



Everyday Cycling
Every Day

Bicycle Queensland Annual Report 2009



President's Report

Not so many years ago Bicycle Queensland (BQ) was a fringe activist organisation. It had a few hundred members, a part-time employee and a modest overdraft at the bank. Many Management Committee meetings involved folding and enveloping newsletters and delivering some on the way home on the bike to save on postage.

Today, BQ has more than 10,000 members, has a dozen full-time employees and a comfortable bank balance. Furthermore, the importance of cycling and BQ's influence in Queensland has grown significantly. BQ has made that transition, from being seen as external agitators to professional and responsible contributors on behalf of cycling, to all levels of government and other agencies.

In 2009, BQ survived the GFC, consolidated itself as an organisation, and pushed on with its mission to have more people cycling more often. It did this by advocating on behalf of cycling to decision makers, expanding its membership, and undertaking a portfolio of increasingly successful and popular events.

There are four aspects of the current Strategic Plan; Cycling Development, Membership, Events and Organisational Health. I will expand on BQ's progress in each of these areas in the following sections.

Cycling development

The profile of cycling continues to grow in the Queensland community. Hundreds of thousands of Queenslanders are now riding, and riding more frequently than they ever have. The State Government across a number of its departments, recognises the need to include cycling in their policy and planning, championed by the Premier and Transport Ministers, both of whom are keen cyclists.

BQ was a key voice, along with our Bicycle Coalition partners [Bicycle Victoria, NSW & South Australia] in helping garner \$40 million of the Commonwealth's stimulus package to be directed to cycling infrastructure.

In 2009, there have been many new cycle infrastructure developments with the Royal Brisbane & Women's Hospital Cycle Centre, the Kurilpa Cycle and Pedestrian Bridge (leading to Brisbane's first Copenhagen style bike lane), the Noble Street cycle bridge and the upgrade of the Bicentennial Bikeway all being key highlights.

The Brisbane Bike Hire Scheme is to be commenced soon, and the Gold Coast is to implement a similar scheme. There have been some planning and infrastructure improvements on the Sunshine Coast, Ipswich and Toowoomba, but there is more work to do in the regions beyond the South East.

The Department of Transport and Main Roads continue to be the major cycling champions of the State Government. By building cycling infrastructure and seeking to make safer cycling environments, DTMR shows how their portfolio focussed commitment to cycling can bring greater whole of community benefits for all Queenslanders. BQ supports advancement towards a real whole of government approach to bring the health, education and other departments up to the same level of commitment to cycling as DTMR.

Brisbane City Council also has shown great leadership in cycling developments. The Cycle Hire Scheme promises to be an Australian first. The strong commitment of the BCC Active Transport team and the Lord Mayor are helping to improve Brisbane's 'cycleability'. BCC is an example setter for local government throughout the State, so improvements and innovations here can often roll out to other jurisdictions. It is pleasing to see examples of State and Local government collaboration in many projects.

BQ's own Ride to Work Program and Bike Buddies Schemes were launched in 2009. These schemes seek to foster new commuting riders by partnering them with experienced riders from their area.

Cycling events

Another great year of major recreational events saw almost 15,000 participants riding around 1.7 million kilometres in 2009.

Bike Week in March last year saw thousands of people participate in a week long festival of cycling. The Great Brisbane Bike Ride and the BDO Brisbane Coot-tha Challenge again proved popular with riders of all persuasion.

Cycle Queensland on the Darling Downs in September, did not reach our anticipated participant numbers. However, we still managed to bring the cycling message via almost 1000 riders, to a new part of Queensland, This also further expanded the profile of BQ and cycling into Queensland regional towns.

The Wilson HTM Brisbane to the Gold Coast Cycle Challenge was a spectacular success with 9,600 riders. This makes it the second largest cycling participant event on the Australian calendar.

Events provide a great opportunity for the communion of the cycling community and give many people a chance to add to their cycling experience. However, they also build us friends with important corporate partners and sponsors and push the image of cycling to an extraordinary level.

Membership

At the time of writing this report BQ's membership is approaching the 11,000 members mark.

Greater membership numbers gives BQ and cycling a louder voice in our negotiations to improve cycling

in Queensland. BQ is seeking to build our membership to 13,000 in 2010, and improve benefits for continuing members. Our new strategic plan addresses this in more detail.

Organisation

The Management Committee has now finalised the new Rules of Association and 2010 sees transition from a 4 member to 8 member committee. This is an important step as it allows BQ to draw on greater breadth of expertise and experience from its membership to help us keep steering BQ in the right direction.

Many thanks to my Management Committee colleagues Michael Hogan (Vice-President); Kym McDougall (Treasurer) and Jenny Attreed (Secretary) for their commitment to and support in 2009. Kym and Jenny have nominated for further terms to carry forward their experience with BQ. Michael is now standing aside from the Committee after many years of involvement. I give Michael special thanks for his dedicated service to BQ over the years.

The Management Committee continues to have great confidence in BQ Manager, Ben Wilson and all BQ staff, and gives special thanks for their once again stellar efforts. Each year BQ gets better at what it does, but BQ staff are always there pushing the envelope to improve the way we do business.

The real strength of BQ is its dedicated teams of volunteers, especially in delivering events. It always brings me pleasure to join with them myself as a volunteer leader during my holidays and to kick some goals for cycling with this great bunch of people – thanks to you all.

Sadly, 2010 sees the departure of Cycle Queensland Event Coordinator, John Franklin for other career opportunities. John has more than a decade of involvement with BQ as a senior staff member, Management Committee member and volunteer. John was one of the key people who made and shaped BQ's meteoric transformation from small scale advocacy organisation in 2002 to the healthy and successful organisation it is today. The Management Committee thanks John for his dedicated service over the years.

The Future

2010 holds many challenges and opportunities for BQ. There are the impacts of the continuing effects of the GFC and mounting population pressures in Queensland on many aspects of infrastructure. We have to be watchful not to lose any gains for cycling, and strive to keep cycling developments on track.

A new strategic plan and a new Management Committee structure means BQ is better focussed and directed on its business. Fresh events with the addition of a ride through the new Clem 7 tunnel and Cycle

Queensland stretching to Central Queensland promise even more popular and higher profile events.

2009 was Queensland's 150th Birthday, and we believe cycling is now an important part of the fabric of our community. BQ will strive to lay the ground work to ensure that continues to remain so in the future.

Thank you to everyone who helped in 2009!

Happy and safe cycling for the year ahead.



Bill Loveday
President
Bicycle Queensland

About Bicycle Queensland

Bicycle Queensland is a self-funded community organisation – independent of government. Our members are from diverse backgrounds and participate in all forms of cycling. Getting more people on bicycles is the passionate mission of Bicycle Queensland.

Everyday Cycling Every Day

Our efforts secure better conditions for cyclists and get more people cycling.

Bicycle Queensland:

- Represents the interests of members as cyclists.
- Champions cyclists needs, rights and responsibilities.
- Promotes better cycling facilities and safety.
- Encourages more people to take up cycling for recreation and transport.
- Provides services to cyclists.

Members receive:

- Personal accident insurance in case they crash while cycling and public-liability insurance in case they cause damage to someone else or their property while cycling.
- Discounts on entry fees to Bicycle Queensland events including Bike Week, Cycle Queensland and the Wilson HTM Brisbane to the Gold Coast Cycle Challenge. (Many bike shops also offer discounts for Bicycle Queensland members.)
- Bi-monthly copies of *Australian Cyclist*, the national cycling journal, and of *Queensland Cyclist*, our member newsletter.

Manager's Report

2009 was a good year for cycling and BQ. In 2008, this report referred to being well prepared for the 'brave new world of 2009 ... with gloomy times possible' which proved prophetic. 2009's operations and events were challenged by realities outside our control -- the global financial crisis and by the swine flu health scare -- yet we have come away with a year of strong growth regardless.

BQ's membership growth of 17% saw our total membership reach 10,188 in 2009, realising the long-held dream of having a strong vibrant organisation with over 10,000 members. This is great news for cycling and for BQ.

BQ has remained focused on the need for solid financial performance in all our operations with the aim of sustainable and balanced growth. Our Commercial Manager has greatly strengthened our financial controls and reporting, and the employment of a Marketing and Events Manager is overseeing our growth strategy in a pro-active, appealing way to the whole community.

BQ is increasingly attentive to risk management, both as a method of dealing with potential situations and in our planning of how we operate and how we grow. Staff training and development in this area has been increased accordingly. The objective from a management level is to maintain a healthy balance between services, events and growth, while keeping adequate financial and human resource reserves to see us through future challenges.

BQ's membership services are on par with, or better than, other state cycling organisations in Australia with whom we closely converse and benchmark. Our membership growth reflects the appeal of being a part of BQ.

BQ continues to develop more member-friendly electronic resources, with on-line portals for event entry now well established. After several delays, the on-line membership portal is due in March with the launch of our new website. These are operational matters that are resource-hungry but which will lead to greater sustainability as an organisation coping with growth and change.

BQ's operational development is driven by our Strategic Plan which was developed at the end of 2009. The result is a healthy soundly based organisational platform to address the challenge of getting more people cycling every day. Our senior management team is working with the Management Committee, staff and volunteers to deliver these outcomes.

Across the state, cycling has achieved greater resonance with councils and through the state government, as planning increasingly respects the need to consider the movement of people rather than the movement of motor vehicles. It is no longer a case of us speaking double-dutch to councils, engineers

or planners as more projects across the state now recognise the needs of cyclists without specific input from BQ. But there remains much to be done, as the funding balance is still heavily skewed towards motorised transportation. Belief in cycling is growing, but the need for cycle planning to match future land-use commitments is vital.

Brisbane City Council remains a nest of good ideas for promoting cycling, with state of the art developments embraced in important high-profile locations. We look forward to the free city-bike scheme announced in 2009, and the joint projects with the state government that are improving cycling links, such as the Noble Street bike bridge.

Most pleasing was the opening of the state government's Kurilpa Bridge (South Brisbane to Tank Street) and council's link of our first Copenhagen protected contra-flow bikeways in Tank and George Street. Meanwhile, the cement is setting on a raft of new facilities opening in 2010 including two more river crossings that cater for growth over the next decades.

Event growth in 2009 was encouraging. Our day events -- the BDO Brisbane Coot-tha Challenge, the Great Brisbane Bike Ride and the Wilson HTM Brisbane to the Gold Coast Cycle Challenge all recorded substantial growth over the previous years.

Somewhat understandably, our nine day ride Cycle Queensland: The Darling Downs Loop, did suffer from the economic downturn, but was well attended with 1000 entrants. It achieved the best satisfaction levels recorded in participant surveys since the event was first held in 2002, strengthening our position as the providers of events that deliver a quality cycling experience. A reduction in sponsorship received was disappointing, but we were able to ride above this with careful planning and a commitment to positive outcomes for both participants and the communities that we visit with our cycling promotional roadshow.

Internally, a key focus has been on making the Bicycle Queensland workplace both professional and sustainable. Bicycle House at 28 Vulture Street West End has become an appropriately resourced and structured office environment to look after staffs' needs, encourage productivity and manage safety (particularly in our warehouse). Even air-conditioning was finally accepted by our carbon-aware staff!

These developments auger well for our everyday ambition of getting more people riding bicycles.

BQ remains an independent organisation funded by its membership and its successful programs. We work constructively with the State Government (particularly the newly merged Department of Transport and Main Roads), many regional councils, and Australia's largest council, Brisbane City.

The recognition of BQ's successful programs of promoting and delivering more people cycling in

Queensland is evidenced by sponsorship support received from the Queensland Department of Transport and Main Roads, Brisbane City Council, Wilson HTM, BDO, Translink, Gold Coast City Council, Logan City Council, Gatorade, Scody, Goldcross Cycles, Cyclecover, Crumpler Australia, River City Cycles, The Gold Coast Bulletin, Quest Community Newspapers, 4BH, 4BC, 102.9 Hot Tomato, Mercedes Benz, BDS People, Belt-Up, KPMG, Tom Wallace Cycles, Epic Cycles, Budget, Ground Effect, Shimano and a host of other sponsors who assisted in our endeavours to advance cycling.

BQ's remarkable achievements remain a tribute to a team approach, the energy and commitment of our experienced and dedicated staff, the wonderful volunteers who make things happen everywhere in Queensland and the leadership of our Management Committee.

"Life's better on a bike!"



Ben Wilson
Manager
Bicycle Queensland

Highlights of 2009

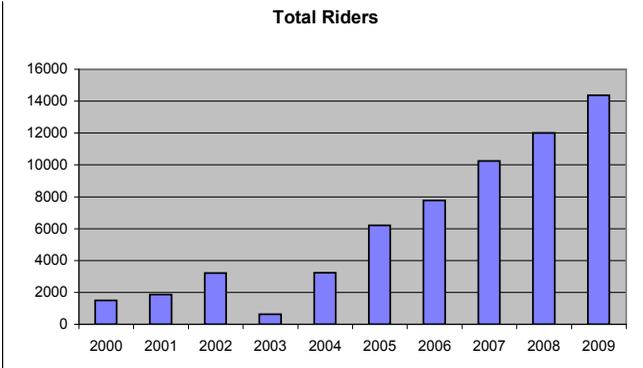
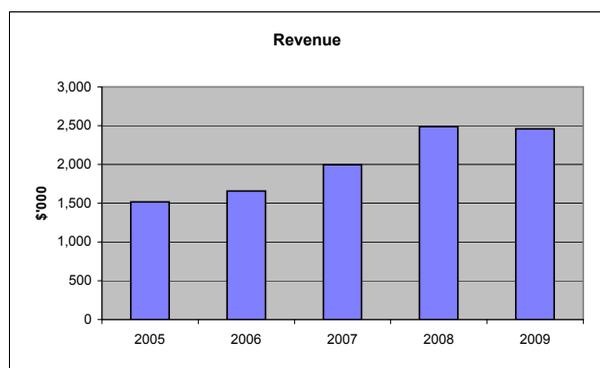
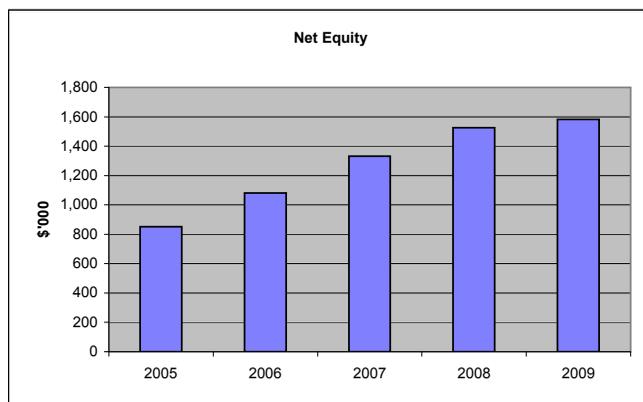
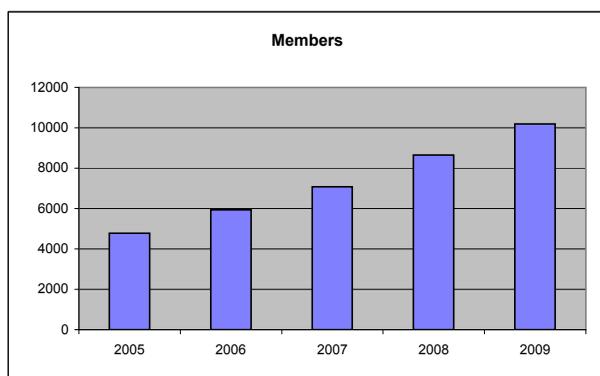
Keeping the organisation healthy

- Membership grew by 17% to 10,188
- Wilson HTM Brisbane to the Gold Coast Cycle Challenge grew by 23% to 9600 and BDO Coot-tha Challenge by 40% to 2200.
- Events feedback healthy and supportive across all events
- New Rules of Association approved.
- New staffing, office improvements to ensure sustainability of BQ

Cycling in the community

- Kurilpa Bridge opened.
- Copenhagen bike lanes introduced to Brisbane.
- Bike Buddies scheme launched.
- Two Ride to Work Days held in State
- Growth in funding commitments to cycling by State Government and most regional councils
- Far North Qld Principal Cycle Network Plan completed
- Several new BUGs in regional centres formed, some re-formed
- High media profile of cycling

A snapshot of statistics that shows BQ's progress over time



Abridged Financial Report 2009

BICYCLE QUEENSLAND INC. ABN: 11 428 868 797

	2009	2008		2009	2008
	\$	\$		\$	\$
BALANCE SHEET AS AT 31 DECEMBER 2009			INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2009		
Current Assets			Income		
Cash and cash equivalents	74,034	39,464	Events	1,795,732	1,944,148
Investments	1,318,096	1,402,751	Fundraising & donations	27,799	12,320
Trade and other receivables	3,000	6,433	Interest	71,771	89,905
Inventories	15,250	4,063	Membership	352,480	293,701
Other current assets	101,682	10,965	Other products & services	209,718	145,797
Total Current Assets	1,512,062	1,463,676		2,457,500	2,485,870
Non Current Assets			Expenses		
Property, plant and equipment	188,466	156,496	Audit & legal	5,393	6,813
			Depreciation	64,401	46,760
TOTAL ASSETS	1,700,528	1,620,171	Employee benefits	629,674	539,151
Current Liabilities			Insurance	85,931	82,593
Trade and other payables	54,012	35,241	IT & online	1,172	690
Short-term provisions	43,621	41,471	Merchandise	511,564	531,746
Total Current Liabilities	97,634	76,712	Minor equipment purchase	5,327	9,118
Non Current Liabilities			Occupancy	54,766	48,830
Long-term provisions	20,357	17,761	Printing and promotion	77,995	105,627
			Supply & service	959,859	912,679
TOTAL LIABILITIES	117,991	94,473	Other	4,580	9,019
NET ASSETS			Income tax expense	-	-
				2,400,662	2,293,025
	1,582,537	1,525,698	PROFIT/(LOSS)	56,838	192,844
STATEMENT OF CHANGES IN EQUITY			CASH FLOW STATEMENT FOR THE YEAR		
Equity as at beginning of period	1,188,699	1,037,855	Cash Flow from Operating Activities		
Event Contingency Reserve	162,000	162,000	Receipts from customers	2,612,963	2,258,528
Event Capital Reserve	175,000	175,000	Interest received	71,771	89,905
Transfers from retained earnings	-	(42,000)	Payments to suppliers and employees	(2,544,671)	(2,081,644)
Profit/(Loss)	56,838	192,844	Paid to ATO	(93,008)	
			Net cash from operating activities	47,055	266,789
TOTAL EQUITY	1,582,537	1,525,699	Cash Flow from Investing Activities		
			Purchase property plant & equipment	(97,140)	(78,455)
			Net cash from investing activities	(97,140)	(78,455)
NOTES			NET INCREASE IN CASH HELD		
The Abridged Financial Report has been derived from the Audited Financial Statement that is prepared in accordance with Australian Accounting Standards and the requirements of the Associations Incorporation Act of Queensland.				(50,085)	188,334
			Cash at beginning of financial year	1,442,216	1,253,882
			CASH AT END OF FINANCIAL YEAR	1,392,131	1,442,216

Review of the Financial Report 2009

Income Statement

A net operating surplus of \$56,838 was achieved for the year which is an acceptable outcome, given the challenging financial environment experienced in 2009.

Total income was \$2,457,500 which was 1% less than the previous year.

Total event revenue was lower than forecast due to 15% fewer participants entering Cycle Queensland than in 2008. The remaining events attracted the expected number of entries and were able to meet their targets. Interest received from investments was affected by the fall in available term deposit rates early in the year. On the positive side, a significant growth of 20% in membership income was achieved as the number of current members continued to grow beyond the 10,000 mark.

Total operating expenses increased by 4.7% over the previous year to \$2,400,662. The increase in staff benefits reflects the first full year's operation at the

staff levels recommended in the organisational review conducted by Livingstones Australia in 2008.

The increased depreciation expense is a result of the significant capital investment made in plant, equipment and software during the year.

Balance Sheet

The movement in current assets is due to an increase in prepayments of \$58,291. This represents expenses incurred in 2009 for events that will be held in 2010.

Event Contingency Reserve and Event Capital Reserve currently sit at \$337,000. No further allocations were made in 2009 and these balances will be reviewed again in December 2010.

Bicycle Queensland's financial position remains sound and the organisation is well resourced in terms of personnel and infrastructure to meet its objectives in 2010.

Number of eligible voting members as at 31/12/09:
7241

INDEPENDENT AUDIT REPORT TO THE MEMBERS OF TO THE MEMBERS OF BICYCLE QUEENSLAND INC.

ABN: 11 428 868 797

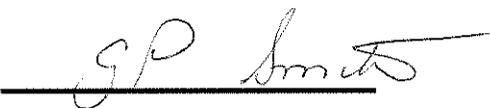
FOR THE YEAR ENDED 31 DECEMBER 2009

Scope

I have audited the abridged financial report of Bicycle Queensland Inc. for the year ended 31 December 2009 as set out on the preceding page in accordance with Australian Auditing Standards.

Audit Opinion

In my opinion, the information reported in the abridged financial report of Bicycle Queensland Inc. is consistent with the annual statutory financial report from which it is derived and upon which we expressed a qualified audit opinion in our report to the members dated 22 February 2010. For a better understanding of the Association's financial position and performance, as represented by the results of its operations and its cash flows for the year and the scope of our audit, this report should be read in conjunction with the annual statutory financial report and our audit report.



Gary P Smith (Appointed Auditor)
Certified Practising Accountant -793805

Date: 22 / 12 / 2010



Report Card from last year

How did we do on what we targeted?

- Increase membership to 10,000. (✓)
- Increase event entries by 20%. (✓)
- Budget to be kept in surplus. (✓)
- Expand programs to encourage cycle trips to work and school. (✓)

contact us

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Key targets for 2010

- On line membership portal.
- Grow membership to 13,000.
- Facilitate the establishment of two new cycling groups in regional Qld.
- Develop educational plan on cyclist responsibilities.

Bicycle Queensland Inc.

ABN: 11 428 868 797

Incorporation Number: IA9565