 30 workplaces in Victoria and New South Wales. Workplace engagements varied across a broad range of industries including private corporations, state and local government bodies, tertiary education institutions and health providers.

In March the annual Ride2Work Follow-Up Survey was distributed with over 5,000 responses. The results again demonstrated the ability of Ride2Work Day to influence behavior change with 61% of non-riders or infrequent riders in 2014 were riding to work frequently (every week) in March 2015.

The Ride2Work team's Active Travel Study for the Alfred Hospital was finalised and presented to the hospital early in the year. Based on recommendations of the study the hospital replaced 19 car parking

spaces with over 300 new bike parking rails, in collaboration with the Bike Parking Experts. The Hospital also retrofitted additional space with new lockers, change-rooms and showers to create industry leading end-of-trip facilities.

National Ride2Work Day was held on Wednesday the 14 October and was the biggest yet with approximately 180,000 participants getting on their bikes to pedal to work. This would not have been possible without the support of over 2,000 workplace coordinators Australia-wide. More than 70 registered free breakfasts were held for the public across every state and territory across Australia.



Parkiteer

Continued growth in the number of people riding to the train station saw some great outcomes for Parkiteer in 2015. Almost 2,000 new riders joined in Victoria, taking the total membership of the program to over 10,000. The year saw 172,000 individual uses of the Parkiteer cages, 22,000 more than the previous.

The program finished up the year with 85 cages in the network, with 10 new cages added to train

stations in 2015. The program is rapidly expanding with new cages to be installed at stations receiving level-crossing removals and upgrades. The program expects to reach 100 cages by June 2017.

Supporting bike riders

Rider Services

The Rider Services team are a wealth of knowledge at Bicycle Network and assist riders on the phone, online and on event, helping them with all they need to make it easier to ride. Rider Services continued their professional approach with user-friendly phone manner, responding to web messages within three days and attempting to solve enquiries with only one point of contact.

Key highlights included:

- a fresh approach to customer service on events with a new knowledge sharing system
- the introduction of a new dedicated outbound call to provide better customer service
- new technology to help streamline current process

Each week, the rider services team connected with riders and members through an average of 423 phone calls and 222 website messages.

Membership

What a year for Bicycle Network and our membership program; in October we reached a milestone of 50,000 members. Our members are integral to what we do as an organisation and their continued support helps make it easier for Australians to ride. 2015 saw the second Annual Member Drive which was successful in welcoming thousands of new members to the Bicycle Network community.

We saw continued growth in NSW and Tasmania after our first full year with a presence in these states. A Bicycle Network jersey was designed and introduced with positive feedback and it is great to see members wearing them with pride out on the road.

In 2015 we continued to offer our members great benefits, including comprehensive bike rider insurance, information and deals.



Bike riding events

2015 was a massive year for Bicycle Network's Events Team, with a number of new events rolling into reality and continued success with established favourites

including Around the Bay and the RACV Great Victorian Bike Ride.

Peaks Challenge expanded into a three-pronged series, with new events launching on the Gold

Coast and in northern Tasmania.

We also put on the first edition of Ride the Night, and launched Tour de Depot, a series of community events in regional centres.



Peaks Challenge series

The success of the event formerly known as '3 Peaks Challenge' led to the creation of a series. It was vital for these new events to be worthy of the Peaks Challenge legend, with the metrics of 235km ride distance and over 4,000 metres of climbing, within a 12-13 hour deadline, established as the benchmark for the series.

57 participants were awarded the Peaks Elite jersey at the end of Peaks Challenge Cradle Mountain, having ridden all three Peaks events in 2015.

8th March 2015 – Peaks Challenge Falls Creek

Peaks Challenge Falls Creek furthered its legendary reputation as one of the toughest one-day rides in Australia, with perfect weather conditions making for a spectacular day in the saddle. The event sold out its 2,100 entries within four days; 1,700 more signed up to a waitlist in the hope of securing an entry.

- 1,895 started the event, with a 93% completion rate
- Net Promoter Score of 74, with 66% giving it a 10

8th August 2015 – Peaks Challenge Gold Coast

The second event in the Peaks Challenge series took us up to the Gold Coast, where the event was held in partnership with Bicycle Queensland. The route and climate

was quite different to that of the original Peaks Challenge, with a succession of short, tough climbs through the beautiful Gold Coast hinterland.

- 1,152 riders for the first event, with a 93% completion rate
- 43% were between 41 and 50 years of age, and 91% were male
- Slightly over 50% of participants from Queensland
- Net Promoter Score of 66

1st November 2015 – Peaks Challenge Cradle Mountain

The third and final instalment in the Peaks Challenge series for 2015 took riders from Devonport into the scenic heart of Tasmania. Severe fog and light drizzle cleared for sunshine on the approach to the event's namesake. Unprecedented access to Cradle Mountain was secured, with a rest stop at Dove Lake offering riders a chance to take in their stunning surrounds. Riders loved the support from the Team Bicycle Network volunteer wave leaders, the scenery and the personal service from the whole Bicycle Network team.

- 696 tickets sold, 552 starters
- Net Promoter Score of 73
- 83% riders came from outside Tasmania
- 50% stayed in Tasmania for 3 nights or more





Around the Bay

11 October 2015

6 distances between 20km – 250km

Melbourne

Bicycle Network's iconic Around the Bay was run in beautiful conditions, with more than 10,000 riders taking part. The event raised almost \$1 million for the event's charity partner The Smith Family, and the Go Bike Expo attracted thousands of visitors over the weekend. The rider experience on the day was outstanding, with improvements to rest stops and

the start/finish site making for a great day in the saddle.

- 10,652 registered riders
- 56.61% new rider / 43.39% past participant
- Record-breaking Net Promoter Score of 65 (highest ever for this event, and 10 points up on 2014).



RACV Great Victorian Bike Ride

For the 2015 RACV Great Victorian Bike Ride, we went from Ballarat to Bendigo to 'rediscover the goldfields'. It was a mixed-bag weather-wise, with strong winds, high temperatures and a decent storm halfway through, but the towns along the way turned on a warm welcome and the riders had a positive experience. The final night party, with cover band 80s ENUFF and a standing ovation for our volunteers, capped off a memorable 'week in another world'.

- 3,142 riders as we went back to 'rediscover the goldfields' from Ballarat to Bendigo.
- Mixed bag of weather – strong winds, high temperatures and a good storm mid-way through
- NPS of 45 – riders loved the increase in communications and personal service





Tour de Depot

Tour de Depot was a new event series run by Bicycle Network for Powercor, which was a first for Bicycle Network in that there was a race component – a time trial – as well as an emphasis on family-friendly fun. There were three events held in regional Victorian centres, each raising funds for a different local charity.

Tour de Depot - Warrnambool March 15 2015

The inaugural Tour de Depot was held on a beautiful sunny day (with a bit of Warrnambool's trademark wind thrown in for good measure). Riders had a strong link to charity Warrnambool Food Share, with 55% nominating the worthy cause as their biggest motivation to participate.

Tour de Depot – Mildura 19 April 2015

With learnings from Warrnambool under our belt, the Events Team headed to Mildura. Mild weather and a great atmosphere contributed to the high Net Promoter Score of 57, with the Lucas Foundation as the charity partner.

Tour de Depot – Shepparton Sunday 3rd May

The final event of the Tour de Depot series was held in Shepparton. This was the best attended of the series, with 41 riders in the timed event and 266 entering the community ride. The ride again scored highly with participants, with a Net Promoter Score of 67.



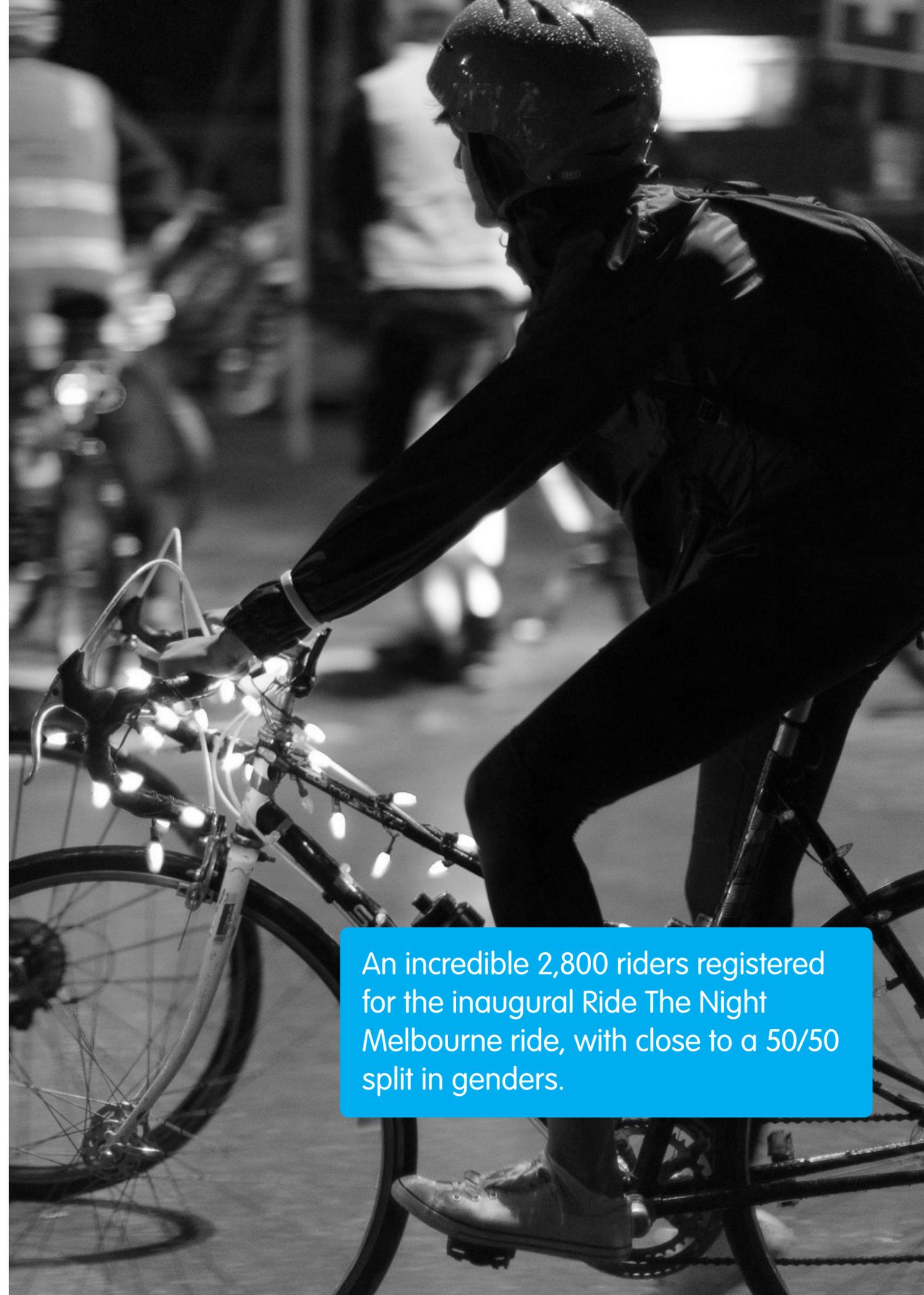
Ride the Night Melbourne 2015

Our first foray into the Melbourne night with partners YSAS provided mixed results, with Melbourne weather dampening rider's spirits on the 65km route through the city's heart. A late route change in the final month also presented a challenge for event organisers.

Nonetheless, despite original forecasting predicting 500

riders, demand far exceeded expectations. An incredible 2,800 riders registered for the inaugural ride, with close to a 50/50 split in genders.

- 2,800 riders registered
- \$120,000 in donations received
- NPS 5



An incredible 2,800 riders registered for the inaugural Ride The Night Melbourne ride, with close to a 50/50 split in genders.

Key spokesperson on bike and physical activity issues

The growth of bike riding across Australia helped sustain strong media coverage throughout 2015. With Bicycle Network driving the bike riding agenda and making headlines nationally, our audience across all our communications channels grew exponentially,

exposing even more people to Bicycle Network's advocacy, events and programs.

Stats at a glance:

- More than five million people visited the Bicycle Network website in 2015

- Social media channels grew by more than 21% with Facebook our most popular platform

- Our In the Loop email remained our most popular eDM, maintaining strong open and click-through rates well above industry standards.

Ride On

2015 was a big year for Australia's most-widely read bike magazine, *Ride On*.

- We saw a growth in readership to some 73,000 readers, and our presence at newsagents nationally increased with a change in distribution to Fairfax.
- We rode and reviewed dozens of bikes and accessories, further increasing the amount of product testing that we are renowned for.
- We had wheels on the ground for stories across the country, writing reports on everything from West Australian rail trails to Taiwanese mountain climbs.
- We furthered our proud tradition of issues-based journalism, with features investigating investment in liveability, crash causes and strict liability for bike riders.
- Hundreds of thousands of readers not just across Australia, but around the world, accessed the Ride On website, with our most viewed content including our popular annual lights test article, comparative road bike reviews and comparative tests from previous years.



The Bicycle Network family

People and Culture:

Without the help of thousands of amazing volunteers, Bicycle Network simply could not exist. Working away quietly behind the scenes, on our events, in the office or at our workshop, our volunteers make everything we do possible. There are innumerable stories of what volunteers have done for us this year, but the stats give an overview of the vast scale of their contribution.

In 2015, 1220 volunteers helped us run Around the Bay, the RACV Great Vic Bike Ride, Ride the Night, the Tour de Depot series and the Peaks Challenge series across three states.

At our workshop in Sunshine, there were regular contributions from around 15 volunteers, working year-round to ensure that all events infrastructure was in perfect shape.

Bicycle Network conducts three annual bike counts—Super Tuesday, Super Sunday and Super Tuesday Tropical—which provide a vital tool for lobbying councils across the country for increased expenditure on bike infrastructure. In 2015, 1446 volunteers helped conduct these bike counts.

The Happiness Cycle program was made all the more successful thanks to the contribution of 69 volunteers.

In 2015, there were 16 interns working at Bicycle Network, enriching many teams within the organisation with their presence.

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

In summary –

Volunteers at Bicycle Network in 2014 contributed the equivalent of:

6300
days

50,400
hours

\$1.36 million
in wages saved.

We couldn't do what we do without them, and are more grateful than we can say.





BICYCLE
NETWORK

Ride
Registration
Entry

BIKE
CHECK
←

Finance

More people riding more often requires resources and in 2015 the Finance team continued to work hard to improve systems and controls around finance. Another surplus was achieved contributing to the maintenance and operations of the organisation.

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

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

Summary of Surplus or Deficit and Other Comprehensive Income for the year ended 30 June 2015

	2015	2014
	\$ million	\$ million
Operating revenue	13.43	13.92
Investment revenue	0.34	1.22
Total Revenue	13.77	15.14
Expenses	13.77	13.11
Surplus/ (Deficit) for the year	0.01	2.03
Other comprehensive income		
Net gain/(loss) on revaluation of financial assets	(0.03)	0.23
Comprehensive Surplus/(Deficit) for the year	(0.02)	2.26

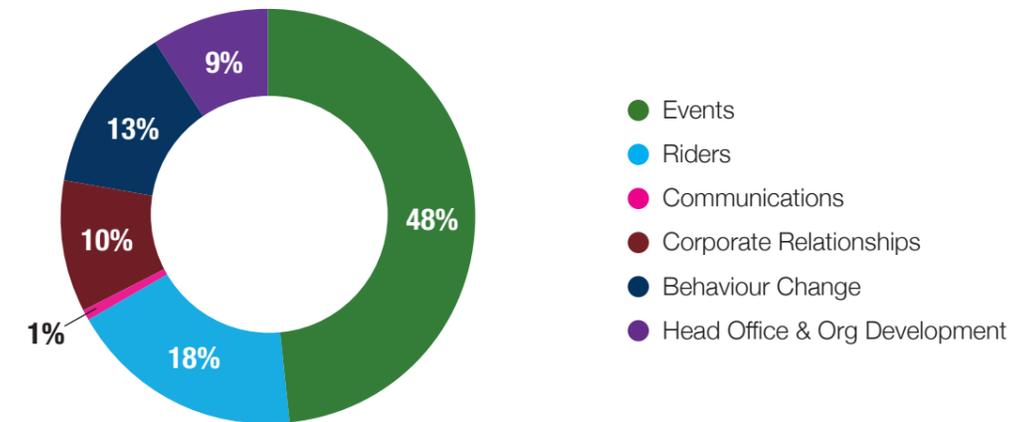
Summary Balance Sheet as at 30 June 2015

	2015	2014
	\$ million	\$ million
Current Assets	5.45	4.67
Non-current assets	4.08	4.47
Total Assets	9.53	9.14
Current Liabilities	5.06	4.50
Non-current liabilities	1.04	1.18
Total Liabilities	6.10	5.68
Net assets	3.44	3.46
Member's Equity	3.44	3.46

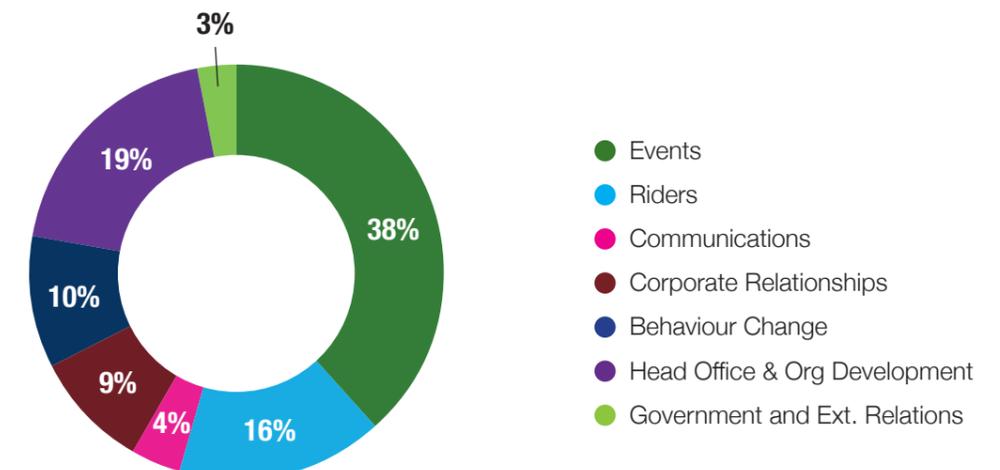
Summary Statement of Cash Flows for year ended 30 June 2015

	2015	2014
	\$ million	\$ million
Net cash used in operating activities	1.01	1.67
Net cash used in investing activities	(0.19)	(0.37)
Net increase in cash and cash equivalents	0.82	1.30
Cash and cash equivalents at beginning of financial year	3.93	2.63
Cash and cash equivalents at end of the financial year	4.75	3.93

Revenue by Source



Expenditure by Source







more people cycling more often