



**ANNUAL  
REPORT**  
- 2021 -

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# WHO WE ARE

Bicycle Queensland (BQ) formerly known as The Bicycle Institute of Queensland (BIQ), was launched in August 1979 by cyclists, who were also professionals from planning and architectural backgrounds, passionate about making Queensland a better and safer place to ride. Whilst over the years we have changed name to Bicycle Queensland (BQ), our passion and focus has remained ever the same - more riders, more bicycle user groups, more bikeways, more powerful communication with politicians and more advocacy activities.

In the 1980s we launched with approximately 100 members. Today, we have grown to almost 14,000 members. We have become the state's peak body for riding, with a strong voice across government, media, industry and community. Due to continued lobbying and the development of relationships with state and local governments, riding a bicycle is firmly on the agenda as a topical and priority item. It is recognised as a sustainable and practical form of transport and as a growing recreational activity, which has attracted in excess of one billion dollars in direct funding through councils and the state government over the last decade.

Across Queensland, BQ has been involved in the planning of key infrastructure projects including the Ted Smout Bridge at Redcliffe and supported bikeways from Cairns (Aeroglen Bikeway) to the Gold Coast (Oceanway Bikeway), City Link (Brisbane CBD) and hundreds of kilometres of both on and off-road bikeways built throughout regional cities and towns.

BQ remains a key event promoter, delivering the state's best cycling events including the iconic Brisbane to Gold Coast Cycle Challenge.

Across the past year, BQ has been instrumental in the development and delivery of education programs across segments to promote riding a bike as a viable form of active transport and support riding a bike as a recreational activity across all lifestyles and stages; initiatives that form a significant part of our future strategy and will continue to realise more people riding more often.



Ted Smout Bridge

# OUR MISSION VALUES AND PURPOSE

## OUR VISION

More people riding more often

## OUR PURPOSE

We are Queensland's point of connection for the future of riding

## 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.





# MANAGEMENT COMMITTEE MEMBERS



**Rob van Manen**

Acting President Elected 2019



**Lisa Davies Jones**

Treasurer Elected 2020



**Chris Cox**

Secretary Elected 2019



**Rachel Nolan**

Management Committee  
Elected 2021



**Lea Diffey**

Management Committee  
Elected 2020



**Audine Bartlett**

Management Committee  
Elected 2018



**Craig Davis**

Management Committee  
Elected 2019

# PRESIDENT'S REPORT



There is no doubt the last 18 months has been a very challenging time for Bicycle Queensland (BQ) with COVID lockdowns and restrictions limiting the number and type of events we have been able to run. Despite these tough times in events, bicycle riding itself has significantly increased through COVID with people still wanting to be able to exercise. Riding a bike provides a great form of socially distanced exercise, and for those who have wanted to avoid public transport, riding a bike has provided a good alternative option for commuting.

Bicycle Queensland is a well-respected voice within the active transport sphere and are well placed to advocate to, and influence, key stakeholders to provide the facilities demanded by this increase in bike riding.

The Management Committee along with BQ staff have had a very busy year working through several governance documents to build a stronger BQ. I would like to thank everyone for their input. I'm particularly proud of the work the whole BQ team embarked upon to develop our new Strategic Plan 2021 - 2023 and 2030 Vision which clearly outline BQ's priorities, values and strategy as we move forward in a changing environment.

The Management Committee is proposing that we change the structure of BQ from an incorporated association to a company limited by guarantee (CLG) and will be seeking endorsement of this change at a special Annual General meeting, date to be advised. Simply put, we have outgrown the incorporated association model and this new structure will provide a more professional, flexible and credible structure for future growth. As a CLG, BQ will be better able to attract grants and funding.

There is no real change for members. However, the long-term benefit for members is that by embracing this change, we will be better enabling BQ to face the operating challenges of these turbulent times!

I would like to thank the Management Committee members, President Katie Panaretto (Resigned), Vice President Rebecca Ryan (Resigned), Treasurer Lisa Davies-Jones, Secretary Chris Cox and Committee members Audine Bartlett, Lea Diffey, Craig Davies and Rachel Nolan. Many hours of work have been put in over the last year and it has been very much appreciated, especially when these are volunteer roles, and we all have families, jobs and other commitments.

To our departed Committee members – President Katie Panaretto thank you for your time at the helm, particularly for steering us through the governance work in this term, for taking on the role with the retirement of Bill Loveday and for your time prior as a committee member. Secretary Chris Cox, thank you for your time as Secretary. The roles of President and Secretary are more demanding than most roles on the board and I, together with the rest of the Management Committee thank you both for all the extra time and commitment you have given to fulfil these. Your efforts have left BQ in a stronger position.

We have recently welcomed Rachel Nolan onto the Management Committee, filling a vacant Committee member position. Rachel brings a wealth of board experience and knowledge to the team and I look forward to working with Rachel into the future.

Finally, I would like to thank the BQ team, past and present, for all their hard work, particularly through the difficult COVID times. I would like to note the work by CEO Rebecca Randazzo over the past 18 months, this has been an extremely challenging period which has required some tough decisions to be made. Rebecca has managed to pivot the organization into other areas to strengthen its future whilst working towards our vision of more people riding more often.

BQ has an exciting future ahead with more people riding and governments realising the benefits of the community riding more. I look forward to being a part of this transformation.

Enjoy the ride – ride safe!

Rob van Manen

Acting President

Bicycle Queensland

# CEO REPORT

I would like to thank the Management Committee for their ongoing support and confidence in me to lead Bicycle Queensland, an organisation I am tremendously proud to be a part of. I feel both privileged and excited to lead our new strategic direction through to performance and impact.

I pay my respects to the Aboriginal and Torres Strait Islander ancestors of this land, our First Nations people, their spirits and their legacy which we promise to respect and build upon to make this state stronger, together. I look forward to building on discussions with First Nations communities and their leaders regarding engagement opportunities via our education programs in the future.

We have warmly welcomed 2047 new members to our community and thank our loyal members who continue to ride with us. Over the past 18 months we have driven member retention rates to 89%, up from 78%, by advocating for all Queenslanders, irrespective of postcode or what type of bike they ride. We provide the most comprehensive insurance cover and member benefits scheme in Australia.

I would like to acknowledge the outstanding efforts displayed by the Bicycle Queensland team who maintain high-quality service standards and relentless energy to deliver great outcomes for members and Queenslanders. They have remained resilient and positive in responding to the sharp pivotal changes forced upon us by COVID. Their willingness to work across a broad range of Queensland LGA's, Government departmental sectors, and private industries, requires passion and dedication which has not faulted under the challenging circumstances we find ourselves in.

I would like to acknowledge the ongoing commitment from our members, partners including non-government organisations, government departments, universities, advocacy groups, peak bodies, associations, communities, and our amazing volunteers. This support and partnership remain fundamental to our work and helps us to connect with more Queenslanders and see our vision of more people riding more often, take shape.

What has been achieved over the past 18 months is significant. With the strategic planning completed, progressing the operational and implementation planning has been a priority for the team. A significant focus on behaviour change and impact drives our performance.

I am especially proud of our female-focused behaviour change brand, HerRide. HerRide is the platform to advocate and educate females of all ages on the benefits of riding a bike. Through a multi mode approach including skills courses, video campaigns, and education blogs, we aim to break down the barriers for women to ride. Complementing HerRide was the launch of the Commuter Harmony Alliance in March. The Alliance has a vision of a connected community where commuters feel confident and supported to mix their modes of transport. Where respect on the road is extended to, and by all users. A community where the benefits of active commuting including heightened productivity, health and wellness and sustainability, come to life. We thank those Queenslanders who have taken the pledge and thank our corporate supporters who join us in advocating for this vision. We have a string of campaigns planned under The Commuter Harmony Alliance in 2022, which will further help us create connected liveable communities throughout Queensland and set the standard nationally.

2020/21 has been a period of transition. Our investment in new technology and processes has improved operation efficiencies and output. We continue to build our advocacy muscle and keep delivering for members. I am pleased to announce BQ now represents members on over twenty advisory, and steering groups across the state. Groups range from transport and infrastructure, tourism, to contributing on the Draft National Obesity Strategy. This is up from three when I joined BQ two years ago. We strongly support and advocate for riders of all disciplines, on and off-road, and have been working hard to position riding infrastructure, including mountain bike and gravel trails as an economic recovery strategy for the tourism industry. Our advocacy team will grow in the coming months to maximise our new partnerships with research and professional groups which advises our work.



Our education services have gained momentum and importantly sowed the seeds for our ten-year strategy. These services have included the creation of content for new and experienced riders via blog posts, video series and online learning modules. Our impact in schools is growing with curriculum aligned programs developed and being delivered in pre-schools and primary schools across southeast Queensland. We are investing in online education services to assist us with connecting to regional centres and flexible learning styles. I am excited to announce the work we are undertaking with CARRS-Q to develop an Audio Visual (AV) curriculum which, when completed, provides a connection to secondary schools and workplaces.

It was exciting to gather in June on the Brisbane Valley Rail Trail for a partnered event with the BVRT Users Association. We welcomed over 500 riders who enjoyed ideal conditions and local hospitality. We now look forward to joining members and riders at the Downer Brisbane to Gold Coast Cycle Challenge on Sunday 17th October. The role our events play in connecting our community and supporting physical and mental wellbeing, has never been more important.

Where to from here? The importance to advocate the benefits of riding have never been more relevant. With a growing population, we continue to build relationships with decision makers to ensure policy and practise supports Queenslanders of all ages to ride. As we look toward 2022, we are now responding to global concerns about climate change and the implications for our society. We are working hard across all levels of government to provide incentives to Queenslanders to shift from vehicle dependant movement to bicycle movement. Bicycle riding is 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. The benefits of e-bikes as a solution to environment, congestion and health concerns is under promoted and unrealised. This will be a focus for us in 2022.

I look forward to updating you on our progress and thank you for your ongoing support. Stay well and happy riding,

A handwritten signature in black ink, appearing to read 'Rebecca', with a stylized, cursive script.

Rebecca



# OUR COMMUNITY



FACEBOOK  
21,699



INSTAGRAM  
5,255



STRAVA  
2,476



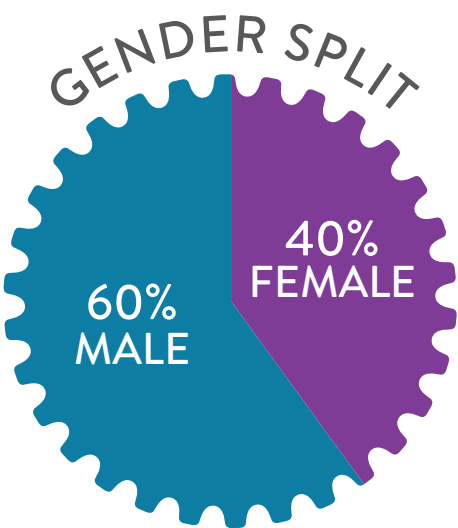
LINKEDIN  
755



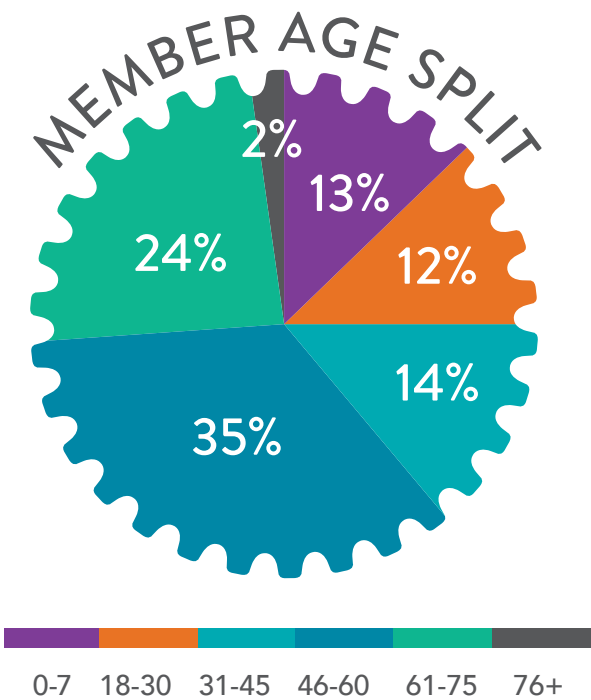
DATA BASE  
65,000



NEW MEMBERS  
2047



We have the **LARGEST FEMALE** representation in any of cycling-like organisation in Australia



# KEY HIGHLIGHTS

## FOR MEMBERS

- Created and implemented new **BQ BRANDING** strategy.
- Revamped our member benefits to provide better member rewards and more connections with major partners.
- Implemented a new website and CRM system.
- Introduced new Supporter and **RETAIL MEMBERSHIPS** to connect with more people and strengthen our voice.

## COVID RESPONSE

- Ran COVID recovery campaign – presenting shovel-ready bicycle infrastructure, tourism and health opportunities for State and local Governments.
- Surveyed riders and non-riders during first COVID lockdown to discover how bike riding, and spending on bicycles and related equipment changed during the pandemic.
- Lobbied to have bicycle retailers classified as an essential service so that people could still ride a bike during lockdowns
- Defended riders' rights to avoid restrictions on riding during the first COVID lockdown.

## CAMPAIGNS & ADVOCACY

- Lobbied for increased spend on bicycle infrastructure during state and federal election campaigns and budget response.
- Published an overall advocacy statement and position statements on many issues relating to making Queensland a safer and better place to ride. Read these statements in full here: <https://bq.org.au/advocacy-statement/>
- Expanded our work in collaborating with local and state governments, on active transport infrastructure projects and plans, and representing bike riders on LGA reference groups.
- Successfully campaigned for the first stage of the CityLink separated cycleway in Brisbane's CBD.
- **LAUNCHED THE COMMUTER HARMONY ALLIANCE**, a means of collaborating with all our stakeholders to achieve improved behaviours and community attitudes around the safety of all users on roads and paths.
- **LAUNCHED 'HERRIDE'**, a platform to advocate and educate females of all ages on the benefits of riding a bike.
- Stepped up our engagement and support for **METRO AND REGIONAL BICYCLE USER GROUPS**.



COMMUTER  
HARMONY  
ALLIANCE



## KEY HIGHLIGHTS con't

- Succeeded in lobbying TMR for bikes being allowed on City Trains in peak hours, resulting in a one year trial.
- Successfully lobbied to fast-track feasibility studies for rail trails in regional Queensland.
- Worked with political leaders in Brisbane City Council and State Government to get better co-ordination between levels of Government. This resulted in Brisbane's ATAC (Active Travel Advisory Committee), co-chaired by Minister for Transport and Main Roads and the Chair of Public and Active Transport (BCC), with stakeholders including bike and walking groups and community members. The model is being replicated on the Sunshine Coast, with Minister Bailey and the Mayor of Sunshine Coast Regional Council.
- Called for increased sustainable mountain bike trail networks in BCC forests and reserves in our submission to Brisbane City Council's Off Road Cycling strategy (BORC).

### MEDIA AND OUTREACH

- CEO and Director of Advocacy represented members and the bike riding public in many media appearances and panel speaking opportunities.
- Engaged with the community via **BIKE WITH** events in Brisbane, Toowoomba, Logan and Redland, and supporting metro and regional LGAs across Queensland.

### EDUCATION

- Built out comprehensive education resources include online learning modules, video series, blog posts and research articles.
- Launched the Bike Learning Library and Bike Life Blog, housing essential resources for new and experienced riders.
- BQ became a stakeholder in the establishment and ongoing development of Construction Logistics and Community Safety Australia (CLOCS-A) standards, making heavy vehicles safer around vulnerable road users.
- Launched our early learning and primary school **BICYCLE SKILLS AND ROAD SAFETY PROGRAMS** (Active Communities Together - ACT). Complete with Turbo the Turtle mascot.
- Extended our research and education partnerships with CARRS-Q QUT, Health and Wellbeing QLD, Austroads, Amy Gillett Foundation, Nutrition Australia (QLD), Cycle Physio and University of Queensland.

### EVENTS

- Partnered with BVRT Users Association to deliver a Rail Trail event on the beautiful **BRISBANE VALLEY RAIL TRAIL**.
- When mass bike riding events weren't possible, we launched **PEDAL QLD**, a statewide online event during June 2020 to keep bike riders engaged and challenged.



BRISBANE  
VALLEY  
RAIL TRAIL  
CYCLING FESTIVAL





# FINANCIAL RESULTS

Prepared by Jo Rowell, Business Manager

Over the past 18 months, despite the impact of COVID, Bicycle Queensland has begun to see some positive financial indicators of the implemented management improvements. Events have traditionally provided a strong revenue stream but the ability of events to generate the surplus BQ requires to fund our advocacy work has been challenged as new events enter the market and the event model of the past only generated a slim surplus. The focus on key events with established brand value, Downer Brisbane to Gold Coast Cycle Challenge (B2GC), and an event partnership with the Brisbane Valley Rail Trail Association is proving to be a more successful strategy. In 2020 Government support from Job Keeper and Cash Boost payments were a welcomed boost to our income as we were unable to hold B2GC during 2020. Membership revenue is our main income source outside events. Managing our memberships and nurturing our members' journey with BQ is paramount. Investing in how we communicate with our members has improved our retention rate and we continue to develop strategies to grow new membership revenue opportunities. During 2020 we began to see this in our financial results with a 5% improvement in gross surplus from our improved membership management. Unfortunately, the collapse of interest rates has also had a small impact on our income as our term deposits no longer generate the return we have enjoyed in the past. (Refer table 1)

As for most service industries our staff costs are a key investment. We recognise it is the effective utilising of our people and their skills that is crucial to BQ's success. Improvements in processes, alignment of skills to deliver our new strategy has required some changes but the team now in place is already successfully driving the new operational plan. Insurance is our next highest cost and in January 2020 we were able to negotiate only a 1% increase in costs, this compared to the 28% and 21% increase in the two prior years. (The balance of this prepayment can be seen on the balance sheet as we are only 5 months into this policy.) We are mindful that worldwide the insurance industry costs are escalating so we are working with our insurance company to manage this future cost as best we can. Further changes to reduce costs included exiting warehouses and unnecessary expenses. A new three-year lease was also negotiated at the beginning of June with a significant discount on market rates. Due to new accounting standards this lease liability and right to use asset are now reported on the balance sheet. (Refer graph 1)

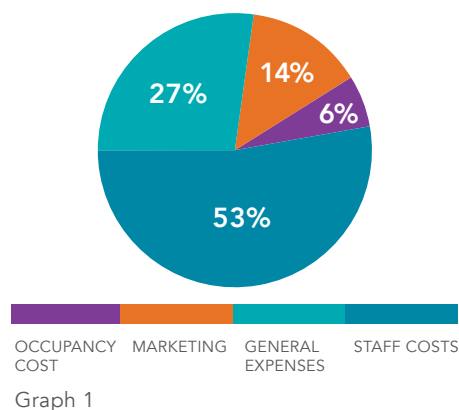
As we prepare to move from an association incorporated to a company limited by guarantee this has required changes to the way we recognise income. Under a company structure the accounting policy requires that income is reported on an accrual basis (spread the annual income received over the duration of the membership period) whereas before it was recognised on a receipt basis (when the cash was received). This is simply a non-cash adjustment. The deferred income (income memberships subscription that has not yet been delivered) is now reported as a current liability on the balance sheet. To facilitate a financial comparative for the current reporting period the initial adjustment was applied to the December 2019 financial year. Subsequent years require reporting any movement in this deferred income.

Overall, the financial health of Bicycle Queensland is strong with a surplus of \$1.5m, sound working capital coverage and a strategy of diversifying income opportunities to build a resilient and sustainable organisation for the future.

INCOME SOURCE - JANUARY 2020 TO JUNE 2021	
Membership	56%
Sponsorship - Government	18%
Job Keeper	15%
Events	5%
Sponsorship - non Government	4%
Merchandise	1%
Donations	1%

Table 1

## ANALYSIS OF OVERHEAD COSTS JANUARY 2020 - JUNE 2021



Graph 1

# FINANCIAL REPORT

Abridged Financial Statements  
Six months ended 30 June 2021  
Bicycle Queensland Inc.  
ABN: 11 428 868 797

STATEMENT OF ASSETS AND LIABILITIES		
	JUN-21	DEC-20
CURRENT ASSETS	\$	\$
Cash and cash equivalents	1,577,422	1,810,988
Trade and other receivables	122,513	113,380
Inventories	17,222	11,219
Loans and advances	-	300
Prepayments	172,745	43,745
Accrued income	737	36,665
<b>TOTAL CURRENT ASSETS</b>	<b>1,890,639</b>	<b>2,016,297</b>
NON CURRENT ASSETS		
Property, plant and equipment	74,162	88,651
Right of use assets	158,086	-
<b>TOTAL NON CURRENT ASSETS</b>	<b>232,248</b>	<b>88,651</b>
<b>TOTAL ASSETS</b>	<b>2,122,887</b>	<b>2,104,948</b>
CURRENT LIABILITIES		
Trade and other payables	51,601	69,956
Lease liability	13,549	-
Employee benefits	42,198	39,757
Finance lease obligations	-	20,276
Accrued expenses	31,212	10,098
Deferred income	368,600	413,766
<b>TOTAL CURRENT LIABILITIES</b>	<b>507,160</b>	<b>553,853</b>
NON CURRENT LIABILITIES		
Lease liability	144,704	-
Employee benefits	22,129	21,129
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>166,833</b>	<b>21,129</b>
<b>TOTAL LIABILITIES</b>	<b>673,993</b>	<b>574,982</b>
<b>NET ASSETS</b>	<b>1,448,894</b>	<b>1,529,966</b>
STATEMENT OF CHANGES IN EQUITY		
Equity as at beginning of period	1,529,966	1,703,179
Loss	(81,072)	(173,213)
<b>TOTAL EQUITY</b>	<b>1,448,894</b>	<b>1,529,966</b>
The comparatives presented are for a 12 month period.		

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 31 August 2021. Copies of the audited financial statements and associated auditors report are available to members on request.

STATEMENT OF PROFIT OR LOSS		
	JUN-21	DEC-20
INCOME	\$	\$
Member subscriptions	443,506	823,361
Event income	189,330	217,817
Interest	3,071	21,974
Gain on disposal of assets	-	34,553
Government grants (covid-19 related)	-	349,300
Other income	34,050	68,807
	<b>669,957</b>	<b>1,515,812</b>
EXPENSES		
Event costs	92,825	65,643
Employee benefits expense	361,781	844,415
Depreciation expense	27,995	54,737
Members insurance	135,137	287,584
Other direct membership expenses	2,950	48,123
Rent	31,408	94,496
Other operating expenses	97,987	290,373
Finance costs	946	1,204
Expenses related to relocation	-	2,450
	<b>751,029</b>	<b>1,689,025</b>
<b>LOSS</b>	<b>\$(81,072)</b>	<b>\$(173,213)</b>
STATEMENT OF CASH FLOWS		
CASH FLOW FROM OPERATING ACTIVITIES		
Receipts from customers	673,300	1,199,910
Payments to suppliers and employees	(893,829)	(1,702,940)
Interest received	4,199	24,489
Interest paid	(946)	(1,204)
Receipt from grants (covid-19 related)	34,800	314,500
Net GST remitted to ATO	(17,775)	(36,789)
Net cash from operating activities	<b>(200,251)</b>	<b>(202,034)</b>
CASH FLOW FROM INVESTING ACTIVITIES		
Proceeds from sale of plant and equipment	-	37,933
Purchase of plant & equipment	(9,053)	(5,416)
Net cash from investing activities	<b>(9,053)</b>	<b>32,517</b>
CASH FLOW FROM FINANCING ACTIVITIES		
Payment of finance lease liabilities	(24,562)	(13,330)
<b>NET CASH FROM FINANCING ACTIVITIES</b>	<b>(24,562)</b>	<b>(13,330)</b>
<b>NET INCREASE IN CASH HELD</b>	<b>(233,866)</b>	<b>(183,147)</b>
Cash at beginning of financial year	1,810,988	1,994,135
<b>CASH AT END OF FINANCIAL YEAR</b>	<b>1,577,122</b>	<b>1,810,988</b>

## KEYNOTE PARTNERS

WE WISH TO THANK OUR KEYNOTES PARTNERS FOR THEIR  
ONGOING SUPPORT



*Dedicated to a better Brisbane*



COMMUTER  
HARMONY  
ALLIANCE

