



# 2019 Annual Report



BICYCLE  
QUEENSLAND

ANT  
SUNSHINE COAST



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## **Bicycle Queensland 2019 Management Committee**

**President – Bill Loveday**

**Vice President – Rebecca Ryan**

**Treasurer – Brendan McGarry**

**Secretary – Chris Cox**

**Committee member – Audine Bartlett**

**Committee member – Kathryn Panaretto**

**Committee member – Craig Davis**

**Committee member – Rob van Manen**

**Eligible voting members - 10,968**

**Total members - 15,997**





## Our history

The Bicycle Institute of Queensland (BIQ) was formed in August 1979 by some concerned professionals from planning and architecture backgrounds, and initially meetings were held informally at private residences. Over the years we changed our name to Bicycle Queensland (BQ), however we didn't change our focus of more rides, more bicycle user groups, more bikeways, more powerful communications with politicians and more advocacy activities.

In the 1980s we started with about 100 members, today we have grown to almost

16,000 members at the end of 2019. BQ is the state's peak body for cycling, with a strong voice in government, media and community circles. Thanks to continued lobbying and close relationships with State and Local Governments, cycling is firmly on the agenda as an important item. It is recognised as a sustainable and practical form of transport and a leisure activity which has attracted well over one billion dollars in direct funding through councils and the State Government in the last decade.

Across Queensland, BQ has been involved in the planning of the Ted Smout Bridge at Redcliffe and supported bikeways from Cairns (Aeroglen Bikeway) to the Gold Coast (Oceanway Bikeway), plus the hundreds of kilometres of on-road bikeways built throughout Queensland regional cities and towns. BQ delivers the state's best cycling events including Brisbane to Gold Coast Cycle Challenge, the Yarraman to Wulkuraka – End to End Rail Trail Adventure (Y2W), Great Brisbane Bike Ride and the Big Beach Ride.

## Our mission, values and purpose

### Our mission

To get more people cycling more often.

### Our values

Community. Passion. Education. Support. Health. Wellness. Responsibility. Caring.

### Our purpose

As an organisation, we work for our members, advocating and educating across Government departments, media and the community, to influence a harmonious and integrated transport network that will see our mission of having more people on bikes more often, come to life. We are here to support our members with rider benefits, insurance, advice and education; as well as provide exciting events and experiences to bring both the Queensland and broader cycling community together.







# President report

Bicycle Queensland (BQ) has been operating as Queensland's peak bicycle riding advocacy body since the late 1970s. Starting life as the Bicycle Institute of Queensland, it was formed to respond to critical societal issues around the then energy crisis. In 2020, we are now responding to global concerns about climate change and the implications for our society. Bicycle riding still remains a key element of a healthy and vital Queensland moving forward and supports improvements in our health, welfare and how we can positively modify impacts on our environment.

Bicycle Queensland faced another year of change in 2019 with another change of CEO. We welcomed new CEO Rebecca Randazzo on board in September 2019. 2019 was a challenging year on many fronts, with increasing insurance premiums, retaining members in a crowded and dynamic world, a reorganisation of our events calendar and commitments, and some hits and misses in the advocacy space.

Our beloved multi-day event Cycle Queensland was not run in 2019 and will not run this year. The costs and logistics and ever-shrinking numbers made that happen. Like many of you, I loved Cycle Queensland as it was a great event, and a way for us to have built our presence in regional Queensland. The Great Brisbane Bike Ride is also having a spell this year. There is a very crowded market of events. BQ has to balance the costs and benefits of running these events and how they support our mission to advance bicycle riding. However, there are still lots of great BQ bike riding events on the calendar.

I would like to thank my Management Committee colleagues, Vice President Rebecca Ryan, Treasurer Brendan McGarry, Secretary Chris Cox, Committee members Audine Bartlett, Katie Panaretto, Rob van Manen, and Craig Davies. It has been a very busy year, and much of our work and time taken up in recruiting for a new CEO.

I would like to note the service of long-serving Treasurer Brendan McGarry. Brendan has been BQ Treasurer for over 10 years and brought a high level of

rigour and expert advice to bear in this position. His frank and forthright advice to the Management Committee and his support of the BQ Team has considerably improved the financial management of the organisation. I and the Management Committee, thank you Brendan for your service, that has left the organisation stronger and better prepared to meet its future challenges.

On a similar note this is my last report as President of the Management Committee. I have thoroughly enjoyed my time in the role and have been honoured to be part of the Bicycle Queensland story. When I first joined BQ we had a few hundred members, a modest overdraft, and a part-time manager with a shared office in a community house.

In the last 20 years BQ has grown to be the second largest cycling advocacy organisation in the country, built a significant membership base, run some of the best cycling events on the Australian calendar for tens of thousands of participants, and developed a reputation with stakeholders as the respected and authoritative voice of cycling advocacy. In the last 20 years, hundreds of millions of dollars have been spent of improving cycling across Queensland and BQ's influence and advocacy helped make that happen.

I would also like to thank all the BQ Team (past & present) for their great work in 2019. Thank you for your loyalty and dedication. I also thank all those who I have worked with over the years. Thank you also to our great and dedicated crew of volunteers for all your hard work (again) this year.

Our new CEO Rebecca has been working with the Management Committee and the BQ Team to get us back on two wheels and pedalling forward in the right direction. There will be a new and refreshed Management Committee in charge next year. I have every confidence BQ is still in a strong position to make great things happen in bicycle riding in the years ahead, and that it has the best team involved to guide its progress.

Farewell and hope to see you out on the bike somewhere, sometime!

Yours in cycling,



Bill Loveday  
President  
Bicycle Queensland



# CEO report

I would like to thank the Management Committee for their support and confidence in me to lead Bicycle Queensland, an organisation that has worked tirelessly for 40 years supporting more Queenslanders to cycle more often. Whilst I only joined the team in September 2019, the period covered in this report was characterised by hard work and commitment from staff and volunteers.

The past year has been challenging but exciting as the organisation ends the year taking steps towards a new strategic direction.

and education, and events) which will provide a strong framework to work from. Our success will come from a clear vision for advocacy coupled with services that are valued by our members. Achieving this will take time – 2020-21 will be a period of transition.

I am excited to report I have assembled a great team; who have the right combination of experience, expertise and passion. We are rebranding and working hard on new platforms and projects to engage better with members and the wider community.

As we approached the end of the decade, it was time we conducted BQ's most comprehensive member survey. Thank you for responding and providing your feedback. The survey presented a wonderful opportunity for me to learn about the colourful history of BQ and better identify the needs of our members. This data is invaluable and has been implemented in our work plans.

2019 saw the BQ staff feeling more at home in our Milton office. We published our first advocacy newsletter to update members on the hard work being done in this space. We also hosted our inaugural Bicycle User Groups combined breakfast meeting in November with representatives from around south-east Queensland attending. We invested in video technology to enable us to extend this invitation to our regional BUGs and wider cycling community groups in 2020. The BUG's consultation breakfast and advocacy newsletter will occur quarterly in 2020. Our engagement with decision makers remained strong as well as initial conversations with new corporate partners.

Events continue to be a key activity for BQ, despite a changing landscape over recent years. We made the difficult decision to discontinue the much-loved Cycle Queensland event. We did however venture to the beautiful Sunshine Coast in October for our inaugural Big Beach Ride. We took this opportunity to implement a few changes including the addition a 10 km family ride which will be included as a regular category for all future BQ events.

Where to from here? The importance to advocate the benefits of cycling have never been more relevant. With a growing population, we play an important role in presenting the humble bicycle as a solution for the 21st Century problems we face. These include increasing congestion, growing obesity rates, climate change, social inclusion, mental health and general wellbeing. We believe unquestionably in the power of the bicycle to reflect the very best in our Queensland way of life and to be a strong vehicle for change. Further, we will continue our work to ensure cycling is integrated into relevant policy and practices across all levels of Government and police to improve the accessibility and safe passage for cyclists.

To be Australia's most liveable state, where cycling pursuits are supported and encouraged, we will need to take a lateral approach. We believe in the creation of connected liveable communities. Our enduring success will be achieved through collaboration with key stakeholders and influencers. Through the development of a larger stakeholder map, we aim to work with like-minded organisations, health, education, transport, planning and infrastructure among other portfolios to deliver outcomes for impact and sustainable change. We aim to engage in research opportunities to support our mission of getting more people cycling more often.

I look forward to updating you on our progress and thank you for your ongoing support.

Happy riding.



Rebecca Randazzo  
Chief Executive  
Bicycle Queensland

Over the past few years, Bicycle Queensland has underperformed on financial and membership metrics. End of year reporting reveals both a poor membership retention rate (78%) and low new membership growth. Our forward planning must address this and include an improved commercial model to manage the rising cost of insurance whilst improving our services to members. I have undertaken an extensive review to ensure we have the right team, tools and processes in place to implement change and secure our longevity. As a part of this review process, we have established our pillars of strength (membership, advocacy



# In the community and beyond

## Advocacy issues and highlights

Work commenced on V1 upgrade Stage E from Gaza Rd (Mt Gravatt) to Birdwood Rd (Holland Park West), with three elevated crossings of major roads (Gaza Rd, Sterculia Avenue and Marshall Rd). Stage E is scheduled for completion mid-2020.

Work also commenced on the Sumners Road overpass duplication at Jamboree Heights, a project which will deliver a great underpass link to improve the safety and amenity of bike riders on the Centenary Cycleway, but not until the project is completed (no target date currently listed on TMR website).

Queensland Police Service's lack of consistent enforcement of close pass complaints reported through the online process was a major concern expressed by BQ members and other members of the cycling public in 2019, and much of the advocacy effort in the first half of the year went into this area. The level of complaints has reduced, but there are still many unresolved complaints. Improving the relationship and respect between QPS and bike riders is still on our agenda, with actions to be launched later this year.

Bicycle Queensland played a strong role as part of the organising committee with the

hosting of the International Cycling Safety Conference, held at QUT Gardens Point in November 2019. The conference helped us get an up-to-date picture of developments and issues in active transport safety across the world. The further development of e-bikes and e-scooters will continue to challenge authorities both in designing for and accommodating these devices on our transport network, and also in keeping up with the legislation needed to regulate for safety in a rapidly changing marketplace.

From December 2019, we introduced a regular advocacy update, which is published on the BQ website. The next edition will be out at the end of March 2020.



# Our events

BQ were proud to present four mass participation events in 2019 – a mix of well-established events, an emerging favourite, and the launch of a brand new ride!

In early May, we took more than 200 riders from one end of the Brisbane Valley Rail Trail to the other on the Yarraman to Wulkuraka Rail Trail Adventure over the Labour Day Long Weekend. This was the third year of the popular, boutique event, which sees riders camping two nights along the way. Later that month, we delivered the Great Brisbane Bike Ride, including Coot-tha Challenge.

This was a standalone event for the first time due to the introduction of the Brisbane Cycling Festival. Despite a crowded market place, GBBR still attracted 1,725 riders - 40% of which indicated they were new to the event.

In September, we celebrated B2GC's 15th birthday by packing the Eleanor Schonnell Bridge (aka the Green Bridge) with riders for the very first

time – the new start site was a magnificent sight to see! It was an extra special day for one rider, Henry Boegheim, who chose the B2GC to celebrate his 80th birthday by proving age is no barrier. He completed the 100km with a 29-strong team, including many of his grandchildren. Go Henry! It is stories like this that inspire us to continue delivering these events. We finished the year by launching a brand new event on the Sunshine Coast

– The Big Beach Ride. Participation in this event exceeded first year expectations – and we were thrilled with the almost even split across all distances, including the 10km Family Fun Ride.

In 2019, we also made the tough decision to put Cycle Queensland, our 9-day adventure tour, to rest for the foreseeable future. While we recognise there is still demand for

a multi-day ride, a viable format for the event still eludes us. We will continue to work on ways to touch regional areas and provide great riding experiences across Queensland. We thank everyone involved for all the great times and unforgettable experiences over the years - it has been one hell of a ride!

Congratulations must go to everyone involved, especially the volunteers. These events were another celebration of cycling, championing the positive health benefits associated with it. Big thanks to everyone who rode with us in 2019!



	Yarraman to Wulkuraka – End to End Rail Trail Adventure (Y2W)	Great Brisbane Bike Ride (GBBR)	Brisbane to Gold Coast Cycle Challenge (B2GC)	The Big Beach Ride (TBBR)
Date	Sat 4 May to Mon 6 May	Sunday 19 May	Sunday 15 September	Sunday 20 October
Riders	207	1,725	3,770	603
Volunteers	22	109	174	51
Charity	\$505 raised for Traction	\$9,073 raised for Mater Foundation's Smiling for Smiddy	\$12,385 raised for Mater Foundation's Smiling for Smiddy	\$2,145 raised for SunnyKids
Rider and distance breakdown	Day 1 – 48kms Yarraman to Moore Day 2 – 70kms Moore to Coominya Day 3 – 43kms Coominya to Wulkuraka	933 riders - 110km 515 riders - 75km 277 riders - 40km 987 riders - tackled the Coot-tha Challenge, a timed 2.3km 9% climb up the back of Mt Coot-tha	3,622 riders - 100km Brisbane to the Gold Coast 135 riders - 60km Logan to the Gold Coast	223 riders - 80km Tewantin to Meridan Plains 184 riders - 45km Mudjimba to Meridan Plains 180 riders - 10km Family Fun Ride

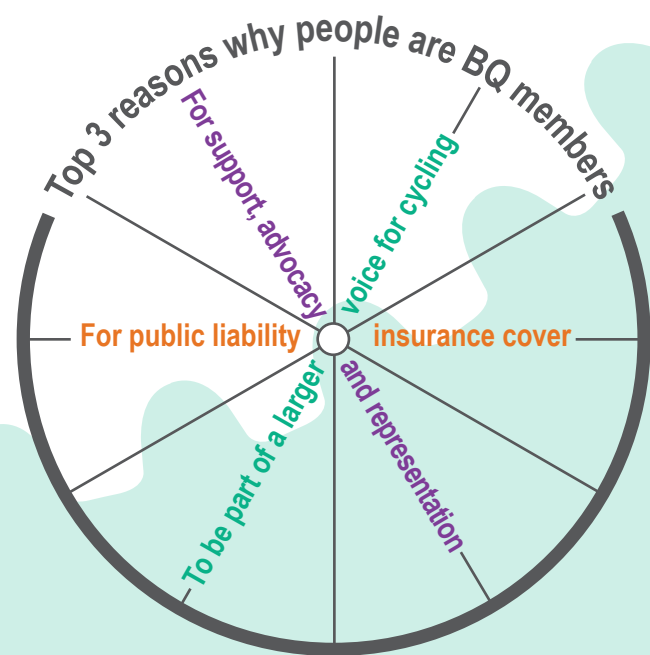


# Our members

In November 2019, we sent our members an anonymous survey to complete. Incoming CEO Rebecca Randazzo was interested to learn more about our members, what they value from their membership, and what we can do to better serve them. The previous survey was conducted in 2015.

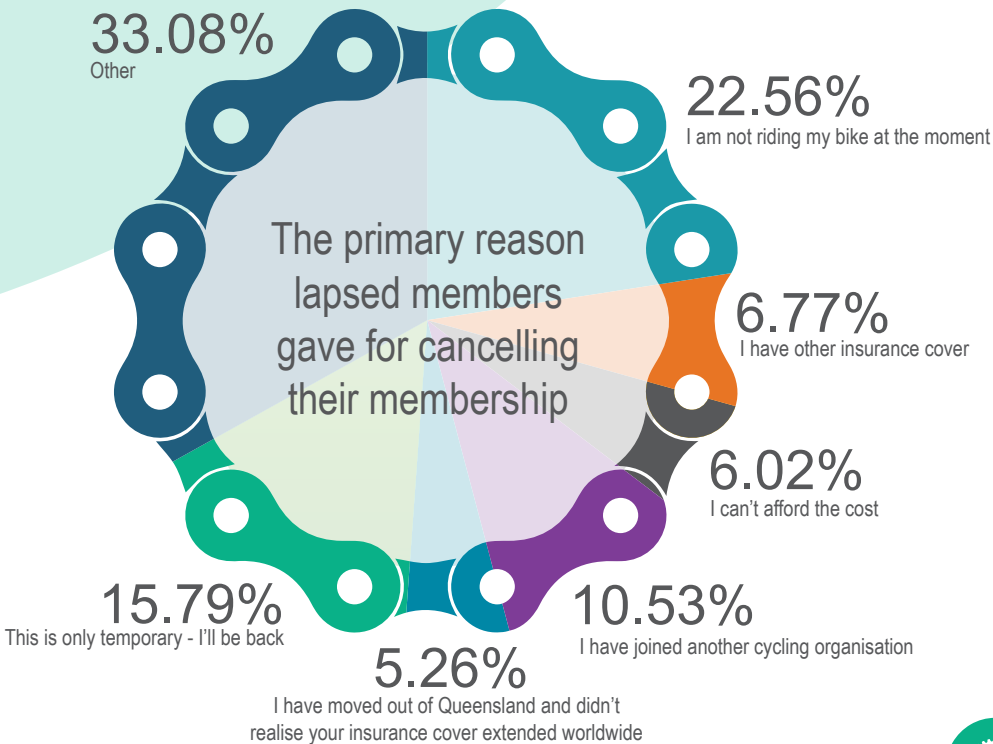
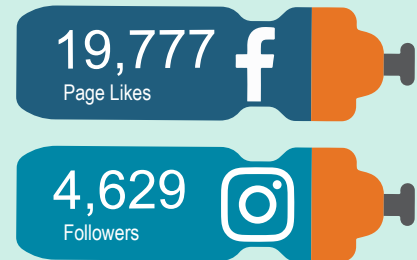
We were pleased with both the response and completion rates – the largest BQ has experienced to date. Thank you for all of the members who took the time to complete the survey. We appreciate your feedback - it is an important guide for us.

We also sent a short survey to people who hadn't renewed their membership in recent years, as we had not formally surveyed lapsed members for their feedback for a decade.



## Net promoter score

This was calculated by asking our members how likely it is that they would recommend BQ membership to a friend or colleague. A Net Promoter Score (NPS) is a popular customer experience metric that is predictive of customer loyalty and business growth. 53.22 is a great NPS!





# Financial report

## YEAR ENDED 31ST DECEMBER 2019 BICYCLE QUEENSLAND INC. ABN: 11 428 868 797

	2019 \$	2018 \$		2019 \$	2018 \$
<b>STATEMENT OF ASSETS AND LIABILITIES</b>			<b>STATEMENT OF PROFIT OR LOSS</b>		
<b>Current Assets</b>			<b>Income</b>		
Cash and cash equivalents	1,994,135	1,996,857	Event income	893,397	1,553,400
Trade and other receivables	28,779	37,037	Member subscriptions	805,502	841,275
Inventories	15,165	20,454	Interest	25,969	41,320
Compensation receivable	-	292,873	Rental income	-	38,201
Prepayments	28,394	22,133	Compensation claim	8,504	292,873
Accrued income	4,380	11,646	Other income	78,283	50,695
<b>Total Current Assets</b>	<b>2,070,853</b>	<b>2,381,000</b>		<b>1,811,655</b>	<b>2,817,764</b>
<b>Non Current Assets</b>			<b>Expenses</b>		
Property, plant and equipment	141,352	76,955	Event costs	466,289	1,053,025
<b>Total Assets</b>	<b>2,212,205</b>	<b>2,457,955</b>	Employee benefits expense	825,799	878,692
			Depreciation expense	38,319	37,626
<b>Current Liabilities</b>			Members insurance	285,119	223,594
Trade and other payables	58,134	171,380	Other direct membership expenses	54,526	113,990
Lease liability	13,210	-	Rent	87,436	77,999
Employee benefits	33,267	62,341	Other operating expenses	161,121	126,544
Accrued expenses	26,167	48,328	Finance costs	7,140	6,462
<b>Total Current Liabilities</b>	<b>130,778</b>	<b>282,049</b>	Expenses related to relocation	(1,460)	82,560
<b>Non Current Liabilities</b>				<b>1,924,289</b>	<b>2,600,492</b>
Lease liability	20,396	-	<b>(Loss)/profit</b>	<b>\$ (112,634)</b>	<b>217,272</b>
Employee benefits	2,012	4,253			
<b>Total Non-Current Liabilities</b>	<b>22,408</b>	<b>4,253</b>	<b>STATEMENT OF CASH FLOWS</b>		
<b>Total Liabilities</b>	<b>153,186</b>	<b>286,302</b>	<b>Cash Flow from Operating Activities</b>		
<b>Net Assets</b>	<b>2,059,019</b>	<b>2,171,653</b>	Receipts from customers	2,264,863	2,690,635
			Payments to suppliers and employees	(2,129,260)	(2,731,558)
<b>STATEMENT OF CHANGES IN EQUITY</b>			Interest received	33,235	43,104
Equity as at beginning of period	2,171,653	1,954,381	Interest paid	(7,140)	(6,462)
(Loss)/profit	(112,634)	217,272	Net GST remitted to ATO	(93,829)	(88,635)
<b>Total equity</b>	<b>2,059,019</b>	<b>2,171,653</b>	<b>Net cash from operating activities</b>	<b>67,869</b>	<b>(92,916)</b>
			<b>Cash Flow from Investing Activities</b>		
			Purchase of plant & equipment	(68,328)	(76,968)
			<b>Net cash from investing activities</b>	<b>(68,328)</b>	<b>(76,968)</b>
			<b>Cash Flow from Financing Activities</b>		
			Payment of finance lease liabilities	(2,263)	-
			<b>Net cash from financing activities</b>	<b>(2,263)</b>	<b>-</b>
			<b>Net increase in cash held</b>	<b>(2,722)</b>	<b>(169,884)</b>
			Cash at beginning of financial year	1,996,857	2,166,741
			<b>CASH AT END OF FINANCIAL YEAR</b>	<b>1,994,135</b>	<b>1,996,857</b>

The information on this page is an abbreviated version of the full financial report, on which the Association's auditor, James Kenward of SAAS Audit expressed an unqualified audit opinion dated 20 February 2020. Copies of the audited financial statements and associated auditors report are available to members on request.





## Thank you

BQ would like to thank the many people who make our achievements happen, we couldn't do it without our members, committee, management committee, our small team in Milton, corporate partners, charity partners and our sponsors.



*Dedicated to a better Brisbane*







# BICYCLE QUEENSLAND

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