

2016 ANNUAL REVIEW

more people cycling more often



**BICYCLE
NETWORK®**



President's and Chief Executive Officer's message

Looking back on 2016

With more than 50,000 members supporting us, 2016 saw us continue to make bike riding easier for everyone and make progress towards a nation of happy and healthy bike riders.

As Australia's biggest bike riding organisation, our priority will always be what's best for all people who ride bikes, regardless of age, ability or gender. We also know that millions more people would ride if the conditions were right and that's why we continue to push all levels of government to improve conditions for all bike riders.

In the political sphere, 2016 was like a game of snakes and ladders. We put bikes on the political agenda through our VoteBike Federal and local election campaigns, meeting with key decision-makers from across the political spectrum. Members joined the fight to see more than promises from our polities, but the action and concrete commitments were not enough to be transformative.

No doubt there's consensus from politicians about the health, congestion and environmental benefits of more people riding bikes, but

our elected officials put bikes in a corner while they chase hot button political issues. The great challenge is changing the frustrating, prevailing view that lane widening and freeways are the solution.

Where governments failed to commit, we took a stand to fight for the rights of bike riders and ensured that our behaviour change programs were top of mind. We fought hard to squash mandatory ID for riders in NSW, joined the campaign for minimum distance passing laws in Victoria, saw Ride2School refunded in Tasmania and called for the overhaul of licensing schemes to stop repeat driving offenders from putting lives at risk. Together with our members, friends and partners, we know that our voice is stronger.

We grew our political weight and voice through our continued expansion in NSW and TAS along with the ongoing success of our behaviour change programs and a merger with Bicycle NT. With NT having the highest proportion of bike riders in Australia, it's a great opportunity to both learn and contribute in an amazing part of Australia.

Our events expanded too, as we visited new places and connected with riders across Australia. They're much more than an important source of revenue: our events are a way to get people comfortable with riding and connect people who share a love of bike riding.

Our new women-only program, The Ascent, was a highlight, kicking off with the history-making ride. Our team will tell you that not only was the day unforgettable, the finish line was one of the most emotional that we've been a part of as we came together to celebrate women's riding.

It's all these moments – the firsts, the challenges, the wins and the fun – that make every day at Bicycle Network worthwhile. We know that change doesn't come easy, but with our incredibly loyal and passionate members and friends alongside us, we won't stop until we turn our dream of a nation of bike riders into a reality.

— Craig Richards (CEO)

— David Smith (President)

Board members in 2016

Bicycle Network Board members commence their voluntary positions at the Annual General Meeting in October and serve a three-year term. In 2016 we bade farewell to three Board members and we thank them for their service.

David Smith (President)

Zena Burgess (Vice President)

Jo Curtin

Kerry Gill

Peter Thurling

Keir Patterson

Jeremy Brand (outgoing President, retired in 2016)

Janice Simpson (retired in 2016)

Geoff Shombergk (retired in 2016)



Improving the bike riding environment

Planning, policy and infrastructure

As an organisation with offices in four states and territories now, Bicycle Network's national influence is growing.

In 2016, our key national activity was a campaign in the lead up to the federal election, Vote Bike, calling on major parties to commit to three key actions:

1. Fund bike infrastructure nationally with a \$240million

annual fund;

2. Provide for bike infrastructure with all transport projects;

3. Fund a national preventative-health program targeting physical inactivity, especially in young people.

As part of our campaign we released a national policy document and met

or corresponded with infrastructure-portfolio holders from the Liberal, Labor, National and Greens parties and the Nick Xenophon Group.

We also enabled members and supporters to pressure their local candidates with an online letter-writing action, targeted local media and social media campaigns.

Victoria in 2016

There were mixed results for people who ride bikes in Victoria in 2016. While construction works on some key projects commenced or were completed, the state government and many councils did not make enough progress on creating better conditions to encourage more people to ride.

Bicycle Network has ramped up campaigning to put pressure on governments and agencies to deliver on critical projects and promises.

We can celebrate:

St Georges Road path

Work began to upgrade the St Georges Road path, a major cycling arterial through the northern suburbs of Melbourne.

Scotchmans Creek Trail

The Scotchmans Creek Trail in Mount Waverley, Melbourne,

was upgraded.

Castlemaine to Maldon Trail

Construction commenced on a 17km trail between Maldon and Castlemaine.

Rushall Reserve link

Melbourne municipality, City of Yarra, approved a much-needed connection in Rushall Reserve.

Greening the Pipeline

Works began on the Greening the Pipeline project, which aims to revitalise the entire 27km Main Outfall Sewer reserve, from Millers Road in Brooklyn, Melbourne, to the Western Treatment Plant in Werribee (follow our coverage of developments bit.ly/2lu9bfk);

Disappointingly, though we campaigned hard for separated lanes on Melbourne's St Kilda Road, the state government has not committed to a solution.

Follow our campaign bit.ly/2m9eGO6.

More promisingly, the next few years will deliver many planned projects associated with Level Crossing Removals, the Western Distributor, Outer Suburban Arterial Roads and the Melbourne Metro Project. These gains are a result of the "mainstreaming" process in Victoria, achieved through many years of pressure from Bicycle Network, which ensures bikes are considered in with any major infrastructure project.

In addition, a number of key strategic-planning documents highlighted the importance of bikes. Victoria's 30-year infrastructure strategy and the Resilient Melbourne Strategy both identified investment in strategic cycling corridors as key to future planning needs of the city.

On the policy front, a Victorian government inquiry report supported the introduction of minimum passing distance legislation to ensure cars pass people riding bikes at safe distances. The government has until mid-March of 2017 to respond.

Bicycle Network also launched a campaign to overhaul licensing laws to stop repeat and unrepentant driving offenders from getting behind the wheel and jeopardising the lives of

others. The campaign was triggered when Melbourne woman Stephanie Maher was sentenced to 11 years in jail for a crash that killed bike rider Julian Paul. Despite a record of more than 30 driving offences, Ms Maher was able to regain her licence and keep driving. The campaign is on-going, follow the progress here bit.ly/2cX4VNu.

Bicycle Network also ensured people who ride bikes had a strong voice in the Victorian local government elections.

In our Victoria-wide survey of more than 1,000 Bicycle Network members and supporters, over 80% said that a commitment to advocate to increase budget allocation for bicycle infrastructure would influence 'a lot' their decision to vote for a local candidate. Local candidates were provided results for their municipalities and we reported back their commitment to members so they could vote for bike-friendly candidates.

NSW in 2016

In 2016 the NSW State government planned to introduce compulsory identification for bike riders after introducing increased penalties. With the bike community, our relentless campaigning over 12 months overturned this ruling in December 2016.

At a state level, we continued to build relationships with Transport for NSW and Roads and Maritime Services, through active travel workshops and cycle network planning. Our 2016-17 budget submission was the first of its kind for Bicycle Network in NSW and started the conversation with key government stakeholders.

Locally, our Vote Bike campaign continued across four targeted

local council elections, with Clover Moore increasing her popularity for another four-year term as mayor of Sydney. We partnered with nine councils to promote bike riding activity during NSW bike week in September including exploring funding opportunities for Ride2School.

Bicycle Network joined the advisory committee for the Greater Sydney Commission, Sydney Airport, Parramatta Council, Lane Cove, North Sydney Council, Orange and Campbelltown Council transport plans. This along with the countless submissions on proposed design to improve riding conditions.

Bike Futures partnered with

the University of NSW to present how bike riding has an important role to play in shaping our built and livable environments. Over 100 delegates attended from state government bodies, local council and members of the bicycle community.

A government reshuffle and ongoing council amalgamations provides an opportunity for the state government to refresh their reputation by resetting their agenda on bikes in 2017 to be more inclusive. Bicycle Network will continue to grow its presence in these areas to ensure that bikes become part of everyday life.

Tasmania in 2016

In 2016, Bicycle Network made submissions to the Tasmanian state budget and to the Healthy Tasmania Five-Year Plan. Importantly, our influence in the state has increased due to deeper involvement in state and local government agencies.

Our membership of the Department of State Growth working group on cycle infrastructure gave us direct access to road infrastructure planners and designers, the work being done by the department in tackling the vital upgrading of the West Tamar Highway in northern Tasmania, and the plans to improve rider and pedestrian paths on the

Tasman Bridge in Hobart.

Bicycle Network has also taken a leading role in getting the Cradle Coast Authority to make the North-West Coastal pathway a high-priority regional project. Additionally, we have gained membership of the RACT's southern region advisory committee.

Through the year we lobbied the Tasmanian Upper House, the Legislative Council, intensively to legislate to allow the North-East Rail Trail to proceed. This was strongly opposed by heritage rail groups.

In the Hobart region, we convinced the Clarence City Council to re-open community

consultation on the redesign of Clarence Street, a major arterial road and commuter cycling route on Hobart's Eastern Shore. We fought for and won extra funding for Bonnet Hill, one of Tasmania's most popular recreational cycling routes.

Of particular note for the Tasmanian operations for the year was the strong media presence achieved all year by the efforts of the Tasmanian team themselves. The result is a very healthy Bicycle Network presence in the southern island state with excellent engagement with government, media and the local population of current and future members.



Super Tuesday bike count

2016 saw the tenth annual Super Tuesday, Australia's largest visual bike count. Completed over two stages - on 1 March in southern areas and 9 September in northern areas - 62 councils across Australia took part, with 1098 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 2016 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 25% female bicycle commuters across all count sites.

Overall the Super Tuesday North 2016 count saw a 9% increase in ridership across the same sites surveyed in 2015. The Super Tuesday South count recorded a 1% increase compared with 2015.

Super Sunday path-user count

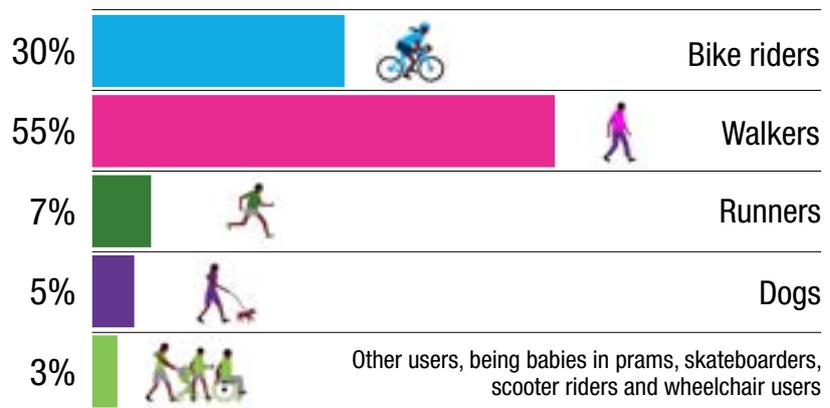
The Super Sunday recreation count celebrated its seventh year in Victoria in 2016 and its fourth year interstate. Super Sunday aims to measure how many and what types of people use paths and trails, and to determine where they travel to and from. Thirty-six councils participated across Australia, with counting taking place at 333 major intersections.

The 2016 count found 38% decline in overall users compared to the same site surveyed in 2015, due largely to very miserable weather on the day. There was an average of 101 trips per hour with a total of 128,650 trips during the four-hour survey. Overall the user breakdown is as shown in the

graph below.

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. This year, the three Super Counts raised \$98,240 for local community charities, sporting clubs and schools.



Bike Futures conferences

In 2016, Bicycle Network held a one-day conference in both Sydney, NSW, and Ulverstone, Tasmania, to bring together planning, health and sustainability professionals to discuss how to get more people riding. A third Melbourne event originally scheduled for August was postponed to February 2017.

The Sydney conference on 7 September was hosted by the University of New South Wales and included presentations on bicycle journey mapping using data collected with the RiderLog application, the Greater Sydney Commission, and minimum passing distance laws, along with workshops on car-dooring and protected intersections.

The Ulverstone conference on 22 September was supported by the Tasmanian government and focused on the opportunity bike tourism and transport offers the North West Coast and included a keynote presentation from Steven Burgess from the MRC agency.



SUPER TUESDAY

New South Wales
Northern Territory
Queensland
South Australia
Victoria
Western Australia

Australia's biggest
1977-2017

Behaviour change programs



Ride2School Program

2016 was another successful and progressive year for Ride2School. The program celebrated its 10th birthday in March with the biggest National Ride2School Day ever, marking a decade of getting Aussie kids active.

We launched a new initiative called Mind.Body.Pedal that specifically targets secondary school girls to empower them to become physically active. This has been delivered at four schools in Victoria as well as a two-day event in Hobart. This initiative went on to be nominated for a VicHealth award.

In addition to this, we have begun development of a bike education platform. The idea is to provide the skills to enable students to be able to ride on the road, extending them from traditional bike education programs that predominately are delivered on basketball or netball courts. This includes the purchase of a pumptrack, which will form the cornerstone of Ride2School's initiative – a fun and rewarding activity for the students to test their progressed or newly developed skills.

Ride2School in NSW has continued to attract investment from local government, with more councils coming on board and wanting Ride2School initiatives delivered into their local communities. North Sydney has once again committed to Ride2School after receiving Active Paths last year, along with Lane Cove, Inner West, Willoughby, the GreenWay and Lake Macquarie.

After a successful one-year pilot of the Ride2School program in Tasmania, the state government remains non-committal on extending funding into recurrent years to enable us to grow, spread the reach of the program and ultimately benefit more schools and students across the state. Despite providing an evaluation that clearly depicts the reach and success the program has had, we remain in the dark about our future in Tasmania.

Ride2School has expanded in the Northern Territory. Nightcliff Primary School received a grant to have Active Paths installed at their primary school. In May, we undertook the workshop to have these delivered,

along with several meetings and presentations with key stakeholders including Territory government staff and politicians and other schools. In December, these were installed at Nightcliff Primary, and such is the success, St Paul's Catholic Primary School have also secured a grant to have Active Paths installed. These are scheduled for implementation in early 2017.

As our most popular and successful initiative, Active Paths continues to go from strength to strength. Across 2016, we implemented and launched Active Paths in 29 schools across Victoria, NSW, Tasmania and the NT. This includes the first Active Paths implemented for a secondary school at St Ignatius College in Lane Cove, Sydney.

Across the 2016 calendar year, the Ride2School team visited close to 300 unique schools, which is a level maintained from the previous year. This includes visits for workshops for our Active Path and Active Map initiatives, National Ride2School Day and the RACV Great Victorian Bike Ride.





Ride2Work Program

Despite some chopping and changing of personnel in a guiding role, the fundamental appeal of this program saw it continue solidly through 2016.

The year started strongly, with a thorough evaluation and a re-focussing on developing a riding culture in large workplaces. This included analysis of barriers and application of some of the tools used so successfully in the Ride2School program.

The year-around program of Ride2Work has its annual celebration and focal point on Ride2Work Day in October.

This day is a chance for people to have a go at riding to work, an opportunity to celebrate a healthy transport and also the key driver for registrations in the Ride2Work program.

Registrations are the main measure of the program and also a powerful tool for influencing government and stakeholders to cater to demand for bike riders' needs. In 2016 registrations of new riders numbered approximately 4,000, which is a third of the average number of new registrations in the previous two years.

Despite a dip in registrations, support for the program from participants remains high. Our post Ride2Work Day survey revealed the most popular motives were 'environment', 'health' and 'community'. Other popular responses were 'freedom', 'good start to the day' and 'saving money'.

When asked why they registered for Ride2Work Day, by far the most common response was 'to make my ride count towards better bicycle facilities' (from a range of optional answers).

To our net promoter question "How likely is it that you would recommend Ride2Work Day to a friend or colleague? (0 = not at all likely, 10 = extremely likely)" around half of our 2,300 respondents gave us a 10. Another 600 gave us 9 or 8. This yields a strong Net Promoter score of 53 per cent.



Parkiteer

2016 saw our Parkiteer membership base steadily increase month on month. Over 2,000 new riders joined in Victoria, taking the total membership of the program to well over 12,000.

2016 saw the busiest ever day in the program with 836 users in one day.

In terms of new cages built, it was a fairly slow year. The team completed seven promotional mornings at new cages throughout the year, and this included a second cage at Watergardens in Melbourne. The program finished up the year with 88 cages in the network.

The Level Crossing Removal Authority (LXRA) worked on a number of projects but unfortunately the Parkiteer cages weren't completed along with the rest of the station and set back opening till 2017. As the LXRA projects

continue to gather momentum a greater number look set to be completed soon and Parkiteer expects to reach 100 cages by July 2017.

A new design for free standing cages was produced using a perforated mesh and was installed at Clifton Hill station. As part of the station upgrades taking place, three cages were in construction with a brand new modern look.

Financially the program made some great headway moving up to 2.2 Full-Time Equivalent staff. This doubles the human resource capacity. This was a financial increase of \$168K per annum.

A new full-time role has enabled the program to get stricter processes and structures in place for all operational matters regarding maintenance, security and reporting.

Supporting bike riders

Membership

2016 saw membership numbers rise and fall. Our membership peaked at a history-making high of 52,000 members in July, but unfortunately fell away to just over 50,000 at the end of the year due to a change in focus on event-ticket sales and team restructure.

Membership also saw us grow our influence nationally, with more than 3,700 new members

joining us from across New South Wales, Queensland, Tasmania, Northern Territory, Western Australia and Victoria.

Throughout the year, we continued to look at ways to evolve our membership benefits, offers and communication, working hard to deliver and show our appreciation to our strong supporter base.

Our members are critical to all

that we do at Bicycle Network and their unwavering support in 2016 was integral to the success of our campaigns, national behaviour-change programs and events, all working towards making it easier for more Australians to ride. Together, with more than 50,000 members behind us, we can turn our vision of 'a nation of bike riders' into a reality.

Rider Services

Our Rider Services team are our resident Bicycle Network experts and are a key touchpoint for the organisation, connecting us to our members, riders and the wider bike riding community.

In 2016, the team continued to deliver their highly-rated,

engaging and personable customer service across phone, email, social media and in-person. Focusing on knowledge sharing, building their expertise and strategies to reduce wait-times, the team fielded a broad range of questions on everything from riders' rights to bike parking, infrastructure

improvements and the best places to ride nationally.

On average, our Rider Services team engaged with 291 phone calls and 189 website inquiries on average per week in 2016. They also regularly hit their targeted three-day response time to online inquiries.

Bike Parking Experts

2016 was another good year for our Bike Parking Experts, with approx. 2,500 bike rails sold and 500 of those bike rails (20%) sold interstate. Again the construction industry dominated sales. However, many Body Corporates employed our services to retro-fit apartment buildings, as they viewed that having adequate bike parking facilities at their properties as being one of the key factors that future tenants consider when considering properties to rent.

We were responsible for installation of bike racks and rails in some major projects including:

- The Alfred Hospital where Bicycle Network designed, supplied and installed bike parking for 338 bikes.
- 90 Collins Street where four car-parking spaces were converted to a state of the art end-of-trip facility. This project featured customised powder-coated framing and wooden slat

walls to make it aesthetically pleasing.

- 62 West Road in Maribyrnong where we have installed bike racks for Stage 1 and 2 end-of-trip facility, with Stage 3 due early in 2018.

2016 was a time to review our warehouse and storage facilities which we consolidated with our Events Team and to invite new, more competitive freight companies to work with us.



Bike riding events

2016 was a massive year for Bicycle Network's events team, putting on more events in than any year previously. Our events are an important source of revenue but also a way of tangibly connecting with our members and friends,

and sharing in a love of bike riding. For 2016, we held events in five states (South Australia, New South Wales, Tasmania, Queensland and Victoria). We delivered two event series, launched a fantastic new ride in New South Wales, developed a

major women's riding program and event in Victoria and even ran three events simultaneously, in the one night. Here are the highlights of Bicycle Network's 2016 events calendar:



Ride the Night

For 2016, Ride the Night – a partnership with youth advocacy and support network YSAS and Febfast – expanded to a three-event series. It was an amazing accomplishment by the Bicycle Network team to deliver three events simultaneously, providing an unforgettable

experience for 3,950 registered riders. The Melbourne event was again affected by poor weather, but the 2,725 participants took it in their stride. The Hobart event had a thrilled 281 riders, while in Brisbane 944 enjoyed the balmy conditions.



Peaks Challenge Falls Creek 13 March, 2016

The legendarily tough Peaks Challenge Falls Creek proved extremely popular in 2016, selling out in just a couple of weeks. In total, there were 2,300 registered riders and just shy of 2,000 starters tackling the 235km course through Victoria's stunning alpine region. Despite a forecast of rain, participants enjoyed sunny conditions

throughout the day and warm temperatures in the valleys, making the final climb of the day – the infamous Back of Falls – even tougher. The event returned a net promoter score of 74.4, underlining the esteem with which riders hold this event and Bicycle Network's organisation of it.



Newcrest Orange Challenge 20 March, 2016

This NSW event was a long time in the making, and offered NSW riders the chance to experience the quality of a Bicycle Network event. With a challenging 170km course through the Central West of NSW, the event offered character-filled rough

rural roads, rolling hills and tremendous local support. Like a true European-style classic, the event concluded with a lap of the local velodrome before riders celebrated their accomplishment at a free food and wine festival in the infield.





The Ascent 17 April, 2016

Certainly one of the most important events in Bicycle Network's history, the Ascent program was developed in order to highlight the gender imbalance in bike riding participation, and work towards a 50/50 gender split. The Ascent went about this through a large number of free demo days, skills sessions and a packed calendar of training rides led by a network of ambassadors. In total, 936 women engaged with the program and 448 women

participated in training rides.

The program concluded with a major event, held on a perfect Autumn day, with riders tackling a challenging 65 or 100km course through the Yarra Ranges. There were numerous touches to ensure that the riders had a positive experience, including extensive road closures. Of the 707 riders who registered for the event, there were 589 starters and the event delivered a record-high net promoter score of 75.



Peaks Challenge Gold Coast 14 August, 2016

Back for a second year, Peaks Challenge Gold Coast returned the mythology of the Peaks Challenge series to the sunshine state with a tough 235km ride through the hinterland - including the brutal opening ascent of Henri Robert Drive.

Increases in the net promoter score over 2015 showed that participating riders had a great time; however, unfortunately numbers were down by around 35%, primarily as a result of poor retention of riders from the first edition of the ride.



Tour de Depot

For the second year, Bicycle Network ran a three-event series on behalf of Powercor, with events held in regional centres Warrnambool, Mildura and Shepparton. Numbers for each event were up on 2015, with 1,163 riders enjoying the

opportunity to participate in family-friendly community rides and competitive time-trials. The events also served as fundraisers for local charities, underscoring the feel-good element of the Tour de Depot series.



Happiness Cycle

2016 marked the conclusion of the Happiness Cycle program, a behaviour change initiative run in collaboration with Coca-Cola that gave bikes and equipment to teenagers in a bid to increase physical activity. The event methodology for the program changed somewhat last year, with three major events held instead of multiple small ones. The Happiness Cycle went out with a bang, with highlights

including giving away the program's 10,000th bike. At the completion of the program just before Christmas, Bicycle Network worked with Coca-Cola to donate 421 bikes, 736 helmets and 724 locks to a number of charities. There are now 11,313 teenagers enjoying life on two wheels as a direct result of the Happiness Cycle.





AROUND THE BAY

Around the Bay 9 October, 2016

The 24th edition of Australia's biggest bike ride was a day of mixed fortunes. With a renewed focus on the ride's family-friendly aspect, sales exceeded budget by 7.5%, with over 10,000 tickets sold – delivering the greatest surplus for the event in some years. However, the weather conditions on the day were less than ideal, with extremely strong winds keeping around a quarter of entrants at home and necessitating a change of the 50km route 24 hours out from the event. As a

result the net promoter score took a hit compared to last year's record high, dropping to 41. However, riders were strongly behind the event's partner charity, The Smith Family, raising just shy of a million dollars to help disadvantaged children. The success of the family-friendly ride distances have provided a blueprint for the continuation of Around the Bay as the bike ride for everybody as it carries on into its 25th year and beyond.



PEAKS CHALLENGE CRADLE MOUNTAIN

Peaks Challenge Cradle Mountain 30 October, 2016

The final of the Peaks Challenge trifecta for 2016 took riders on a challenging circuit through North-Western Tasmania. Road damage as a result of flooding necessitated a major change of route from the inaugural event, but the new course was every

bit the equal. The conditions on the day were fairly harrowing – driving rain throughout the morning, followed by strong winds – but nonetheless, 93% of starters crossed the finish line and earned themselves the title of Peaks Challenge finishers.



RACV GREAT VIC BIKE RIDE

RACV Great Victorian Bike Ride 26 Nov – 4 Dec, 2016

The 2016 RACV Great Victorian Bike Ride featured a spectacular route dubbed as 'the best of both worlds', starting in the Grampians before travelling south and along the Great Ocean Road. With a renewed sales focus on three- and five-day ride options, the number of registered riders came in at 4,271. The landscapes of the

state's south-west provided a stunning backdrop for both the riders and the 320 volunteers on event, who enjoyed sunny days and some crisp nights. Sites featured along the way included Halls Gap, the 12 Apostles, and the notorious Lavers Hill, with a rest-day in the popular seaside hamlet of Apollo Bay.



Australia's voice on bike riding and physical activities

Bicycle Network continued to be the key voice on bike riding in Australia in 2016, whether it be featuring in traditional media such as newspapers, radio or TV

or reaching new audiences on social media.

Bicycle Network informed millions of Australians about

bike policy and physical activity issues and exposed them to events and programs such as the RACV Great Victorian Bike Ride and Ride2School.

Media

In 2016 Bicycle Network reached a total audience of more than 187 million people in the media, almost a third more than 2015. This includes featuring on national TV broadcasts plus major radio stations in every state and daily newspapers.

Significant growth in media coverage was achieved in New South Wales, Tasmania and the Northern Territory where Bicycle Network has offices, further solidifying Bicycle Network's position as the nation's spokesperson for bikes.

Strong coverage of Bicycle Network's opposition to mandatory ID laws in New South Wales, the fun of the RACV Great Victorian Bike Ride and the action of National Ride2Work Day showed Australia how Bicycle Network is getting more people riding.

Online

Bicycle Network has been keeping up with the changing media landscape and increasing its focus on digital and online communications.

A larger emphasis on creating news updates and

content for social media saw an astronomical growth in engagement and audiences reached. Figures particularly grew in the second half of the year when an average of 280,000 people interacted with our posts online.

Almost five million people viewed the Bicycle Network website in 2016, while our dedicated newsletter to members and friends, In the Loop, continues to be our most successful email with reader rates above industry standards.

Ride On

2016 saw *Ride On* consolidate as a quarterly publication, a measure allowing the team to increase their contribution to digital and organisational communications. As membership figures grew, so too did our readership to some 73,000 readers. Our newsagent

sales also saw growth, an acknowledgment that our closer focus to clean design and aesthetics made an impact.

For 2016 our contributors had wheels on the ground everywhere from Canberra to Kyrgyzstan. We published major

comparative tests and category overviews on lights, locks, gravel bikes and ebikes. We got our hands dirty with maintenance articles on disc brakes and bottom brackets. And most importantly, our readers got their quarterly dose of bike information and inspiration.



HOW TO: OBSTACLES IN THE BIKE LANE

AUSTRALIA'S MOST WIDELY READ BIKE MAGAZINE

BICYCLE NETWORK

rideOn

5 RIDES LOCAL & ABROAD

AROUND THE WORLD BY BMX p56

BICYCLE NETWORK

IS YOUR BIKE SAFE? LOCKS TEST 2016 p30

rideOn

BUILD A BIKE-RIDING CULTURE p40

AUSTRALIA'S MOST WIDELY READ BIKE MAGAZINE

SISTERS CYCLING FOR THEMSELVES p64

BICYCLE NETWORK

THE QUIET REVOLUTION - EBIKES 2017 p22

rideOn

FINDING FLOW ON THE BREWERY TRAIL p56

AUSTRALIA'S MOST WIDELY READ BIKE MAGAZINE

30 Dial in your disc brakes

BICYCLE NETWORK

RIDE ON

46 By ebike through the outback

66 Touring Iceland's ring road

+ LIGHTS TEST 2017
The best and brightest for your ride

The Bicycle Network family

People and Culture

From Bicycle Network's inception, volunteers have been a crucial part of everything the organisation does. Their contribution extends far beyond specific roles on an event – they selflessly give of their time and talents to further the organisation's purpose.

In 2016, Bicycle Network had an unprecedented number of events and the volunteers were more invaluable than ever in enabling us to successfully deliver them. 1,460 volunteers joined us on an event, doing everything from helping teenagers build bikes on the Happiness Cycle to setting up signs on Around the Bay – and everything in between. In 2016 our volunteers even went viral, with a volunteer on the RACV Great Vic Bike Ride making national headlines by saving a koala from drowning!

The Bicycle Network workshop in Sunshine houses a substantial array of event-related equipment and its upkeep and maintenance is a year-round project. There's a revolving cast of workshop volunteers, but at

its core are 15 dedicated helpers.

On annual Super Counts – Super Tuesday, Super Sunday, and Super Tuesday North – provide a vital tool for getting a snapshot of wheels on the ground and allow us to lobby councils for better bike infrastructure. In 2016, 1,500 volunteers gave up their morning to count bike riders.

In the Bicycle Network office for 2016, we were enriched by the presence and energy of eight interns working across an array of teams, and five volunteers helping out in events, finance, behaviour change and membership.

In Tasmania, the social rides program proved a valuable outreach initiative. We inducted five new ride leaders into this program, and had assistance from over 52 volunteer bike parkers. The administration and governance of our Tasmanian branch was overseen by a state committee of 11 volunteers.

We've been strengthening ties with local communities, working with over 50 local community

groups in the areas where we run events, from Brisbane to Hobart, and over 500 groups for the Super counts.

The numbers on the page are just one way of measuring the contribution of volunteers to Bicycle Network, but there are countless stories of their efforts and energy. We've been focusing on the volunteer experience and ensuring we recognise their extraordinary contribution. At National Volunteer Week 2016 we celebrated volunteers in a major celebration, inducting eight new life members and 19 honour board members across Australia. We also introduced our Most Valued Vollie award (the MVV), where we celebrate amazing volunteer contributions from volunteers on each event.

That said, every volunteer is amazing – every contribution invaluable – and we couldn't do what we do without them. From the bottom of our hearts, to the hundreds of volunteers who work alongside us, we say thank you.



Finance

2016 was another solid year for Bicycle Network, producing a small deficit in a year full of new initiatives. These include exciting new pilot programs, an expansion of the events on offer and working hard for our members. We are proud of the responsible end-of-year financial position and will continue to place our efforts and resources to build our vision of a nation of bike riders.

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 2016

	2016	2015
	\$ million	\$ million
Operating revenue	13.65	13.43
Investment revenue	0.17	0.34
Total Revenue	13.82	13.77
Expenses	14.16	13.77
Surplus/ (Deficit) for the year	(0.34)	0.01
Other comprehensive income		
Net gain/(loss) on revaluatyon of financial assets	(0.09)	0.03
Comprehensive Surplus/(Deficit) for the year	(0.43)	(0.02)

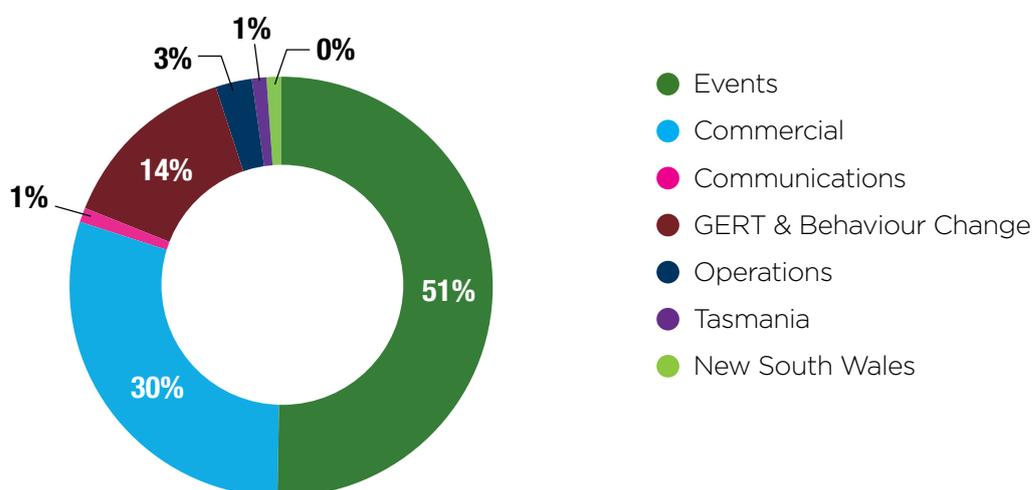
Summary Balance Sheet as at 30 June 2016

	2016	2015
	\$ million	\$ million
Current Assets	5.13	5.45
Non-current assets	3.72	4.08
Total Assets	8.85	9.53
Current Liabilities	4.90	5.06
Non-current liabilities	0.95	1.04
Total Liabilities	5.85	6.10
Net assets	3.00	3.44
Member's Equity	3.00	3.44

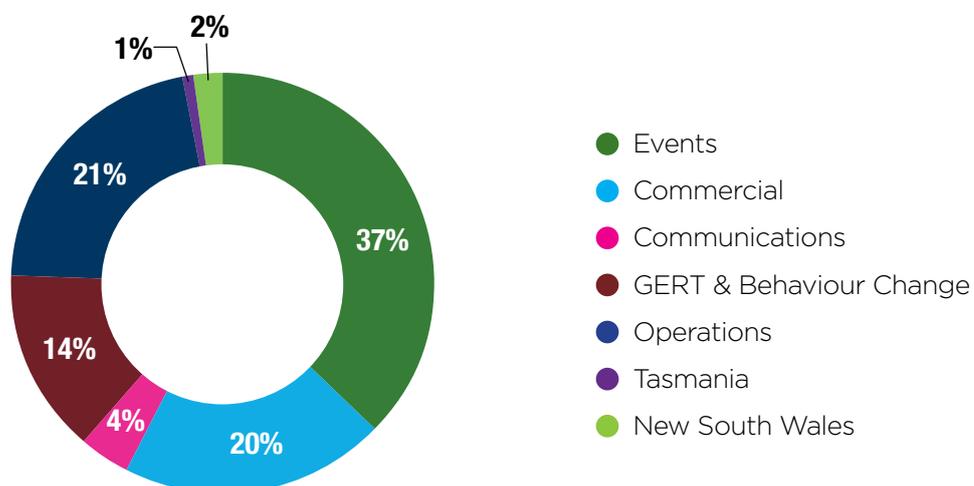
Summary Statement of Cash Flows for year ended 30 June 2016

	2016	2015
	\$ million	\$ million
Net cash used in operating activities	(0.93)	1.01
Net cash used in investing activities	0.33	(0.19)
Net increase in cash and cash equivalents	(0.60)	0.82
Cash and cash equivalents at beginning of financial year	4.75	3.93
Cash and cash equivalents at end of the financial year	4.15	4.75

Revenue by Source



Expenditure by Source









BICYCLE
NETWORK[®]

more people cycling more often