



Everyday Cycling
Every Day

Bicycle Queensland Annual Report 2008





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.
- The benefits of Bicycle Queensland being recognised as the voice of cycling in Queensland.

Management Committee Report

Bicycle Queensland has experienced another year of growth and can rightly lay claim to some of the credit for the continued uptake of cycling in our community. In organisational terms, BQ is well governed, strategically focused and financially and structurally sound.

In this report, I highlight national and state developments in cycling, and the organisational strength and credibility of BQ as the state's leading cycling organisation.

The Bicycle Coalition

BQ's involvement in the Bicycle Coalition has borne fruit for BQ and cycling. The Coalition has been active in raising the profile of cycling federally, and helped each state achieve more with its program of events than they would do by working in isolation. I have worked closely with my counterparts (Simon Crone, President of Bicycle Victoria and Jenny Burn of Bicycle NSW) to share ideas on issues from behaviour change programs to organisational issues for our kindred state bodies, to achieve healthy organisations plus getting more people cycling.

Along with Bicycle Victoria, NSW and SA, BQ is part of a national organisation which actively works to get more people cycling more often. Our combined memberships now include some 80,000 Australians.

National Programs

BQ has been a willing partner with our colleagues throughout Australia in supporting key national programs to get more people cycling more often.

National Ride to Work Day has become a well recognised national event, with Queensland recording a massive increase in participation (up 56% to 3,411 participants) with more in workplaces involved (376) and 12 community breakfast celebrations leading to more new riders to work.

National programs are complex coordination efforts, and timing is hard to get right. National Ride to Work day in mid October falls between BQ's two biggest events (Cycle Queensland and the Wilson HTM Brisbane to the Gold Coast Cycle Challenge) so it stretches our staff and volunteers with a longer intense working peak in spring, but the results make this considerable effort well worthwhile.

National Ride to School day has also resonated throughout Queensland and Australia. With child obesity and school induced traffic congestion such clear problems, BQ accepted the challenge of this program as a method to get more people cycling and improving





community health.

BQ is seeking a more pro-active involvement to make this excellent behaviour change project more recognised and meaningful throughout Queensland. This year National Ride to School Day has been adopted as part of Bike Week in March, and is being increasingly promoted as a state-wide program.

Government relations

BQ works pro-actively and productively with government at all levels.

Brisbane City Council's commitment of \$100 million for cycling infrastructure over four years is underway. This commitment resonated throughout the nation and has been influential in making Queensland councils more attentive to cycling's role in reducing congestion and improving the health of our community. BQ meets regularly to assess cycling progress and outcomes and is frequently consulted by the council.

Every regional council in Queensland receives BQ's information (Queensland Cyclist, E-news) and is contacted on an 'as-needs' basis for key decisions. During Cycle Queensland BQ officials meet with local mayors and CEOs to advance and promote cycling in their regions.

BQ's Development Officer will be convening a series of regional cycling community group meetings to facilitate regional cycling development and encourage relationships between the cycling community and local and State government organisations.

BQ has improved and expanded its contacts with State Government departments. In addition to our close working relationship with Main Roads and Queensland Transport, BQ has met with the Premier, the Police, Sport and Recreation Minister, Judy Spence and their respective departments. BQ has also met with key leaders of the Opposition on our state's cycling issues.

BQ is proud to have influenced significant infrastructure projects to include cycling (eg Gateway, Kurilpa, Mt Coot-tha and Houghton Highway Bridges) but sees many more challenges in the harder financial times in 2009 as perceived discretionary spending will be questioned at every turn. The challenge remains to include cycling in all negotiations.

Governance

The Management Committee had a busy year in 2008. In consultation with members, we finalised the Strategic Plan and engaged external consultant to help us organise our staffing structure. Special thanks to Vice President Craig Thompson, who steps off the Committee after two years of dedicated service; Treasurer, Christine Mullins, who pulled our financial reporting into shape, and Secretary, Jenny Attreed, whose experience and dedication kept us all on track.

Teamwork

BQ's great staff, lead by Manager Ben Wilson, continue to deliver the goods for BQ in terms of great events, cycling advocacy leadership and assisting our members in all manner of issues. Thanks to you all for another year of hard work and outstanding achievements and we also welcome new staff members to the team.

I note especially our army of volunteers and commend and applaud their contribution. These hard working friends of BQ and cycling now number in their hundreds. They are the oil that keeps the chain turning for BQ in delivering services and events.

Friends of BQ

BQ continues to forge strong relationships and to develop further connections with our stakeholders in the wider community and in doing so raises the profile of cycling even higher. Thanks to our sponsors (see page 8) and partners, the Heart Foundation, Diabetes Australia – Queensland, the Salvation Army, as well as Queensland Police Service, Queensland Ambulance, and the Wireless Institute Civil Emergency Network.

The future

For the year ahead we anticipate continued growth in all aspects of cycling. A looming state election promises some opportunities, but we must be mindful of strained economic times ahead for everyone.

Is cycling recession proof? Can cycling contribute to our economic recovery? Whatever the challenges in 2009, BQ is in excellent health and the outlook for continued growth in cycling in Queensland and Australia, is very promising.

Our targets in 2009, include, increased membership, increased participation in events and national cycling programs, and improvements in State and local government participation and contributions to cycling development. This all adds up to more people cycling more often.

Roll on 2009 and happy and safe cycling to you all!

Bill Loveday
President
Bicycle Queensland





Highlights of 2008

Keeping the organisation healthy

- Membership grew by a fantastic 22% to 8,649.
- Net equity grew by 14% to \$1.5 million.
- Wilson HTM Brisbane to the Gold Coast Cycle Challenge – Queensland's largest bike ride, grew by 35% to 7,800.
- The BDO Kendalls Brisbane Coot-tha Challenge introduced as part of Bike Week.

Cycling in the community

- Bike sales and bike usage up
- Increased participation in Ride to Work, Ride to School and all BQ's big events
- Construction of Toowong-Mt Coot-tha Flyover and Maroochy River cycle link
- Progress on key facilities (M1 bikeway, Gateway, Houghton Highway, Hale St and Kurilpa bridges) all with bikeways
- Further regional network planning underway
- New Bicycle User Groups (BUGs) in Royal Brisbane and Mater Hospital
- Australia's first 'free bike' hire scheme for Brisbane, and Gold Coast announced
- More politicians on bikes: Premier, Treasurer, key Ministers and Opposition Leader



Manager's Report

Bicycle Queensland experienced a year of substantial growth in our internal organisation and in the external delivery of events and services in 2008.

Membership

Membership growth of 22% for the year saw our total membership reach 8,649 making the target of 10,000 members in the near future definitely achievable.

BQ will thrive on this membership growth as members give strength to the organisation and to cycling.

Our membership services compare favourably with other state cycling organisations in Australia, with whom we closely converse and benchmark.

Growth of more than 45% over the past two years clearly reflects the great value people see in BQ membership.

Cycling Development

Our events take cycling throughout the state spreading the clear message of the economic, health and environmental benefits that cycling brings to Queensland.

Local councils throughout the state are seeing the benefits that the pro-active Brisbane City Council has created in recent years with innovative provisions for cycling, and are looking to provide similar facilities in their shires and cities. Amalgamated councils are now able offer better strategies for regional Queensland and have greater ability to deliver facilities on the ground.

At a state government level, cycling continues to have great presence in government departments who are increasingly recognising cycling as both their government's policy and as a smart policy.

Major cycling projects are proceeding, particularly in the burgeoning south-east, and better planning is seeing facilities in both public and private workplaces that encourage more people to ride.

From a BQ staff perspective, over 12% of available time was spent on cycling development activities, excluding events. With additional staff resources available for the coming year, greater focus will be applied to this essential element of our operations.

Events

During 2008 BQ enhanced its profile as the state's peak body and delivered top quality events to foster cycling in our community. Bike Week, our annual festival of cycling activities, culminated in the staging of the BDO Kendalls Brisbane Coot-tha Challenge. This new event was a spectacular success and resulted in huge publicity for cycling.

In September the biggest ever Cycle Queensland took



riders down the southern coast of Queensland over nine days from Bundaberg to Brisbane.

Then in October, 7,800 riders, including the Premier, participated in the Wilson HTM Brisbane to the Gold Coast Cycle Challenge - a state record.

Operations

BQ recognises the need for solid financial performance in our operations and to be sustainable and balanced in our growth. A major development in 2008 was the employment of a well credentialed and experienced commercial manager to oversee our operations. Similarly, the area of risk management on our events and in daily operations has been addressed by the employment of a skilled staff member with experience in this field.

Development of electronic resources continues, with on-line portals for event entry now well established and on-line membership processing due shortly. The move away from time-consuming manual activities is an essential step in positioning ourselves to deal with the continuing growth in member and event participant numbers.

At the end of 2008 staff numbers totalled 11. This reflects the additional service requirements of a growing membership base, the rising level of event participation and the increasing number of stakeholders who are involved in our cycling development, event and advocacy activities. This is fantastic news for cycling.

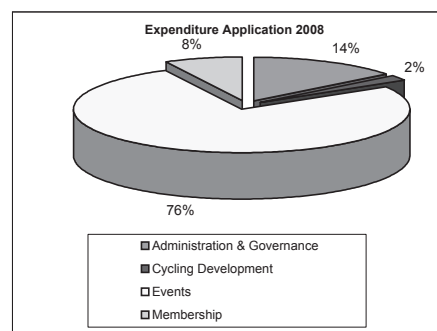
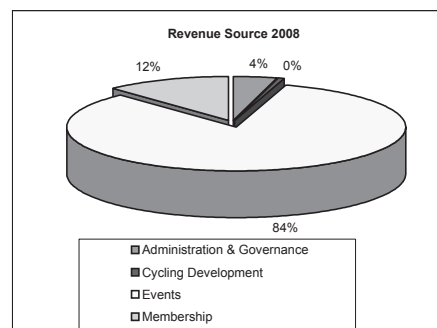
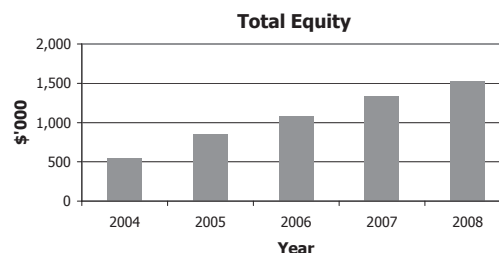
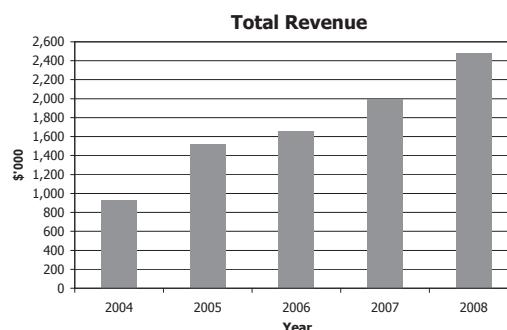
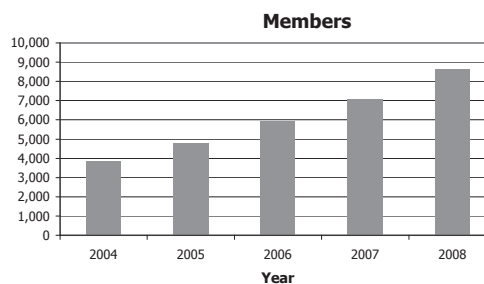
The success of our programs to encourage cycling has enabled us to maintain on-going key sponsorships from government and the private sector. We thank all of our sponsors for their continued support.

BQ's outstanding year has been a tribute to its excellent staff, who remain focused on achieving great things for BQ and cycling, and to the wonderful people who volunteer to help cycling through providing their time, energy and expertise. Whether for our events or our advocacy, their assistance is critical to our organisation's core health.



Ben Wilson
Manager
Bicycle Queensland

A snapshot of where we are at and where we have come from.



Abridged Financial Report 2008

ABRIDGED FINANCIAL REPORT 2008

BICYCLE QUEENSLAND INC. ABN: 11 428 868 797

	2008 \$	2007 \$
BALANCE SHEET AS AT 31 DECEMBER 2008		
Current Assets		
Cash and cash equivalents	39,464	150,405
Investments	1,402,751	1,103,477
Trade and other receivables	6,433	1,135
Inventories	4,063	4,365
Other current assets	10,965	12,253
Total Current Assets	1,463,676	1,271,635
Non Current Assets		
Property, plant and equipment	156,496	124,801
TOTAL ASSETS	1,620,171	1,396,436
Current Liabilities		
Trade and other payables	35,241	42,531
Short-term provisions	41,471	14,385
Total Current Liabilities	76,712	56,916
Non Current Liabilities		
Long-term provisions	17,761	6,665
TOTAL LIABILITIES	94,473	63,581
NET ASSETS	1,525,698	1,332,855

STATEMENT OF CHANGES IN EQUITY

Retained Earnings at beginning of period	1,037,855	851,394
Event Contingency Reserve	162,000	135,000
Event Capital Reserve	175,000	160,000
Transfers from retained earnings	(42,000)	(65,000)
Profit/(Loss)	192,844	251,461
TOTAL EQUITY	1,525,699	1,332,855

NOTES

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.

	2008 \$	2007 \$
INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2008		
Income		
Events	1,944,148	1,409,005
Fundraising & donations	12,320	10,863
Interest	89,905	81,594
Membership	293,701	239,963
Other products & services	145,797	254,118
	2,485,870	1,995,543
Expenses		
Audit & legal	6,813	5,709
Depreciation	46,760	27,775
Employee benefits	539,151	341,483
Insurance	82,593	68,333
IT & online	690	817
Merchandise	531,746	471,621
Minor equipment purchase	9,118	11,538
Occupancy	48,830	43,867
Printing and promotion	105,627	86,860
Supply & service	912,679	679,042
Other	9,019	7,037
Income tax expense	-	-
	2,293,025	1,744,082
PROFIT/(LOSS)	192,844	251,461

CASH FLOW STATEMENT FOR THE YEAR

Cash Flow from Operating Activities		
Receipts from customers	2,258,528	1,778,406
Interest received	89,905	81,594
Payments to suppliers and employees	(2,081,644)	(1,542,172)
Net cash from operating activities	266,789	317,828
Cash Flow from Investing Activities		
Purchase property plant & equipment	(78,455)	(99,583)
Net cash from investing activities	(78,455)	(99,583)
NET INCREASE IN CASH HELD	188,334	218,245
Cash at beginning of financial year	1,253,882	1,035,637
CASH AT END OF FINANCIAL YEAR	1,442,216	1,253,882



Review of the Financial Statements

The 2008 year realised a net surplus of \$192,844 which lifted total equity to \$1,525,698. Revenue increased by 24% to \$2,485,870 due to continued growth in membership and event participation.

Corresponding increases were recorded in supply and service expenses relating to event delivery and in employee benefits, in line with the organisational review conducted by Livingstones Australia in August.

Further allocations were made to the Event Contingency Reserve as provision for insurance excesses on event related insurance claims and to the Event Capital Reserve as provision for specialist equipment & replacement of existing inventory.

The organisation remains on a sound financial footing and well positioned to meet the operational targets that are set for the coming year.

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 2008

Scope

I have audited the abridged financial report of Bicycle Queensland Inc. for the year ended 31 December 2008 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 10 February 2009. 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.

Denis Costello
Certified Practising Accountant - 297633

Date: 11/2/09





Report Card from last year

How did we do on what we targeted?

- 10% increase \$ spent on cycling by Governments and councils (✓)
- Increase membership to 8400 (✓)
- Complete strategic & organisational review (✓)
- Implement new Rules of Association (on agenda for March 2009 AGM)
- Budget to be kept in surplus (✓)

Key targets for 2009

- 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.

BQ Sponsors in 2008

Special thanks to these organisations for their fantastic support.

Queensland Transport
Brisbane Marketing
Department of Main Roads
Wilson HTM Investment Group
BDO Kendalls
Powerade
Brisbane City Council
TransLink
Epic Cycles
Quest Community Newspapers
4BH 882
Gold Coast City Council
SCODY
KPMG
Pura Milk
River City Cycles
Budget Car & Truck Rental
South Bank Parklands
Tom Wallace Cycles
Bundaberg Regional Council
102.9fm Hot Tomato
Ground Effect
Emma and Tom's Life Juice
Merlo Coffee
Café San Marco
Fitness First
JSA Design
RACQ
Dendy Cinemas
UQ Sport
Giant Bicycles
Cannondale

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Bicycle Queensland Inc.

ABN: 11 428 868 797

Incorporation Number: IA9565

