



ANNUAL  
REPORT  
- 2022

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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. 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.





# 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**  
President Elected 2019



**Rachel Nolan**  
Vice President Elected 2021



**Lisa Davies Jones**  
Treasurer Elected 2020



**Peter Thompson**  
Secretary Elected 2021



**Craig Davis**  
Management Committee  
Elected 2019



**Lea Diffey**  
Management Committee  
Elected 2020



**Audine Bartlett**  
Management Committee  
Elected 2018

# PRESIDENT'S REPORT



There is no doubt the last 18 months has been a very challenging time for Bicycle Queensland and the broader community. There are many reasons and benefits to riding a bicycle. I rode a bicycle a lot as a child for getting to school and to friends' places, this quickly decreased once I had my driver's licence. Eight years ago, I got back on the bike for a charity ride. I couldn't believe that I had given up on the bicycle all those years ago. Now I ride for exercise, sometimes just for fun or travelling to work, but the main reason I ride is for my mental health – it is well known that physical exercise improves mental health. In these difficult times and with all the stresses we have in our lives, Bicycle Queensland's Vision of more people riding more often, our advocacy to government to prioritise investment in riding infrastructure, and the programs we run to encourage more people to ride, are more important than ever.

While we continue to feel the effects of COVID with a number of our events being cancelled during the last 12 months, we were able to run our iconic Brisbane to Gold Coast Cycle Challenge in 2021. It was a fantastic ride with almost 5000 riders joining us for the pedal to the coast on a beautiful sunny spring day. We look forward to members and friends joining us for the 2022 B2GC in October.

The flooding event in February was quite devastating for BQ with the inundation of the office. A huge thank you to the BQ members and other community members who gave their time to help clean up. A special thank you to CEO Rebecca Randazzo and the BQ staff for their efforts during this time, and their resilience and attitude to getting on with the job while working from home and from temporary and shared space.

BQ continues to enjoy a strong membership with a healthy member retention rate. Our recent member survey provided excellent feedback and clear findings which reinforce BQ's strategy and planning. Thank you to members for your valuable feedback.

I commend CEO Rebecca Randazzo for all that she and the BQ team have achieved in the last year. The CEO's Report details some of this hard work and highlights the many different areas that the team work in to achieve a better bike riding experience for Queenslanders.

The Management Committee along with BQ staff have worked diligently over the past 12 months, to modernise BQ's governance by moving from an Incorporated Association under Queensland law to a Company Limited by Guarantee under Commonwealth law and adopting a new Constitution. This was voted for in the positive by members at our Special General Meeting in February and I would like to thank members for their support of this change. A huge thank you to Committee Members and staff for the work in putting this together and making it happen. I'm sure this new, more rigorous model will benefit BQ and its members going forward.

I would like to thank the Management Committee members, Vice-President Rachel Nolan, Treasurer Lisa Davies-Jones, Secretary Peter Thompson and Committee members Audine Bartlett, Craig Davis and Lea Diffey. The positions on the Management Committee are voluntary, and fitting this in with family and work commitments can be difficult. I certainly appreciate your valuable time and the dedication shown to the organisation.

To our departing Committee members, Audine Bartlett and Craig Davis, thank you both very much for your time, input and commitment to the Management Committee over several years. I wish you all the best and hope that you continue to be involved in the riding community.

I would like to thank BQ staff, past and present, for all their hard work. With such a small team, the amount of work you all get through is truly remarkable. BQ's continued strong position as the state's peak bicycle advocacy organisation is a reflection of your dedication and hard work.

This is my last President's Report. It has been an honour and a privilege to serve on the Management Committee, and I am very proud of what it has achieved during my time involved. While there have been many changes, I am extremely confident that I leave Bicycle Queensland in very good hands with the continuing Directors of the Board and CEO Rebecca Randazzo.

Thank you and enjoy the ride – ride safely.

Rob van Manen

President

Bicycle Queensland

# CEO REPORT

I often say the bike is a simple solution to some of the world's most complicated problems, and that was never truer over the past 12 months. While the year was unlike anything we could have predicted with the continued impact of COVID-19, event cancellations, lockdowns, rising environmental concerns and the devastating impact of the February floods, it was not all doom and gloom.

As a community, we came together to overcome incredible and unforeseen challenges. I want to thank the wonderful BQ team for their resilience and commitment over this difficult year. I also extend my gratitude to the Management Committee, led by Rob van Manen, for their support and leadership.

I wish to acknowledge our loyal members who rode with us over the past 12 months. A special mention to those members who joined us in the heart-breaking clean up after the floods. We also extend the warmest welcome to the those who discovered a love of riding and joined us for the first time. It is because of your support that we maximise every opportunity to build a state of bike riders.

This point in time marks the halfway point of our three-year strategic plan. This plan identifies our purpose and three key pillars of work.

Our priority of policy and infrastructure influence saw us continue to work with government, the corporate sector and research organisations to improve the riding experiences across Queensland. The lifestyle changes brought on by the pandemic created moments in which BQ campaigned hard for meaningful change and impact.

Our advocacy work resulted in the policy change to liberalise the rules around bicycles and e-mobility devices on city trains. This is a significant achievement which supports multi-moding and our purpose of helping more people ride more often. Our reputation as experts and influencers in active transport sees us provide a considerable amount of time and input into the government infrastructure projects and consulting with project managers.

Our respected voice is present on 18 advisory and reference groups across the state (up from four three years ago). This level of representation reflects our commitment to stakeholder engagement and the long-term role we play as a driver in the establishment of bike riding infrastructure and supportive policy.

Addressing the rising road fatalities on Queensland roads requires a collaborative solutions-based approach. This year BQ worked closely with road crash researchers, CARRS-Q QUT, to create a virtual reality education experience to drive empathy and education on our transport system. This initiative shines a lens on the interactions between bike riders and heavy vehicles. We look forward to collaborating with logistic companies and CARRS-Q QUT going forward, to bring about safer experiences for riders in Queensland.

Much of the work undertaken at BQ over the past 12 months has addressed the perceived and real barriers to riding to increase participation. By enhancing safety and providing motivation and opportunity for kids, families, commuters, social, recreational and fitness riders, we seek to grow bike riding, so it becomes a part of our way of life.

Our campaigns aimed to strengthen the bike riding community and promote the impact of riding on our environment and wellbeing. Our 'Her Ride' advocacy platform continues to gain momentum with the production of two amazing video campaigns. These campaigns touched over a million people, aimed at inspiring women to connect, and reconnect with riding.



Our 'Her Ride' platform has been nominated for a national cultural award at the end of the year and has attracted funding support from Dept Tourism and Sport to allow us to extend our 'Her Ride' skills courses into regional areas. Equally successful has been our commitment to advocate the broader benefits of e-bikes. This will remain a focus going forward as we push for subsidies and incentives to support behaviour change.

Events conducted by BQ support the achievement of participation and financial outcomes as reflected in the strategic plan. Sadly, we cancelled our ride to work event activations and postponed the Brisbane to Gold Coast Challenge (B2GC) due to the ongoing impacts of COVID in the community. We look forward to welcoming members and the broader riding community to the B2GC start line in October.

Substantial progress has been made in adopting new automations, controlling costs, and delivering against our strategic priorities. Membership is a key focus for BQ and is set to expand further as the member value proposition grows to embrace a broader range of riders beyond our current group who primarily benefit from the insurance coverage.

The State Government continues to provide strong support to BQ, not only financially but through the promotion and support of our role as a peak body. While funding is important, relationships are critically important. We have established strong relationships at local and state level, which is reflected in our growing stakeholder maps and sponsorship diversification across non-government funding sources. While more work needs to be done, we have shifted up a gear and are headed towards a more sustainable future. I am pleased to report that BQ has a new home in South Brisbane, and we are back on the bike and pedalling in the right direction.

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

Stay well and happy riding,



Rebecca Randazzo



# OUR COMMUNITY



FACEBOOK  
24,670



INSTAGRAM  
5,605



STRAVA  
2,683



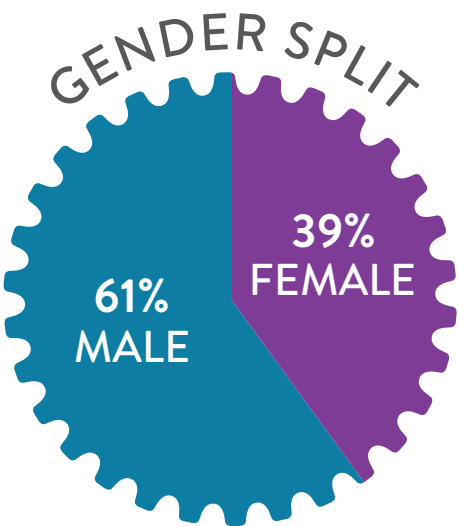
LINKEDIN  
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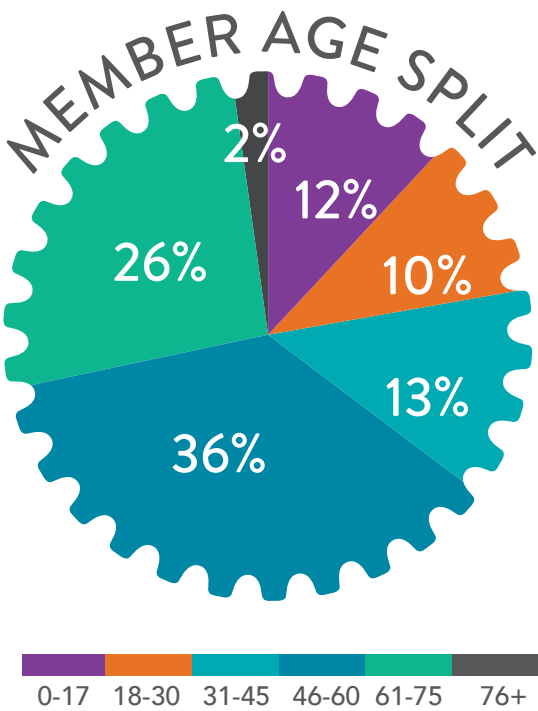
NEW MEMBERS  
1,445



22 BICYCLE  
USER GROUPS



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



## KEY HIGHLIGHTS

- CEO and Director of Advocacy attended the Local Government Association of Queensland annual conference in Mackay, connecting with key decision-makers from across the State, and putting the case for greater investment in active travel and cycle tourism.
- Bikes on the City network at any time became a permanent change, allowing riders to use the train network for multi-moding trips all over the metro area.
- The Active Transport Advisory Committee model put forward by BQ CEO Rebecca Randazzo expanded across Queensland. Our advocacy team now represents the needs and aspirations of bike riders on committees with Brisbane, Sunshine Coast, Gold Coast, Logan, Redlands and Toowoomba. Local advocates have input into committees in Bundaberg and Rockhampton. Our Director of Advocacy also serves on the Brisbane Valley Rail Trail steering committee.
- We worked with local groups on grass-roots rail trail projects which are springing up in regional areas: Mary to the Bay Rail Trail, Boyne-Burnett Inland Rail Trail, Pioneer Valley Rail Trail.
- We stepped up our engagement and support for Metro and Regional Bicycle User Groups.
- CEO and Director of Advocacy represented members and the bike riding public in many media appearances and panel speaking opportunities.

## KEY NOTE PARTNERS

We would like to thank all our keynote partners for their ongoing support.



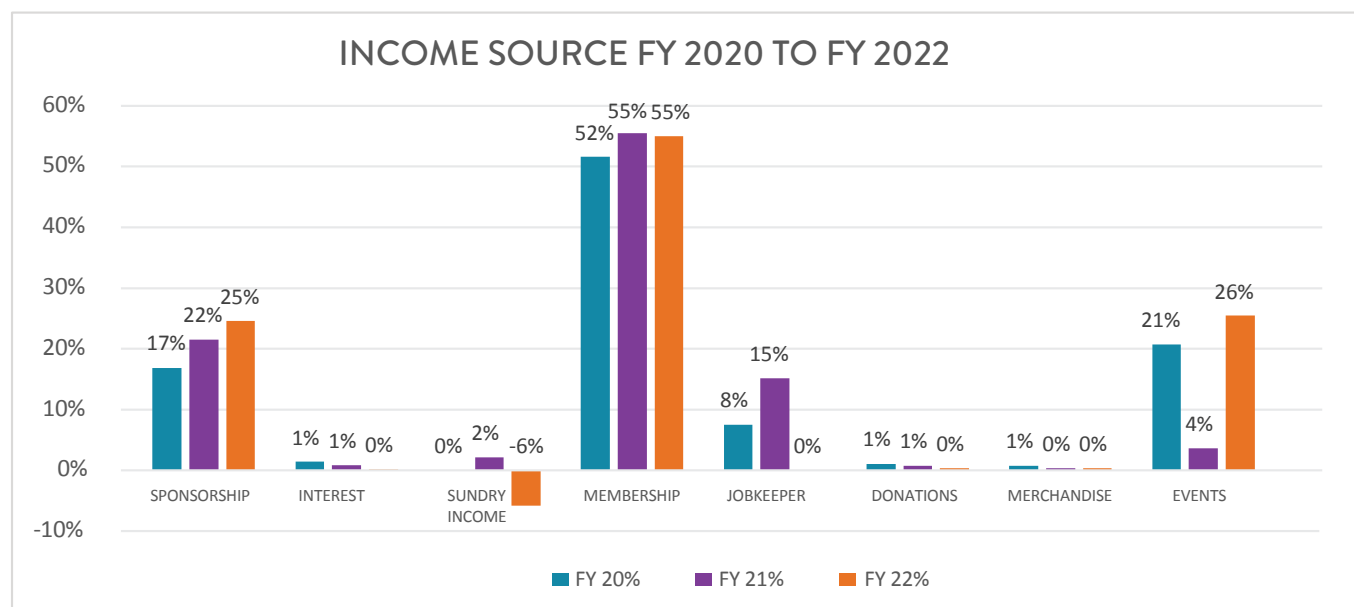


# FINANCIAL RESULTS

Prepared by Jo Rowell, Business Manager

This financial year was another with exceptional challenges for BQ to manage. First and foremost, the nurturing and managing of our membership base has been a priority. Strong retention rates have continued. This has seen our total membership income remain consistent.

The Downer Brisbane to Gold Coast Cycle Challenge saw our event income re-established, even though there were still COVID-19 issues to manage. Revenue from our grant and Government sponsorship has continued to grow as BQ focus on key advocacy projects that align with our strategy as well as local and State Government priorities. The Brisbane extreme weather in February was particularly devastating for BQ as the office was under 160cm of water, and all office assets and inventory were lost.

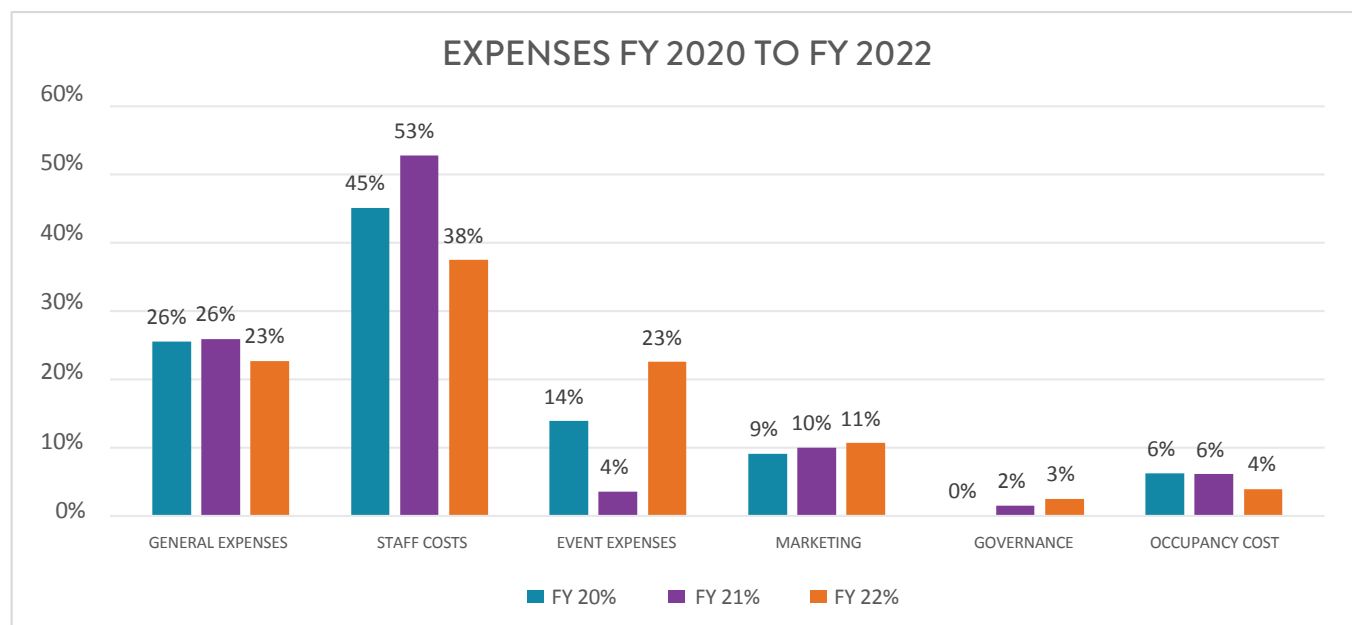


# FINANCIAL RESULTS CON'T

In executing the current strategy cost savings have been made in staffing and general expenses. This has had a flow on impact on lower occupancy costs. These savings were invested in marketing and the delivery of our advocacy projects.

Insurance remains a significant expense to the business, and in January, management were able to negotiate 17-month contracts for all insurances policies, except Personal Accident. As BQ has a positive claims history, only the public liability policy increased, but less than the industry rate.

Due to the significant number of businesses and residential properties that were impacted by the Brisbane flood in February, the outcome of BQ's business insurance claim is still pending a decision. If unsuccessful there are opportunities to apply for State and local funding that will be vigorously pursued. Our partnership with McInnes Wilson Lawyers has helped to offset the costs related to the governance modernisation project. On a positive note, ASIC confirmed BQ's status as a Company Limited by Guarantee in August 2022.



Overall, BQ's financial health remains strong. New budgets and plans for FY 2023 will work to further strengthen the balance sheet and diversify income streams so that our advocacy and support for our members continues.