

2023 YEAR IN REVIEW

ENCOURAGING MORE PEOPLE TO RIDE, MORE OFTEN



WELCOME

ABOUT BICYCLE QUEENSLAND:

We are the state's peak industry body representing the needs of almost 800,000 Queenslanders who ride a bike for recreation or transport, every week.¹



OUR STRENGTHS:

Bicycle Queensland boasts a rich 44-year history of successful advocacy and has earned a well-deserved reputation as a leader in the field of bicycle advocacy. Our organisation has become synonymous with the growth and development of bike riding across Queensland.

We accomplish this by leveraging our strong, well-established connections with regional Bicycle User Groups (BUGs), local councils, as well as state and federal government bodies. And through our educational (activation) programs encouraging *more people, to ride, more often*.

Passionate Community: With more than 12,000 dedicated members who share our enthusiasm for riding, we have a strong and engaged community ready to support our mission. These members are the lifeblood of our organisation, and we are committed to helping them pedal towards a brighter, more sustainable future.

Compelling Case for Change: We believe that bicycles and the micro-mobility revolution hold the key to creating healthier, more sustainable, net-zero communities. We are thrilled by the opportunity to drive a transformative change that will have a positive and lasting impact on the environment, public health, and quality of life across the state, and to deliver on Bicycle Queensland mandate of 'getting more people riding'.

Financial Strength: Bicycle Queensland is in a strong financial position. With our partners – local, state and federal government – we drive ambitious programs and initiatives that will propel the organisation and the bicycle movement forward.

High-Level Board Commitment: Our dedicated, high calibre board of directors is committed to working to deliver on our vision. The Board brings together a diversity of governance and business skills across industry sectors, harnessing their expertise and resources to lead and inspire the organisation toward even greater success.

References:

¹Queensland Government, Department of Transport and Main Roads. "Travel and transport: Participation and encouragement," Cycling and Walking Australia and New Zealand (CWANZ), Cycling and Walking Australia and New Zealand (CWANZ), 11th October, 2023

KEY HIGHLIGHTS, THE JOURNEY WE ARE ON

CORPORATE GOVERNANCE

A recent process of governance reform had created a more modern and flexible corporate structure. We transitioned from an incorporated association, to become a company in August 2022. The change means we now have directors – all of whom are elected by the members and who are equal.

MASS RIDING EVENTS

The B2GC is an iconic Queensland event and one of the most popular mass participation bike rides in Australia. With over 91,000 participants to date and celebrating its 16th year, B2GC is BQ's flagship mass riding event. Recently, we have changed our model to a successful partnership with Mater Foundation.



"I do feel more secure as a BQ member."



34,000
SUPPORTERS



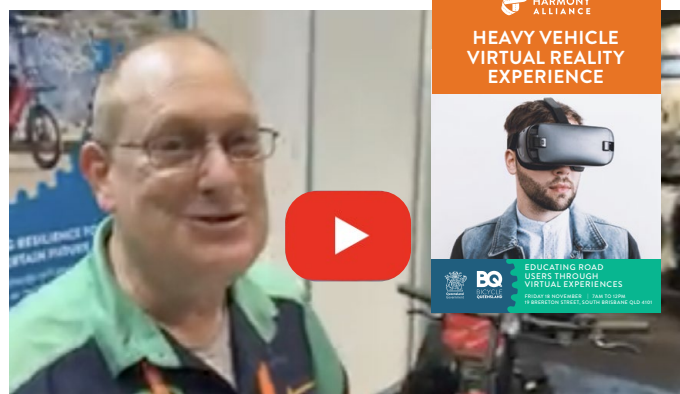
OVER 12,000 MEMBERS
STATEWIDE



"The Bundaberg community appreciates the effort Andrew has made in visiting the region in the past year, presenting at the Bundaberg Regional Council Cycle Reference Group and on another trip speaking with a council representative about the Gin Gin to Bundaberg Rail Trail (an issue we wish to continue to advocate with both Council and the State Government)."

TRUCK DRIVER VR EDUCATION TOOL

The VR initiative has promising potential, with plans to create training opportunities for heavy vehicle drivers and other road users, enhancing road safety for bike riders BQ aims to partner with academic institutions and government to pilot this.

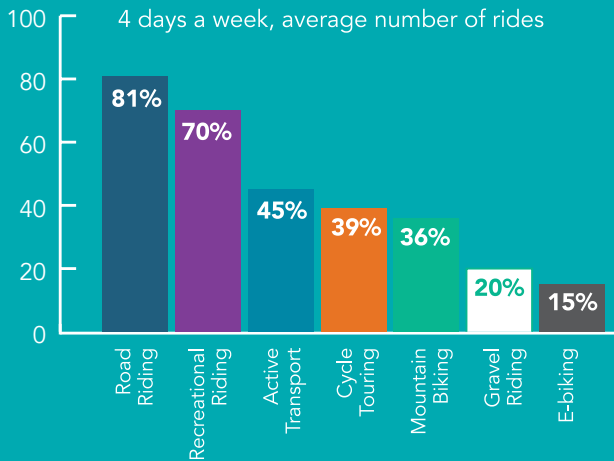


"I've been cycling in one way or another for my whole life and have just joined BQ 2 months ago. The older I get the more I believe that what your organisation is doing is extremely important."

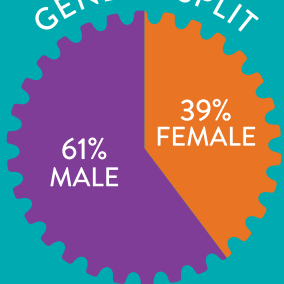


CYCLING HABITS AND BEHAVIOUR

4 days a week, average number of rides



GENDER SPLIT



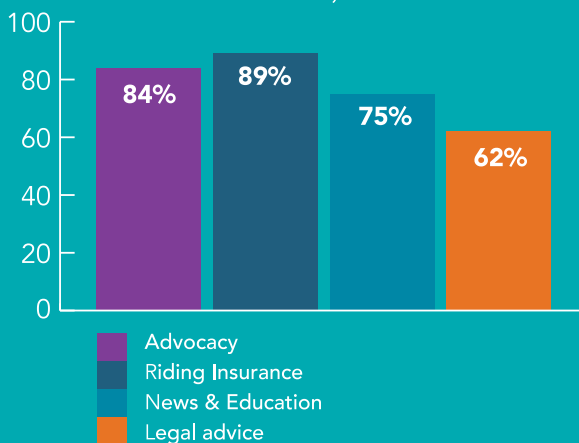
92%

MEMBERS

believe that the value membership is excellent-very good

"Thank you so much for recently referring me to McInnes Wilson after my bike crash. It is a great member benefit and I'm really impressed with the service they provided. I saved a lot in legal fees and I got a good outcome recovering some of the bike replacement costs."

MEMBERS' VALUES, WHAT'S IMPORTANT



"Congratulations on the advocacy work BQ does. It is very important. I don't have the time to do all the research that you have to, in order to go before decision-makers and be listened to. I'm glad that BQ is doing this work. It's one of the main reasons I renew my membership."

GROWING REGIONAL QUEENSLAND THROUGH RAIL TRAILS

Bicycle Queensland is deeply committed to partnering with regional towns to revitalise disused railway tracks, repurposing them into picturesque trails for cycling and walking. This initiative not only connects communities but also preserves our rich heritage.

The Rail Trail Network serves as a testament to the incredible outcomes that stem from collaborative efforts. It brings together local councils, community user groups, local businesses, and regional tourism associations, collectively working towards the renewal of our regional towns and nurturing a profound sense of historical pride.

As part of our commitment, Bicycle Queensland actively organises family-friendly events and produces educational videos [link to YouTube video]. These efforts help raise awareness and engage communities in our shared mission to breathe new life into regional Queensland through the beauty of rail trails.

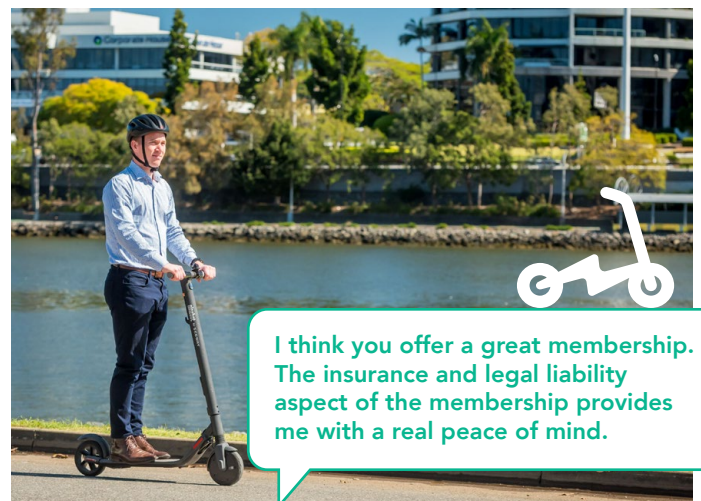
To date, BQ has assisted the development and promotion of 300 km of Rail Trails in Queensland.

"Thanks for all your hard work!"



INNOVATION: INSURANCE FOR E-SCOOTERS

In September 2022, Bicycle Queensland made history by becoming the first peak body to introduce insurance for e-scooters. The response was been positive with 134 taking up e-scooter membership in our soft launch.



I think you offer a great membership. The insurance and legal liability aspect of the membership provides me with a real peace of mind.

HER RIDE, BRIDGING THE GAP

Her Ride continued to bridge the gap between the number of men and women bike riders by bringing women together to develop their riding skills and confidence. The program attracts a diverse group of female riders who enjoyed the camaraderie and empowerment this program brings. The program delved deeper into techniques such as bike maintenance, group riding strategies, road riding challenges, hill climbing mastery, and more.



HER RIDE MOUNTAIN BIKE SKILLS PROGRAM, BRIDGING THE GAP

The Her Ride Mountain Bike Skills program has been a remarkable achievement in promoting women's engagement in mountain biking. This event provided a platform for female riders to enhance their skills and confidence on the trails. The program is led by expert guidance and encouragement, creating an inclusive atmosphere where participants can push their boundaries and conquer new challenges.



BICYCLE QUEENSLAND CHAMPIONS BIKEWAY ADVOCACY

Bicycle Queensland has been actively engaged in advocating for increased state government investment in bikeways along key transportation routes. Andrew Demack, the Director of Advocacy for Bicycle Queensland, works alongside 26 Bicycle User Groups (BUGs) to discuss and collaborate on a priority list of bikeway projects for Brisbane City Council.

These missing bikeway links continue to present danger to thousands of school children and commuters, especially those that use bike riding as a mode of transport to work and to school. The missing bike paths are often gaps between federally funded bikeways and local or state government funded bikeways.



EMPOWERING CHANGE WITH GOVERNMENT SUPPORT

Bicycle Queensland extends its heartfelt gratitude for the valuable support and partnerships it has established with various government agencies, especially the Queensland Government Department of Transport and Main Roads



**Queensland
Government**



Queensland Government
Department of Transport and Main Roads

BUILDING MEMBER BENEFITS WITH CORPORATE ALLIES

In the corporate sphere, we have continued to join forces with businesses that share our commitment to sustainability, healthy communities and bicycle advocacy. The White Cloud Foundation, McInnes Wilson Lawyers, V Insurance Brokers, and Lugg & Carrie are a few of our esteemed partners.

The White Cloud Foundation's support has been instrumental in promoting mental health awareness within our bike riding community. Through this collaboration, we aim to create a supportive environment that fosters both physical and mental well-being.



South Tower, Level 4,
339 Coronation Drive, Milton Qld 4064
e: j.valmadre@bq.org.au
t: 07 3844 1144
w: bq.org.au/

