

2024

ANNUAL REPORT

ENCOURAGING MORE PEOPLE TO RIDE, MORE OFTEN



ACKNOWLEDGEMENT OF COUNTRY

Bicycle Queensland acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

OUR HISTORY

Bicycle Queensland (BQ), previously known as The Bicycle Institute of Queensland (BIQ), was founded in August 1979 by cycling enthusiasts with planning and architectural backgrounds, committed to improving cycling conditions in Queensland.

Despite changing its name to Bicycle Queensland, its core mission remains consistent: fostering more riders, bicycle user groups, bikeways, and effective advocacy with politicians. Starting with around 100 members in the 1980s, BQ has grown to over 12,000 members today, emerging as Queensland's premier cycling advocacy group with a strong presence in government, media, industry, and the community.

Through persistent lobbying and constructive relationships with governments, cycling has gained recognition as a sustainable transport mode and a popular recreational activity, securing significant funding over the past decades. BQ has been instrumental in shaping critical infrastructure projects across Queensland and continues to partner in leading cycling events like the Brisbane to Gold Coast Cycle Challenge.

By partnering with 26 Bicycle User Groups (BUGs) across Queensland, BQ represents and advocates on behalf of 759,000 people in Queensland who ride a bicycle for recreation and transport in a typical week.

In the past year, BQ has played a pivotal role in developing diverse education and skills development programs to promote bike riding as both an active transport option and a recreational activity for people of all backgrounds and ages. These initiatives are central to our future strategy, aimed at increasing bike riding participation.



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BELIEFS, VISION, MISSION, AND VALUES

OUR BELIEFS

At Bicycle Queensland, we believe that bike and scooter riding make:

- People happier and healthier
- Transport easier, more sustainable and affordable
- Communities that are more relaxed and better connected when, for recreation or transport, more people have access to the joy of riding a bike

OUR VISION

Our vision is to see more Queenslanders riding more often. This is achieved through the power of our members, the partnerships we build across communities, businesses and like-minded organisations, and our advocacy for good active transport policy with governments.

OUR MISSION

We support bike and scooter riders through insurance and other member services; we bring people together and promote bike riding through events and projects; and we work to achieve sustainable cities and towns through active transport.

We are riding bikes, having fun and changing the world.

OUR VALUES

As an organisation we value :

- Optimism
- Integrity
- Professionalism
- Excellence, and
- Fun

Among the board and staff, in engaging with volunteers and members and in our advocacy with governments, friends and partners we are mindful of these values and seek to live them every day.

BOARD MEMBERS



CHAIR AND DIRECTOR

Rachel Nolan is an experienced Director and a passionate advocate for cycling – both for fun and as the key to urban sustainability. Rachel is a former Queensland Minister for Transport and Finance. In the former role, she was awarded the Cycling Promotion Fund’s award for greatest contribution to cycling by a politician after increasing the state’s active transport infrastructure budget to \$100 million a year.



RICHARD BUNING

Dr. Buning is a Senior Lecturer in the University of Queensland Business School, his research interests reside at the intersection of physical activity, travel, and events. He is focused on how tourists are physically active as both a driver of tourism behaviour (i.e., active lifestyle sports) and during visitation (i.e., active transport).



JASON MITCHENSON

Jason is a barrister with a keen interest in cycling. He is particularly interested in the intersection between the law, public policy and active transport and is passionate about helping more people discover the joy of riding.



JAMES JOHNSON

James is an avid cycling enthusiast with a wealth of expertise spanning the digital landscape, and is currently Director of Technology Services & Enterprise at Shopify. James brings over two decades of global digital commerce experience to the table.

BOARD MEMBERS



CRAIG SYDNEY

Craig Sydney is a senior Partner at PwC at the helm of their Trust & Risk business in Queensland, where he has carved out a niche as a specialist in Digital & Cybersecurity Risk management. In addition to his corporate leadership, Craig's impact extends to the non-profit sector.



EMILY HILTON

Emily is a dynamic professional renowned for her innovative prowess and an illustrious history of crafting and executing resilient strategies. Emily serves as the Head of Global Technology Strategic Programs for the prestigious BHP, and has a proven track record of spearheading strategic change initiatives for both profit and non-profit boards across the world.



SIAN (REECE) KEAST

Sian's role as a Bicycle Queensland Director brings together her passion for and experience with physically active communities, sustainable and inclusive infrastructure and mutually beneficial partnerships. As Partner at law firm MinterEllison, Sian practices in the infrastructure, projects and commercial contracting areas.



PAUL HEYMANS

Paul is president of the Brisbane Valley Rail Trail Users Association, an I.T. professional, and a small business owner. Paul has 10 years' experience at the sharp end of cycling advocacy in regional Queensland since he became an activist for the Brisbane Valley Rail Trail in 2014. He is a member of the Brisbane Valley Rail Trail Steering Committee established by DTMR to act as an advisory group for the BVRT.



CHAIR'S INTRODUCTION

In 2022/23, I wrote a lengthy annual report setting out the significant journey of reform Bicycle Queensland was on. In that report (which is on our website) I said that I loved BQ and felt it had great bones but that it had experienced a period of membership decline which had led me, as a new Chair, to seek to reform and professionalise its governance, expand the board to bring in some new people and develop a new strategy.

Twelve months in, there is more work to do but I think we are on the right track. BQ has a new level of professionalism and a new energy that is starting to see us deliver more for members and be a more effective voice for bikes as a source of fun (of course) but as a serious mode of transport too.

For me, the highlights of the last year have been these –

After a highly competitive recruitment process, in February we hired Alton Twine as the new CEO. Alton is a well-regarded former senior public servant with a long track record of passionate and effective advocacy for cycling, including having been named Australia's Cycling Professional of the Year. Alton has started the job with real commitment and energy and has brought in some great new hires including Mike Blewitt, a former editor of Australian Mountain Bike magazine, who has stepped up the quality of our member engagement and communication.

We have "put the Q back into BQ" by seriously stepping up our advocacy in regional Queensland. The first thing the new team did was to hit the road for a tour of regional Queensland. They've now done it twice in six months – meeting members from the Atherton Tablelands to the Gold Coast, lobbying councils and getting real results in regional infrastructure and making us again "own the space" as an all of Queensland voice for active transport.

We've become an active voice, working with other bike organisations from across the country to argue hard for sustainable transport as a key driver of Net Zero. While local advocacy is critically important for members – and there are huge gains to be made on missing links – there is also a real opportunity now to get the big picture change we've been looking for as the Federal Government develops a Net Zero transport roadmap. On that, BQ has been an important player, working with other like organisations around the country to be a strong voice for active transport as the most sustainable way.

We've run some great programs like Her Ride and our partnership in the Brisbane to Gold Coast bike ride that get people from all walks of life out and about experiencing the great joy, the health benefits and the camaraderie that riding brings.

Bicycle Queensland is a great organisation providing first rate services like insurance and

events to 12,000 members from right across Queensland. It is made of good people and is a positive voice for change. In the last 12 months we've made progress to being the best we can be. I commend this report to you as a marker for the journey we are on.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'R. Nolan', written on a light-colored background.

Hon Rachel Nolan
Chair

CEO'S REPORT



The financial year 2023/24 has been one of change for Bicycle Queensland. Under the stewardship of Lisa Davies-Jones as Interim CEO, BQ has started on a path of reorganisation and repositioning for the future. Since I came on board as CEO in February, I have taken this process further towards rebuilding the reputation and ability of Bicycle Queensland as the foremost authority on all matters to do with bike and scooter riding in Queensland.

It has been really important for this organisation to reconnect with members across the State. "Putting the 'Q' back in BQ" as one of our regional members put it.

As incoming CEO I needed to understand what was important to our members. In February and March Advocacy Director Andrew Demack and I embarked on a statewide tour ahead of the local government elections. This also gave us the opportunity to connect with many local governments across the State, speaking to Mayors, Councillors and officers about issues of importance to their local communities, as raised by members at our many local meetings. We developed a 7 point manifesto directing local governments towards what they can do to improve cycling in their communities. We followed this up with letters to Mayors during the Council budget process, and received great engagement with local government through this process.

This advocacy is critical to what we do for members and communities and is a core part of what we do in Bicycle Queensland.

In April we were present at the Brisbane Festival of Cycling with a stall that had great engagement with many in the broader cycling community. In this same timeframe I was invited to speak at the Asia Pacific Cycling Conference held in Brisbane and attended by delegates from across the State and country. This was followed shortly thereafter by another speaking engagement at the Queensland Transport and Infrastructure Forum. In both presentations I made the case for investment in localised cycling infrastructure projects that can make a real difference to communities, at a very manageable cost for local authorities. The validity of this approach was reinforced to me at this year's VeloCity conference in Ghent, Belgium, where the focus in practical change to communities through quality cycling programs was demonstrated by speakers from the world over. Compelling presentations from the US and Paris were of significant interest in relation to the Australian context, particularly with the 2032 Brisbane Games now entering a critical stage of development and having significant sustainability targets that are required to be met. The potential for riding bikes and scooters to assist with mass movement for the Games has been well-demonstrated by Paris.

BQ has also had a significant role to play at the national level this year, being part of a nationally co-ordinated submission to the Australian Government supporting cycling as a critical part of national urban policy, and making representations to improve the current regulatory environment around imported e-bikes and scooters that many find confusing and unnecessary.

In May we re-engaged with events by partnering with the Boyne-Burnett Inland Rail Trail Users Association to host a riding weekend at Golembil. This event was very successful with over 200 riders braving wet conditions to have lots of fun on a spectacular section of new rail trail. This event, along with initiatives such as the Her Ride program for upskilling women riders, was supported by the department of Transport and Main Roads (TMR). We acknowledge the great support we receive from the department for initiatives such as this, and were pleased to receive more funding for the next two financial years as part of a new package negotiated during the year. This will allow Bicycle Queensland to engage more with Queensland's regions, assist local governments with skills and training, expand the Her Ride program to include regional areas and to run more events.

An important appointment for us this year was the engagement of Mike Blewitt as our Director of Marketing and Communications. Mike was previously the editor of Australian Mountain Bike Magazine, and has made a significant mark on the organisation already, with renewed and re-invigorated social media along with the return of the BQ magazine! He has also been critical in re-establishing partnerships with suppliers through the BQ Link and BQ Alliance programs, providing members with great deals. Mike's influence will continue to be prominent with BQ next year as we rebuild our website and continue to expand our BQ Link/Alliance programs, develop corporate sponsorships and media and social media presence.

In closing, it's been an eventful year of re-establishing BQ as the significant voice for bike and scooter riders in Queensland, and the best is yet to come.

Alton Twine

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

CEO

Bicycle Queensland

MEMBERSHIP

As a membership based organisation, Bicycle Queensland's members are at the heart of everything we do. We provide a range of member benefits via riding insurance, legal advice and discounts across a variety of businesses. And importantly, BQ gives all our members a voice via our advocacy work to make sure Queensland is a safer state for all riders.

Throughout this year Bicycle Queensland attracted new members, with 803 new members signing up. With a gender split close to 60:40 for men and women, we still have work to do to encourage more women to join Bicycle Queensland. With the expansion of our Her Ride program through 2025 and into 2026, alongside a marketing push, we expect to see a positive improvement in the gender balance of our membership.

Our membership has very strong representation in the 45+ age groups, which correlates to the high membership retention that BQ enjoys, along with how our members value BQ membership and their willingness to recommend membership to others.

MEMBERSHIP CAMPAIGNS

The past year saw the Bicycle Queensland team at some major events to help serve our members and increase our presence to gain new members. This included the Brisbane to Gold Coast event in August 2023, where we welcomed our members at the finish line with food and refreshments, and offered the opportunity to sign up to Bicycle Queensland on the day at a favourable discount.

In April 2024 Bicycle Queensland attended the Brisbane Cycling Festival, with a popular stand at the Festival Village. This was another chance for us to interact with our members, hear their stories, and be in front of a huge range of bike riders to ensure they are aware of Bicycle Queensland, what we do and what we offer.

MEMBERSHIP GOALS FOR 2024

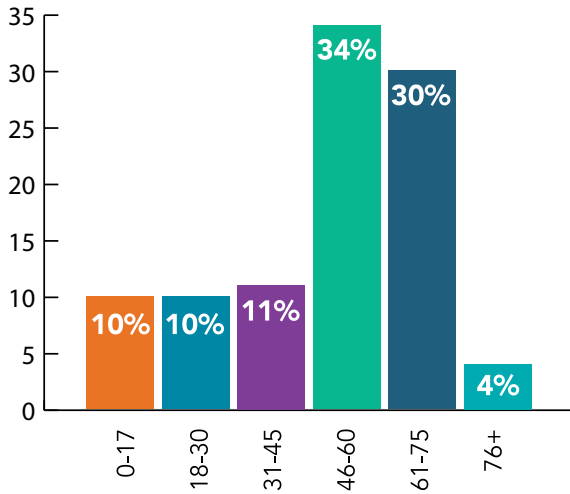
Bicycle Queensland is undertaking an aggressive growth phase for membership, leaning on an increased marketing spend and updated partnership agreements. We are aiming to attract more young families, millennials and women to join Bicycle Queensland.

This will be undertaken via content personalisation for target groups, community building opportunities, more events and programs, collaborative partnerships and optimising our digital communication.

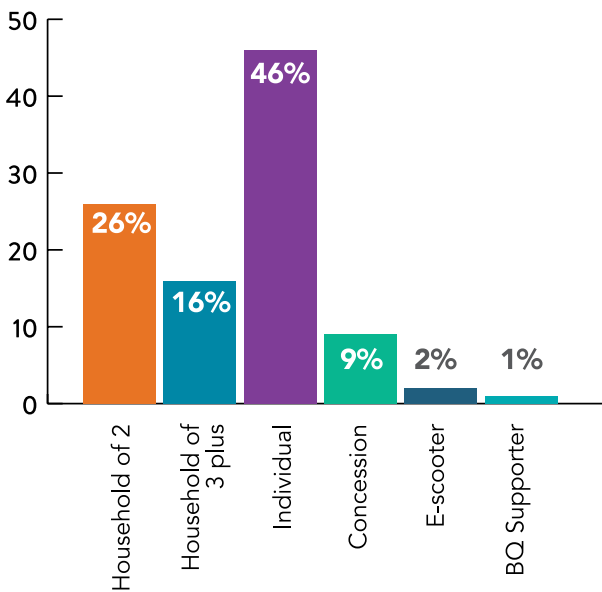


OUR STATISTICS

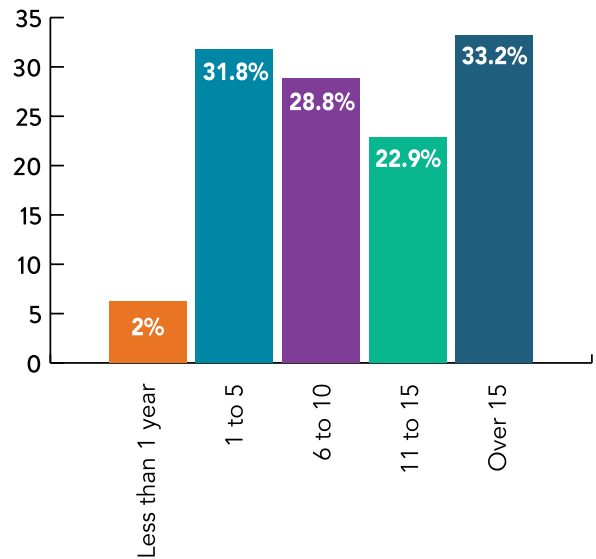
AGE RANGE



MEMBERSHIP TYPE



MEMBERSHIP DURATION



MEMBER STORIES

HAYDEN AND ASHLEY, BRISBANE

For two of our new members, Bicycle Queensland membership became attractive as their riding habits changed. Hayden and Ashley live in Brisbane's western suburbs and recently signed up to a household of three or more membership.

'Ash and I first met through cycling, and as such it has been the cornerstone of our relationship and lives over the past 5 years,' Hayden (31) explained. 'Whether that be commuting, competing or social rides on the weekend you can just about guarantee that we were doing something bike related every day.'

Times change, but habits don't. So when Hayden and Ashley were expecting twins, it wasn't long before the family was mobile on two wheels again as the twins were able to sit in a bike seat.

'With the recent arrival of our twin daughters, things look a little different these days – although we've managed to still find a way to keep our home life cycling-centric. After becoming interested in trying a cargo bike for family outings, day care drop offs and runs to the shops we became aware of the partnership between Lug & Carrie and BQ. The discount available on a cargo bike lease to BQ members was fantastic, and made the decision to sign up for a household membership a no brainer. The member insurance and advocacy work that BQ provides is also a huge benefit of the membership, and something we're proud to support.'

'Ash and I are both former AusCycling members, however we have let that (and the associated insurance) lapse as we are both taking a break from competitive cycling. The provision of insurance coverage outside of expenses covered by Medicare and our private health provider is great peace of mind and to us, and one of the primary benefits of a BQ membership. Further to this, the income protection is a huge plus and something we were not aware of prior to signing up. Having the confidence that the household bills will still be covered should one of us need to take time off due to a cycling related incident is fantastic, and in our opinion something any cyclist should seriously consider.'

'Day care drop off used to be quite the chore, but thanks to the GSD it's now a blast! Our daughters love the bike, and we find it a much more enjoyable way to start and end their day with comparison to loading up in the back of the car. We've now also found it much faster and easier to pop down to the grocery store, as we can just throw the girls in on the back of the bike and our shopping on the front mounted rack. Trips in the car are now few and far between, and it has us considering selling one of them and moving to being a 1 car household.'

'When you consider the cost to benefit ratio of the BQ Family membership, it's hard to see a reason why someone in our shoes wouldn't sign up. Between the retail benefits, advocacy and insurance coverage we see fantastic value in being a BQ household.'



CHRIS AND CHERYL, INNISFAIL

Chris and Cheryl have seen the world by bike – but don't neglect adventures right in their backyard either. We caught up with them on one of our regional tours.

'For me, bikes are about coffee, cake, a bit of exercise and fun,' Cheryl told us. 'Nothing too dramatic.' Chris has a slightly different stance around bikes however.

'It's about getting out, getting outside and seeing the country at your own pace, and just exploring. That's why I prefer fat tyres. So I'll get out and explore dirt roads, tracks and forestry roads. If there is a road that I can ride on I'll see how far I can get and then turn around and come back. Having that freedom to get out and explore is important.'

'When mountain bikes got invented I thought "this is it, this is really cool". So in 1988 we both got mountain bikes and we rode anywhere we could get on a push bike around Rockhampton.'

'We've ridden in a fair few countries now which is a lot of fun,' added Cheryl. 'We normally take our own bikes which can be a bit of a challenge. It is great to have that freedom to go where you want, when you want.' This includes pedalling a tandem half way up the Rheine, and down the Danube to Vienna.

'We have also taken our mountain bikes to the UK, and ridden around the bottom end of Devon and Somerset, along with taking the tandem to New Zealand' Chris explains. 'It is a great way to see the world, and slightly cheaper while doing it at your own pace as well.'

'I've been a member for years, my BQ membership number was one hundred and twenty something. I joined when I was a young man and I have been riding bikes since then.'

'Seeing Bicycle Queensland do this outreach to regional Queensland means a lot to me as a member. It's all fine getting the emails, but it makes a difference when you see people visiting – the outreach is important' Cheryl told us. 'We are heartened after discussing opportunities for improved cycling conditions in Far North Queensland with BQ, having advocacy from an organisation like BQ boosts our local efforts and having that support is very positive.'

'As Bicycle Queensland builds, that builds a greater impetus for the government to listen to a big group of people, which helps the smaller places to get more momentum to get more people riding.'



ADVOCACY

This year has been an important period for Bicycle Queensland, marked by significant advocacy successes and strategic advancements. Our efforts to promote bike riding in regional areas was a true standout in our advocacy work.

KEY ACHIEVEMENTS

Engagement with Governments of all levels, and elected decision-makers

Bicycle Queensland represents the interests of all bike riders in consultations with State Government and local governments, acting as a point of contact with the bike riding community. Many of the larger local governments have active transport reference groups, and BQ is represented on these. We also consult with Department of Transport and Main Roads across policy and projects, from e-scooter policy to bikes on trains to the design of new bike infrastructure in growth areas. The recently opened bridge on the V1 bikeway over O’Keeffe Street at Buranda is a good example of BQ’s influence, insisting on ensuring that there was access to the bridge from both sides of the road (which was not present in the first designs).



Regional Queensland Engagement

In February and March 2024, the Bicycle Queensland advocacy team undertook a successful tour of Queensland, meeting with Bicycle Queensland members from Cairns to Coolangatta. This initiative was crucial in strengthening our relationships with regional communities and stakeholders. Our visit enabled us to conduct a series of workshops and forums, fostering dialogue on local cycling needs and priorities. We identified key regional issues that we could feed back to the Mayors, Councillors and TMR districts of each region we visited, providing the most important issues for them to address.

The positive reception and collaborative spirit experienced during these visits have reinforced our commitment to addressing regional cycling needs and ensuring that all Queenslanders benefit from enhanced cycling infrastructure.

Collaboration with Bicycle User Groups (BUGs)

Bicycle Queensland's collaborations with Bicycle User Groups (BUGs) are instrumental in advancing cycling advocacy. We work alongside more than 20 groups across the state, aligning our objectives to maximise the impact of our statewide advocacy campaigns. We collaborate with bicycle user groups throughout Queensland, helping amplify their voices to drive community projects, and to add Bicycle Queensland's reputational weight to local campaigns. This collaboration has been vital in amplifying our reach and effectiveness, and we are grateful for the ongoing support and engagement from cycling advocates across Queensland. A majority of BUG members are also Bicycle Queensland members. BUGs provide an opportunity for BQ members to contribute to advocacy campaigns which make Queensland a better place to ride a bike.



PROGRAMS AND FUNDING

OVERVIEW

In the fiscal years 2022-2024, Bicycle Queensland (BQ) pursued several grants and sponsorship opportunities to support its strategic initiatives. These efforts resulted in securing significant funding for various projects focused on enhancing community engagement, engaging members, and activating cycling infrastructure across Queensland.

Key funding achievements

The total grant funding won by Bicycle Queensland (BQ) in the fiscal year 2023-2024 amounted to:

- **\$231,000** from the Department of Transport and Main Roads (TMR)
- **\$20,000** from the Community Road Safety Education Grants (TMR) for road safety education sessions at two schools.
- **\$25,000** from the Department of Tourism and Sport for the Her Ride Program
- **\$40,000** From Brisbane City Council for the Brisbane to Gold Coast Ride

ACQUITTALS

TMR Policy Planning and Investment Division Cycling and Walking Unit

BQ completed reporting and acquittals for past grants under the TMR Policy Planning and Investment Division Cycling and Walking Unit's 2022-2024 Agreement.

A separate grant from TMR, the Community Road Safety Education Grants scheme, has been completed and acquittal due in January 2025.

PROJECT EXECUTION AND IMPACT

Boyne Burnett Inland Rail Trail Adventure

This event was successfully executed with funding from TMR. Despite lower-than-expected participant numbers, the event generated significant community and economic impact, with a total cash income exceeding expectations and strong local reinvestment. **BQ attracted a grant of \$35,000** from TMR (as part of a package of broader funding arrangements) to support BQ's management of the event.

The Boyne-Burnett Regional Trail Adventure attracted 209 visitors to the region, mostly from Queensland. The local economic impact of the event is conservatively calculated to be approximately **\$123,700**, of which:

- Estimated spend by participants, excluding ticket cost \$52,700
- Event expenses spent locally \$33,539
- Donations back to community \$3,600
- Re-investment in regional rail trail network of event income \$32,870

Furthermore, participants expressed strong satisfaction with BQ's management of the event

and the experience:

- **98% were satisfied with the value for money**, 85% of whom said it was very good or excellent.
- **97% rated their experience good to excellent.**
- **90% of participants said they'd come back** to experience the rail trail again.



Her Ride Programs: Funded by the Department of Tourism and Sport - Active Women and Girls Program, the Her Ride programs have continued to receive positive feedback, demonstrating high participant satisfaction and supporting BQ's mission to make cycling more accessible for women and girls.

Community Road Safety Education Grants



BQ secured \$20,000 from the Department of Transport and Main Roads (TMR) for road safety education sessions at Currumundi State School and Talara State School on the Sunshine Coast.



FUTURE OUTLOOK

BQ remains committed to leveraging grants and sponsorships to support its strategic programs, ensuring ongoing growth in membership, participation in bike riding, and community engagement.

Looking ahead to 2024-2025, Bicycle Queensland's grant and sponsorship strategy will focus on:

1. **Membership growth:** Securing grants that incorporate participant memberships, ensuring a sustainable and thriving member base.
2. **Diversification of funding sources:** Exploring new funding avenues across government and private sectors to expand successful programs like Her Ride into new regions.
3. **Collaborative applications:** Partnering with other organisations to access larger funding pools and broaden the impact of BQ's initiatives across Queensland communities.
4. **Event sponsorship:** Continuing to seek sponsorships that align with BQ's mission, supporting key events and enhancing organisational sustainability.
5. **Engaging emerging demographics:** Targeting grants to reach new demographics, such as millennials, families, women, and youth, through programs like Her Ride and gravel events.

BQ's planned activities for the first half of the 2024-2025 fiscal year include:

1. **Brisbane to Gold Coast Ride** In partnership with the Mater Foundation, the 2024 Brisbane to Gold Coast Ride on the 13th October has over 5000 participants riding.
2. **Her Ride Brisbane:** Continuing to expand the reach and impact of this popular program increasing women's participation in bike riding.
3. **Her Ride Train the Trainer:** Capacity building to support women's bike riding in regional areas
4. **Rail Trail 3-day event:** Activating regional rail trail infrastructure and stimulating the local economy while driving membership and member engagement
5. **Rail Trail Conference:** In collaboration with Somerset Regional Council, which will set a precedent to further extend BQ's reach and impact.
6. **Y2W 2025 - BVRT multi-day event:** Planned mass participation activation of the BVRT Rail Trail with an overnight, end-to-end ride to drive membership and member engagement.

MEDIA AND PARTNERSHIPS

OVERVIEW

Bicycle Queensland have moved into a growth phase in the tail end of 2023-2024, after taking time to reconsider the previous media output plans and partnership offerings with bike stores and bike industry businesses. The bike industry is one of the most important partners for Bicycle Queensland, as independent stores through to chain stores and their suppliers are on the front line for getting more people riding more often.

KEY MEDIA CHANNELS

Bicycle Queensland's key media channels are its Facebook page, website and e-newsletter. These three outlets provide a growing reach to our new and potential audience, while Instagram, LinkedIn and YouTube offer room for more growth as Bicycle Queensland's media reach grows. We keep our members and audience in touch through these mediums, with our monthly e-newsletter providing concise news and updates.



FACEBOOK
24K FOLLOWERS



WEBSITE PAGE
104K USERS



INSTAGRAM
5.6K FOLLOWERS



E-NEWSLETTER
40K LIST

RIDE QLD

In the tail end of the 2023-2024 period, a member magazine was re-introduced, as the digital e-magazine Ride QLD was produced through June before being available in July. The digital magazine offers a mix of important news from the Bicycle Queensland staff alongside updates from the leadership team. It is a place to share stories from members, about members, and connect with the businesses that are engaged with Bicycle Queensland.

The title also offers insights on where to ride, and a place to offer advice for members and readers around some specific bike-related products. We expect to see Ride QLD grow through the coming years, to suit the needs of our members and partners.



PARTNERSHIPS

Bicycle Queensland has developed a range of excellent partnerships, however both the BQ Link and BQ Alliance models needed to be redesigned through the end of the year, to ensure they deliver for the requirements of bike retailers and businesses and support the work that BQ undertakes.

BQ Link was updated at the very end of the year, with a more committed outreach offering for bike shops. Queensland's bike retailers are an essential partner for Bicycle Queensland in our mission to get more people riding more often. Through a more committed media plan, BQ Link is expected to deliver better benefits for retail partners, and for members with the retail discounts offered at the member stores.

Under the BQ Alliance model, Bicycle Queensland reconfigured the basis for partnership agreements, to work with businesses in a bespoke fashion to best suit their partnership goals, and Bicycle Queensland's needs for increased awareness, support, and incentives for BQ members.

Our most important partnerships are with the Department of Transport and Main Roads, McInnes Wilson Lawyers and V-Insurance. All three are foundational partners for Bicycle Queensland, ensuring we can deliver essential programs and advocacy.

The coming year sees many opportunities in the media and partnerships space for Bicycle Queensland. We are looking to expand the BQ Link partnerships from Coolangatta to Cairns, ensuring we partner with stores throughout the state to help cater to members' needs and promote awareness of Bicycle Queensland. We are investing in our collaborative partnerships



FINANCIAL REPORT

In the fiscal year, Bicycle Queensland incurred various one-off costs as part of a shift towards repositioning for the future. In actual dollar terms, membership funds remained constant. Although we did not finish the year with a profit, we managed to keep the deficit small despite costs such as office relocation, funding a strategy review, increased insurance costs and an increased marketing spend.

We have maintained our substantial cash reserves which benefitted from increased interest rates. These provide a solid foundation for BQ going forward.

Close collaboration with local and State Governments secured vital sponsorship funds. These allowed us to co-ordinate with local organisations to promote cycling initiatives. After a temporary office move we have now found a permanent home, where we are able to keep our office costs low. Other operational costs have been rising – a small insurance premium increase, and staff costs amongst them. We have made a commitment to increase our advocacy and outreach with consequent increases in travel costs. This is helping us to fulfill one of our central commitments to engage more people in riding throughout the year.

In navigating these financial complexities, our team remains dedicated to prudent and meticulous management of operational costs. Despite the hurdles faced, BQ continues to thrive and grow, fuelled by the unwavering support of our members and the strategic decisions made to ensure the organisation's sustainable future.

Bicycle Queensland Limited
Statement of income and retained earnings
For the year ended 30 June 2024

	2024	2023
	\$	\$
Revenue		
Events Income	10693	125791
Member Subscriptions	930054	939021
Grant funding and sponsorship	365608	391888
Finance income	51606	14046
Other income	16454	97955
Total Revenue	1374415	1568701
Employee benefit expenses	562442	681502
Administrative expenses	339679	217432
Occupancy costs	43815	34405
Insurance	299542	273323
Depreciation expenses	10820	10727
Events cost	7582	232135
Sponsored project expense	174330	23294
Loss on disposal of asset	185	129
Total Expense	1438395	1472947
Profit (Loss) before income tax	-63980	-95758
Income Tax	0	0
Total comprehensive income (loss)	-63980	95758
Retained earnings, beginning	1373689	1277931
Retained earnings, ending	1437669	1373689

Bicycle Queensland Limited
Statement of financial position
For the year ended 30 June 2024

	2024	2023
	\$	\$
Assets		
Current Assets		
Cash and cash equivalents	1,692,270	1,823,525
Trade and other receivables	29,573	58,742
Inventories	441	830
Other assets	12,352	22,661
Total current assets	1,734,636	1,905,758
Non-current assets		
Property, plant and equipment	39,459	25,621
Total assets	1,774,095	1,931,379
Liabilities		
Current Liabilities		
Trade and other payables	61,551	52,568
Employee benefits	16,722	19,130
Deferred income	386,113	485,992
Total current liabilities	464,386	557,690
Total liabilities	464,386	557,690
Net Assets	1,309,709	1,373,689
Equity		
Retained earnings	1,437,669	1,373,689

LOOKING AHEAD

Looking ahead to 2024/25, there is a wealth of activity around Bicycle Queensland that will be noticed by members and our partners.

This includes additional outreach campaigns into regional Queensland, which are an important component for our growth, and thanks to funding from TMR, we will be bringing communities together with more events on rail trails and community forums to unlock cycling concerns and issues at the local level. A key feature will be bringing our successful Her Ride program to regional Queensland in 2025.

We will also bring Council officers together from various parts of the State to share ideas and best practice with key practitioners and community representatives.

A long-overdue initiative will be the overhaul of our website as well as improved member journeys and offerings to members via the BQ Link partnership program.

In the meantime, keep an eye out for forthcoming issues of our new E-magazine as well as more exciting news through our regular member updates.



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