



**Bicycle Queensland**  
More People Cycling More Often

# Annual Report 2012



# President's Report

Bill Loveday



Bicycle riding in Queensland experienced some gains and some setbacks in 2012.

Bicycle Queensland's vision is to make

bicycle riding a commonplace activity in all Queensland households.

Bicycle riding is good for public health, in terms of improving individual health, increasing quality years of life through physical activity and paying dividends to the community in lowering chronic disease, improving mental health and lessening the burden on an overtaxed health system. Bicycle riding also offers excellent environmental outcomes, is a key component in urban transport solutions, and offers significant economic benefits in tourism and retailing. Bicycle riding is also an intrinsically pleasurable activity on many different levels.

Bicycle Queensland is advocating for improved bicycle facilities and infrastructure, conducting mass participation events, building a strong membership and keeping the organisation vital and able to meet the challenges of a changing world.

We also continually monitor and evaluate the state of bicycle riding, and our performance as an organisation.

In 2012, we had some gains and some losses in assessing the strategic scorecard. Queensland experienced a change of government along with public sector spending cuts and cycling was not immune from this.

However, the new government is still a supporter of cycling and we are building relationships with the new teams in all areas.

Bicycle Queensland events were again hugely successful, well patronised and kept the profile of cycling large in the Queensland community. Pleasingly, Cycle Queensland, Bicycle Queensland's multi-day event returned to profit, after the reversal of 2011.

The increasing calendar of bicycle events – although heartening from a cycling participation point of view – means the organisation has to continually evaluate its portfolio of events to ensure they are meeting strategic priorities.

Membership numbers continue to grow and those members who join us are staying with us, with almost 80% of members choosing to renew in 2012.

While Bicycle Queensland serves the whole of the cycling community, we strive to make membership something of value and note, and we are continually looking to improve here. Higher membership numbers also means we can achieve more in advocacy terms.

The organisation itself is going from strength to strength with new staff and new ideas flowing in (see the Manager's Report for more details).

Bicycle Queensland is also reaping many of the benefits of its professional and measured conduct over the years. There are now major champions of cycling in motoring organisations, the media and corporate Queensland. The profile of cycling continues to grow and the numbers of bicycle riders increases each year, on all fronts. This is the ultimate measure of Bicycle Queensland's success.

As we look ahead, the tough task for Bicycle Queensland will be finding its way forward in the challenging world that all not-for-profit groups now face. We will be continually re-examining our strategic focus across both executive and operational aspects.

2013 is again a year of many challenges. However, Bicycle Queensland is in the strongest position it can be to face these challenges and encouraging the ever growing groundswell of bicycle riding in Queensland.

I thank the talented management committee

(Kym McDougall – Vice President, Jenny Attreed – Secretary, Brendan McGarry – Treasurer, and Committee members – Kieran Lynch, Bruce Rogers, Peter Seymour and Greg Vann) for their dedication and support in 2012.

Thanks also to Manager, Ben Wilson, and his exceptional team of staff who seem to remain unflappable and upbeat in the face of some extraordinary challenges.

A very special thanks to the volunteers from all over Queensland who do such great work for Bicycle Queensland. These folk are the bedrock on which Bicycle Queensland can manage to do many of the wonderful things it does to keep the organisation working so successfully.

Thanks also to those bicycle riders, clubs, and bicycle user groups who keep pedalling the cycling message in their communities.

Yours in cycling,

Bill Loveday  
President







## 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 more often is the passionate mission of Bicycle Queensland.

### More people cycling more often

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
- Member pre-sale entry opportunities for Bicycle Queensland events including Bike Week and the Brisbane to the Gold Coast Cycle Challenge
- Bi-monthly copies of Ride On magazine and rideQ (our member newsletter)

## Highlights of 2012

### Keeping the organisation healthy

- 14,171 members
- A turn-around improvement in financial performance to strengthen reserves
- Consistent attendance in all major riding events and growth in Ride to Work and School programs
- Safe and responsible work management practices at the workplace and in external events
- Strategic review process continued on Bicycle Queensland's direction
- An increasing awareness of our mission throughout our operations: to get more people cycling more often

### Cycling in the community

- Strong levels of investment in cycling by the state government and most councils
- Very strong data on more people cycling and the health advantages to our community from this
- While not guaranteed, a more informed debate regarding cycling is developing in the media – with the 'penny dropping' for many to understand the importance of riding a bike to more people
- CityCycle improving its take-up – 700 users a day casting a relaxed and friendly image of cycling around Brisbane
- A continued growth of bike events throughout the state
- Active Towns (Mackay, Cairns and Gold Coast) getting traction with cycling's integration in an active and sustainable community

## The Committee

### The Management Committee of 2012:

President: Bill Loveday; Vice-President: Kym McDougall;  
Secretary: Jenny Attreed; Treasurer: Brendan McGarry;  
Committee Members: Kieran Lynch, Bruce Rogers, Greg Vann and Peter Seymour.

# Manager's Report

Ben Wilson



Bicycle Queensland's direction remained firmly to get more people cycling more often and to use our skills, resources and influence to

achieve this outcome. But, after posting a significant loss (\$146,338) in 2011, attention was also firmly on the bottom-line in our operations, and balancing the needs of our organisation to achieve its mission and remain a healthy viable not-for-profit organisation. Some internal rearrangements were made and costs reviewed across the board, with a firm eye on recovery of our overall equity position through management improvements.

2012's external world was one in which 'financial adventure' was not the flavour of the annum. So it was hard yards to develop, and whenever possible, improve our output, protect our brand but balance our books.

Fortunately we were able to do that despite the external pressures of a tough economic environment, with state dollars in particular being scarcer

following the government's concern with Queensland's financial situation seeing cut-backs across the board.

But in the face of a tightened operational structure for Bicycle Queensland, the world of cycling continued to grow in Queensland with Bicycle Queensland keenly involved in this.

Numbers overall continued upward in ride participation (albeit in the myriad of events on offer, not just ours) and bike sales and cycle interest continued to reach higher levels.

Excellent groundwork was laid with government and council policy and planning improvements which perhaps made for small improvements in cycling conditions over the year but will lead to larger improvements in the future. It could be a new bikeway here, or a new work-place changing facility there – the future is bright as builders and bulldozers are making more bike facilities, and planning is recognising the need to provide for cycling in projects.

We are pedalling onward with greater gusto and acceptance.

## Cycling Development

The state had been in a good trajectory for some years with realistic funding levels for significant signature projects – many of which stand as testament to their creators. However, the year ended with fiscal problems for cycling as the new state government implemented financial cut-backs both to the Transport and Main Roads Department and projects – with major bikeways at Centenary and Redcliffe put on the backburner.

However, many programs and projects were maintained and progress across the state was slowed but not stopped. Councils are playing a bigger part in maintaining the momentum, with South East Queensland leading with key infrastructure spending. Regional councils varied in their input but most embraced cycling in 2012.

On a daily basis, Bicycle Queensland sees or hears of new bike lanes and bikeways, old bikeways being improved and bike counts registering more people using bikes.

On the critical community health front – the need for more cycling is recognised universally by government and pleasingly by major health organisations, many of





whom partner Bicycle Queensland in its mission.

## Organisation

Bicycle Queensland has paid particular attention to the marketing of our name and brand to have more recognition of the significant work we do. It is expected in the modern world to be recognised and increased recognition has encouraged community support and membership growth.

We have instigated several improvements in membership retention with significant results. Membership numbers have continued to grow from 12,083 to 14,171 during 2012 and has proved a significant area of improvement for Bicycle Queensland's overall financial situation.

## Events

Bicycle Queensland greatly values its key events for the variety of benefits they bring to cycling. But each has challenges that put us in a field of high maintenance and at times stress – which is part of the outdoor events industry.

We worked hard on the delivery of our 2012 Cycle Queensland event, and turned around a substantial loss from 2011 into a reasonable profit for 2012, with more attention to detail delivering a positive outcome. Rider numbers were up and satisfaction was strong so the result was pleasing.

Bike Week maintains its place as both an attention grabbing celebration and a behaviour change mechanism with multiple opportunities for people to see, hear about or participate in any part of the festival. Weather was a challenge, as it always is for one event or another, but its following and returns were solid.

Brisbane to the Gold Coast Cycle Challenge remains our biggest event in participation. Its 8000 participants riding 100 kilometres is Queensland's leading bike event by far and captures the interest of the Queensland cycling community.

Bicycle Queensland has increased its involvement in other programs,



particularly national events such as Ride to Work and Ride to School days as it takes the cycling message throughout Queensland and links us to the best practice cycling organisations nationally.

## Looking forward

After a positive 2012 for cycling, and our rebound from a financially negative year in 2011, Bicycle Queensland has turned the corner and finds itself in good shape to make 2013 a great year and to see more people cycling more often.



# Abridged Financial Report

## SUMMARY FINANCIAL STATEMENT YEAR ENDED 31ST DECEMBER 2012 BICYCLE QUEENSLAND INC. ABN: 11 428 868 797

	2012 \$	2011 \$
<b>STATEMENT OF FINANCIAL POSITION</b>		
<b>Current Assets</b>		
Cash and cash equivalents	518,814	313,444
Investments	1,152,562	1,090,445
Trade and other receivables	46,725	38,777
Inventories	16,422	21,116
Other current assets	108,966	94,723
<b>Total Current Assets</b>	<b>1,843,489</b>	<b>1,558,505</b>
<b>Non Current Assets</b>		
Property, plant and equipment	62,107	114,883
<b>TOTAL ASSETS</b>	<b>1,905,596</b>	<b>1,673,388</b>
<b>Current Liabilities</b>		
Trade and other payables	68,047	81,823
Short-term provisions	95,945	77,622
<b>Total Current Liabilities</b>	<b>163,992</b>	<b>159,445</b>
<b>Non Current Liabilities</b>		
Long-term provisions	19,018	11,590
<b>TOTAL LIABILITIES</b>	<b>183,010</b>	<b>171,035</b>
<b>NET ASSETS</b>	<b>1,722,586</b>	<b>1,502,353</b>

### STATEMENT OF CHANGES IN EQUITY

Equity as at beginning of period	1,165,353	1,311,691
Event Contingency Reserve	162,000	162,000
Event Capital Reserve	175,000	175,000
Transfers from retained earnings	-	-
Profit/(Loss)	220,233	(146,338)
<b>TOTAL EQUITY</b>	<b>1,722,586</b>	<b>1,502,353</b>

The information on this page is an abbreviated version of the full financial report, which has been audited by GPS Independent Audit Specialists. If you would like a copy of the full financial statements please write to us at Bicycle Queensland, PO Box 5957, West End QLD 4101.

	2012 \$	2011 \$
<b>STATEMENT OF COMPREHENSIVE INCOME</b>		
<b>Income</b>		
Events	2,069,089	1,772,231
Fundraising & donations	5,143	5,953
Interest	82,911	97,058
Membership	660,024	570,938
Other products & services	11,760	165
	<b>2,828,927</b>	<b>2,446,346</b>
<b>Expenses</b>		
Audit & legal	4,679	4,879
Depreciation	62,541	94,132
Employee benefits	797,311	750,393
Insurance	155,784	121,045
IT & online	10,455	24,803
Merchandise	498,870	513,938
Minor equipment purchase	7,251	7,140
Occupancy	64,200	67,577
Printing and promotion	75,899	101,682
Supply & service	920,542	882,509
Other	11,162	24,586
Income tax expense	-	-
	<b>2,608,694</b>	<b>2,592,684</b>
<b>PROFIT/(LOSS)</b>	<b>220,233</b>	<b>\$ (146,338)</b>

### STATEMENT OF CASH FLOWS

<b>Cash Flow from Operating Activities</b>		
Receipts from customers	2,992,133	2,555,122
Interest received	82,911	97,058
Payments to suppliers and employees	(2,674,694)	(2,672,564)
Payments to ATO	(114,948)	(46,948)
<b>Net cash from operating activities</b>	<b>285,402</b>	<b>(67,332)</b>
<b>Cash Flow from Investing Activities</b>		
Purchase property plant & equipment	(17,915)	(55,341)
<b>Net cash from investing activities</b>	<b>(17,915)</b>	<b>(55,341)</b>
<b>NET INCREASE IN CASH HELD</b>	<b>267,487</b>	<b>(122,673)</b>
Cash at beginning of financial year	1,403,889	1,526,562
<b>CASH AT END OF FINANCIAL YEAR</b>	<b>1,671,376</b>	<b>1,403,889</b>



## BICYCLE QUEENSLAND INC.

ABN: 11 428 868 797

### INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BICYCLE QUEENSLAND INC.

#### Report on the Financial Report

I have audited the accompanying financial report being a special purpose financial report, of Bicycle Queensland Inc., which comprises the statement of financial position as at 31 December 2012, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the statement by members of the Management Committee.

#### *Management Committee's Responsibility for the Financial Report*

The Management Committee is responsible for the preparation of the financial report and has determined that the basis of preparation described in Note 1, is appropriate to meet the requirements of the Associations Incorporations Act of Queensland 1981 and is appropriate to meet the needs of the members. The Management Committee's responsibility also includes such internal control as the Management Committee determine is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

#### *Auditor's Responsibility*

My responsibility is to express an opinion on the financial report based on my audit. I conducted my audit in accordance with Australian Auditing Standards. Those standards require that I comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial report.


I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

#### *Opinion*

In my opinion, the financial report presents fairly, in all material respects, the financial position of Bicycle Queensland Inc. as at 31 December 2012, and its financial performance and its cash flows for the year then ended in accordance with the accounting policies described in note 1 to the financial statements and the Associations Incorporations Act of Queensland 1981.

#### *Basis of Accounting*

Without modifying my opinion, I draw attention to Note 1 to the financial report which describes the basis of accounting. The financial report is prepared to assist Bicycle Queensland Inc. to comply with the financial reporting provisions of the Associations Incorporations Act of Queensland 1981. As a result, the financial report may not be suitable for another purpose.

  
Gary P Smith (reg. co. auditor 222045)  
GPS Independent Audit Specialists  
Suite 3, 118 Vulture Street  
South Brisbane QLD 4101

Dated this 11th day of March 2013



## Thank you

Special thanks to the following sponsors and partners for their support:

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**Bicycle Queensland Inc.**

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