

1. Short statement, maximum 50 words.

Cycling saved my life, so I'm passionate about getting more people riding for fun and transport and will advocate strongly for improved safety and infrastructure. I've been a Board member for one year and want to continue working to make Bicycle Network a more effective advocacy group. For info: keir4bikenetwork.wordpress.com

2. Motivation to stand for the Bicycle Network Board, including what you will bring to the Board if you are elected.

I have a passion for all kinds of riding, from sport to transport. I have been a commuter for almost a decade, and have been riding in mass rides like Peaks Challenge and Around the Bay for almost as long.

In 2014, I came off my bike on some unmarked road works, and Bicycle Network Victoria was extremely helpful in getting the construction company to reimburse me for out of pocket expenses relating to the accident, so I'm supportive and enthusiastic about Bicycle Network's roles in member support, advocacy and promotions.

I have 20 years' experience in marketing and communications roles, including design and delivery of services for super funds with more than a million members, and have run call centres and other customer service channels.

3. Previous experience on Boards/Committees

I have been a company director for a wholly owned subsidiary of a listed company (Pension Transfers Direct, owned by Challenger Financial Services), committee member for a not for profit (Marketing Committee for Engineers without Borders) and a Responsible Manager answerable to ASIC for a Financial Services Licence (Mercer Financial Advice Pty Ltd), so I have long and varied experience with corporate governance and compliance regimes.

In addition, for the past three years I have played a strategy, secretarial and coordination role for the Boards of some of Australia's largest corporate superannuation funds, including Wesfarmers and Orica.

4. Board governance qualifications and experience or any other qualifications and experience.

I have an MBA from Melbourne Business School, including governance and business ethics subjects. I am also an Authorised Representative of Mercer Superannuation (Australia) Ltd. I have more than 20 years' experience at a senior level with large membership and services organisations.

5. Previous experience in setting and guiding an organisation's strategic direction.

I have been part of the executive teams for companies such as Challenger Financial Planning and Mercer Financial Planning, including developing three year strategic plans and annual business plans.

I also work with corporate superannuation boards to help develop member value propositions and design long term programs to measure, monitor and evaluate performance.

6. Current employment – organization, title

I am currently a Principal of Mercer, responsible for relationships with some of Australia's largest corporates.

7. Optional statement