

2030 VISION



MORE PEOPLE RIDING MORE OFTEN

For us, this means...

- People prioritising riding over other forms of transport
- People riding bikes for passion, enjoyment and wellbeing
- Children commuting to school, and parents secure in their child's safety
- People feeling confident on a bike, with the skills, knowledge and infrastructure to support them
- Decision makers prioritising investment in a state-wide network of design-for-purpose cycling infrastructure
- Riding being an intrinsic part of our outdoor lifestyle in Queensland

OUTCOME

Queensland has an international reputation as Australia's cycling state. A place that inspires people to live and visit our cities, towns and communities.

PRIORITIES:

- Strengthening relationships with government and industry to become the go-to point of connection for cycling in Queensland
- Influencing decision makers to prioritise cycling infrastructure
- Educating all road and path users on shared safety and responsibility
- Creating opportunities to engage and re-engage riders in all stages of life
- Decisions are informed by expert data and research
- To grow and connect the diverse cycling community

VALUES:

We are caring and passionate. We value the positive impact riding has on people's health and wellbeing, our communities and the environment. We work with integrity in building the cycling movement. We support and educate the public and our stakeholders.
