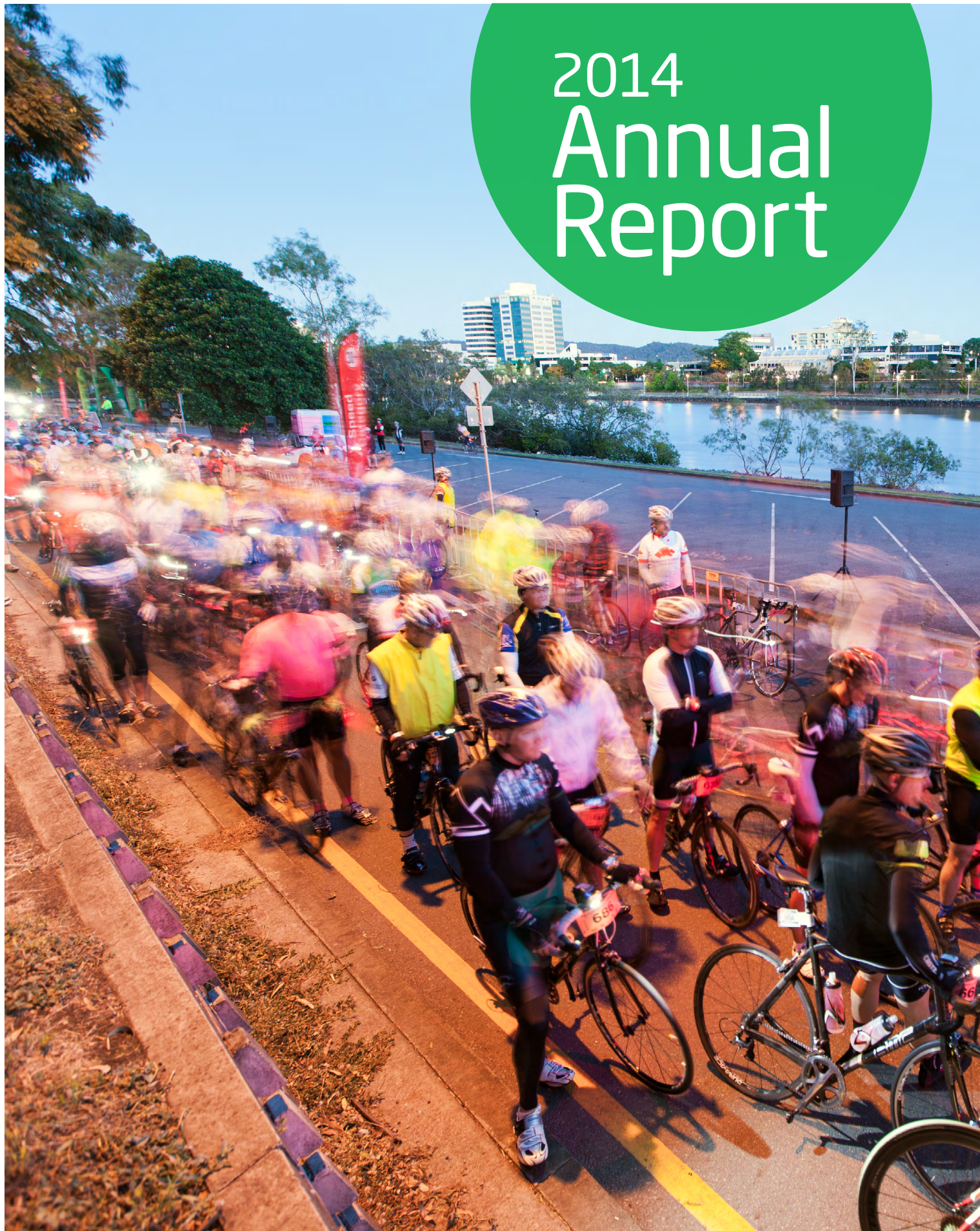


# 2014 Annual Report



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# President's Report by Bill Loveday

2014 was a year of continued growth for Bicycle Queensland and was marked with some significant events in our cycling world.



Bicycle Queensland moves into 2015 as Australia's second largest bike riding advocacy organisation with continued membership growth to almost 18,000-strong, great successes in promoting cycling

through a portfolio of signature events, and the increased professionalism, maturity and credibility of its advocacy voice gaining traction for bike riding in a very noisy political landscape.

The details of the year past I shall leave to the CEO's report as he and the BQ team are the rightful owners of these successes.

It has been my privilege to serve another year as President of Bicycle Queensland and I have worked and participated in many events, and as a regular rider for commuting, exercise, and social reasons, have continued to marvel at the growth in all areas of bike riding. I have also met many hundreds of members and it has been a pleasure to report on their support of the organisation and its direction forward.

The most significant event of the last year was the State Government's

Parliamentary Inquiry into Cycling Issues and the adoption of some of the recommendations. Most significantly, the trial of mandatory overtaking distances in legislation. BQ made particular recommendations to the Enquiry but had its reservations on this aspect of legislation. The Minister and Government, however, should be congratulated on accepting some significantly beneficial recommendations and trialling the passing distance legislation. Appropriate evaluation and good supporting evidence is a must if we are to be genuinely implementing measures to improve cycling safety.

The change of State Government at the last election presents future challenges for us all. However, BQ thanks previous Transport Minister Scott Emerson for his commitments to cycling, and invites him to continue his participation in our annual ride to work event. BQ also welcomes new Minister, Deputy Premier Jackie Trad, and we hope for a raising in investment levels across the state for cycling. Perhaps even other portfolios might be enticed to buy into the cycling revolution.

During the election BQ raised the ante of bike riding to new political awareness with a joint media message with the RACQ on our common policy of requiring cycling facilities be part of new or upgraded road projects, including separated facilities on busier urban roads. This, along with

other partnerships and profile raising, moves cycling further into mainstream considerations as a serious political agenda item.

From the perspective of the Management Committee we continued on a program of consolidating strategy and governance to ground the organisation for continued growth and challenges in the years ahead. The financial position of the organisation is healthy given some tough times in the not-for-profit world. Also, the increasing popularity of cycling means even more events exist as options for riders to participate in.

As I have mentioned, BQ has continued to build partnerships and relationships to increase the presence of bike riding at all levels. I would like to thank the continuing support of Queensland Government, Department of Transport and Main Roads, the Brisbane City Council, the Heart Foundation, Diabetes Queensland, and our key event sponsors, Santos GLNG, BDO and the numerous other contributors over the last year.

Each year I have great pleasure in participating in our nine-day regional event Cycle Queensland (2014's was Agnes Water to Coolool) and each evening I host our VIP dinners in the regions we visit. Pushing the cycling message to town mayors, council CEOs and local members of parliament is both satisfying



and encouraging. Invariably they are impressed by the boost cycling provides for their local economy, and rapt in the positive experience in having 1,000 participants over-running their regions as good ambassadors for cycling.

This year it was a special highlight to host the acting Deputy Prime Minister Warren Truss in Cooroy where he addressed the riders over dinner. His speech implored his government to take more notice of cycling and to include cycling facilities in future Federal Government transport projects. Rest assured we have reminded the Prime Minister of this desire!

To CEO Ben Wilson, as a leading voice of reasoned advocacy, and his team of dedicated and professional staff, I can only express continued wonder at their achievements. The BQ team is also supported by an army of volunteers, in the office, on events, and doing all manner of great things. Thanks to all of you as well, and rest assured your contribution is appreciated.

I also thank my colleagues on the Management Committee; Vice President Kym McDougall, Secretary Jenny Attreed, Treasurer Brendan McGarry, and Committee Members Kieran Lynch, Bruce Rogers, Peter Seymour and Greg Vann. The committee has a wide range of skills and expertise and have faithfully served the organisation over the last year.

I make special mention of Kym McDougall who stands down from committee duties this year to pursue other challenges in his retirement. Kym has been a great contributor, bringing to bear his expertise from his career at the Cancer Council and has helped transition the organisation to its current strong governance and policy structures. Thanks Kym and best wishes from us all at BQ.

Yours in cycling,



Bill Loveday  
Bicycle Queensland President

## Bicycle Queensland 2014 Management Committee

President: Bill Loveday

Vice-President: Kym McDougall

Secretary: Jenny Attreed

Treasurer: Brendan McGarry

Committee Members: Kieran Lynch, Bruce Rogers, Greg Vann, Peter Seymour

Eligible voting members: 12,196



## Who we are and what we do

Bicycle Queensland Incorporated is a not-for-profit, community and advocacy organisation. Our mission is to get more people cycling more often.

To do this we meet regularly with politicians and planners to persuade them to improve cycling facilities in Queensland.

We also run events to get more people cycling more often.

These events include Bike Week, the Great Brisbane Bike Ride and Coot-tha Challenge, Brisbane to Gold Coast Cycle Challenge and the nine-day Cycle Queensland regional tour.



## Highlights of 2014

### Keeping the organisation healthy

- 17,544 members ... we're on our way to 20,000!
- Great retention rate of 85%
- Increased engagement in social media, more than 10,000 followers on Facebook, 3,500 on Twitter
- Partnering with Bicycle Network to deliver national Ride2Work and Ride2School programs around the state, which get more people cycling more often
- The Board reviewed BQ's governance structure and developed supporting policy work as well as other strategic development

### Cycling in the community

- Principal Cycle Network Plans ready to roll in Bundaberg, Gladstone, Rockhampton and Mackay regions
- SEQ councils investing in bicycle infrastructure at record levels
- Eight councils taking part in National Ride2Work Day events
- Regional Bike Week activities in Gold Coast, Redlands, Sunshine Coast, Mackay
- High-profile State Government campaign encourages motorists to 'Stay Wider of the Rider'
- Brisbane City Council launches Cycling Brisbane campaign





# CEO's Report

Bicycle Queensland has had several good years since the financial challenges three years ago, and has acted with more confidence to spread the cycling message and gear our operations to do this. Great events, great membership value and great advocacy.



2014 saw us act on long-standing desires to increase our presence in the cycling world, and to increase our behaviour change involvement in programs locally that will get more people cycling more often.

As always, this required a balance between our financial position and our commitments to endeavours that are great for getting people cycling, but not producers of income for Bicycle Queensland.

Firstly, we endeavoured to keep a strong focus on the health of our organisation and our events, as they largely fund our operations. Membership continues to grow with 20,000 members achievable in the coming year and feedback is positive about our member services. It's a great achievement that members can see their annual subscription fee to Bicycle Queensland as their contribution to see cycling advance not just for themselves, but throughout Queensland through the work BQ does.

Secondly, we haven't taken our eye off the ball of our events being great value and well attended. They had even stronger support from very satisfied participants who were up for our various cycling challenges, and great exposure to many new people of the joys of cycling, both in the South-East and regionally with our nine-day Cycle Queensland Adventure Tour event.

An on-going challenge for BQ is getting the balance right between members' desires, the government's ability to deliver and what exists in best-practice for all users to get them cycling. We have acted and expanded to assist the greater good of getting more people cycling more often, including program development to see more participation in critical areas: to

school, to work and for general trips for utility.

Three national Bicycle Network programs were adopted in Queensland this year by Bicycle Queensland, with resources placed next to them to ensure their delivery.

BQ actively encourages Ride2School in Queensland and has one of our most passionate and long-serving staff members working on this project to get more children riding and more schools looking to encourage cycling to school. Looking forward, this national approach is making a difference nationally while achieving our goals locally.

Likewise, we are supporting National Ride2Work Day as a complement to our existing Bike Week encouragement program, as we have a dedicated officer working on liaising with workplaces to get cycling champions in workplaces. In turn, those workplace organisations become champions who encourage their staff to ride to work. Involvement in regional areas

of Queensland is particularly encouraged, and was a growth area in 2014.

More ambitious again was the Happiness Cycle – a program aimed at lower socio-economic schools and regions outside of Brisbane. This program saw over 1,000 teenagers receive a brand new bicycle, and a phone app to record their riding. Seeing the exhilaration of children assembling their new bikes (yes, they had to do some hands-on work), plus a bike-safety course before they rode off on a cool new bike, was all about getting more people cycling more often.

Additionally, BQ increased engagement with people via social media exposure (YouTube, Facebook, Instagram and Twitter.) This was quite an undertaking as this is a feisty area, but the achievement of more than 10,000 'followers' on Facebook alone was a sign of engagement with a lot of cycling people.

The cycling world in Queensland is a reflection of many other 'newer' western nations – there's a great take up in cycling,





particularly for exercise and recreation, but a struggle to get more people cycling to school, work and utility trips. Working with the above programs is one step to address this, but underpinning it is BQ's desire for more cycling facilities across the state, and better government policy to ensure cycling is included with bikeways in road developments and upgrades.

Internationally the evidence is clear that separated cycling facilities on busy urban roads encourages more cycling participation. We have taken this evidence to all stakeholders and it has required some rethinking in the cycling space. Local surveys have shown the same result; more people take up cycling when provided with quality, safe facilities. World's best practice is the best conduit to more people cycling, so BQ has been active in seeking policy and design changes to ensure the option of separated bikeways exist on roads with high volume in inner-city areas. This has caused some 'shifting of the goalposts' for councils and government, but working to best practice is vital as without moving in that direction cycling would be left behind.

2014 has also seen success as our organisation works to our board's strategic direction of expanding the cycling story into the health debate. At a national and state level, the health story is compelling. Inactivity is a massively growing drain on our society and our



economy. This is beyond question. Placing cycling at the forefront as an answer for the problems of health, traffic congestion and the environment has been advanced through stakeholder networks which actively support cycling as part of their agendas. Key stakeholders such as the major health charities – the Heart Foundation, Diabetes Queensland, and others – to the peak motoring body in Queensland, the RACQ, who agree and advocate cycling belongs in Queensland.

Finally, our challenge remains to seek State Government and Councils' funding for facilities. Cycle funding can come in

various ways, but the most realistic is the state government's roads expenditure, where cuts in recent years have hurt cycling's progress throughout the state.

We look to 2015 as an opportunity for increased funding, particularly at the state level, and to have cycling recognised as part of the economic cure for Queenslanders.

*Ben Wilson*

Ben Wilson  
Bicycle Queensland CEO



# Abridged Financial Report

## SUMMARY FINANCIAL STATEMENT YEAR ENDED 31ST DECEMBER 2014 BICYCLE QUEENSLAND INC. ABN: 11 428 868 797

	2014 \$	2013 \$		2014 \$	2013 \$
<b>STATEMENT OF FINANCIAL POSITION</b>			<b>STATEMENT OF COMPREHENSIVE INCOME</b>		
<b>Current Assets</b>			<b>Income</b>		
Cash and cash equivalents	162,945	277,870	Events	2,333,724	2,148,332
Investments	2,201,489	1,890,235	Fundraising & donations	6,452	8,308
Trade and other receivables	24,753	6,225	Interest	79,267	77,481
Inventories	28,255	17,617	Membership	789,729	765,544
Other current assets	68,057	64,607	Other products & services	8,504	8,790
<b>Total Current Assets</b>	<b>2,485,499</b>	<b>2,256,554</b>		<b>3,217,676</b>	<b>3,008,455</b>
<b>Non Current Assets</b>			<b>Expenses</b>		
Property, plant and equipment	114,625	57,642	Audit & legal	4,300	4,600
<b>TOTAL ASSETS</b>	<b>2,600,124</b>	<b>2,314,196</b>	Depreciation	42,515	43,457
<b>Current Liabilities</b>			Employee benefits	962,334	882,762
Trade and other payables	134,725	65,758	Insurance	182,489	160,903
Short-term provisions	212,228	159,483	IT & online	12,107	-
<b>Total Current Liabilities</b>	<b>346,953</b>	<b>225,241</b>	Merchandise	666,356	456,066
<b>Non Current Liabilities</b>			Minor equipment purchase	533	1,056
Long-term provisions	26,316	21,976	Occupancy	69,955	67,156
<b>TOTAL LIABILITIES</b>	<b>373,269</b>	<b>247,217</b>	Printing and promotion	66,532	73,290
<b>NET ASSETS</b>	<b>2,226,855</b>	<b>2,066,979</b>	Supply & service	1,034,659	956,587
			Other	16,021	18,184
			Income tax expense	-	-
				<b>3,057,801</b>	<b>2,664,061</b>
			<b>PROFIT/(LOSS)</b>	<b>159,875</b>	<b>344,394</b>
<b>STATEMENT OF CHANGES IN EQUITY</b>			<b>STATEMENT OF CASH FLOWS</b>		
Equity as at beginning of period*	2,066,980	1,385,586	<b>Cash Flow from Operating Activities</b>		
Event Contingency Reserve	-	162,000	Receipts from customers	3,384,223	3,221,147
Event Capital Reserve	-	175,000	Interest received	79,267	77,481
Profit/(Loss)	159,875	344,394	Payments to suppliers and employees	(3,047,116)	(2,647,961)
<b>TOTAL EQUITY</b>	<b>2,226,855</b>	<b>2,066,980</b>	Payments to ATO	(120,548)	(114,948)
<i>* event reserves have been transferred to retained earnings</i>			<b>Net cash from operating activities</b>	<b>295,826</b>	<b>535,719</b>
			<b>Cash Flow from Investing Activities</b>		
			Purchase property plant & equipment	(99,497)	(38,990)
			<b>Net cash from investing activities</b>	<b>(99,497)</b>	<b>(38,990)</b>
			<b>NET INCREASE IN CASH HELD</b>	<b>196,329</b>	<b>496,729</b>
			Cash at beginning of financial year	2,168,105	1,671,376
			<b>CASH AT END OF FINANCIAL YEAR</b>	<b>2,364,434</b>	<b>2,168,105</b>

The information on this page is an abbreviated version of the full financial report, which has been audited by Specialised Audit and Assurance Services. 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.



**BICYCLE QUEENSLAND INC.**

ABN: 11 428 868 797

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BICYCLE QUEENSLAND INC.****Report on the Financial Report**

We 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 2014, 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*

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we 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.

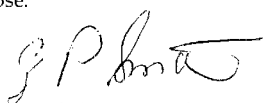
We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

*Opinion*

In our opinion, the financial report presents fairly, in all material respects, the financial position of Bicycle Queensland Inc. as at 31 December 2014, 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 our opinion, we 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)  
SAAS Audit Pty Ltd  
Suite 4, 118 Vulture Street  
South Brisbane QLD 4101

Dated this 12<sup>th</sup> day of March 2015






A special thank you to the following sponsors and partners for their support in 2014:

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Diabetes Queensland  
Epic Cycles  
Gourmet en Counter Catering  
Ground Effect  
Heart Foundation

McInnes Wilson Lawyers  
Queensland Government  
Santos GLNG  
SCODY  
South Burnett Times  
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