

# 2024-27

## STRATEGY

NOVEMBER 2024





## WHO WE ARE

Bicycle Queensland (BQ) is the leading voice for bike and scooter riding in Queensland. With over 12,000 members statewide and more than 40,000 supporters on our database, every day we are helping Queenslanders to ride safely.

We advocate for more and better infrastructure, conditions, and programs that support safe riding and we are committed to getting more people on bikes—more often—as a compelling force for health and well-being.

Integral to our organisation, is the support we provide our partners in government and the community to make our communities better places. Whether bike and scooter riding be for recreation, sport, transport or just for fun, Bicycle Queensland provides the organisational support for all riding communities, providing insurance, advocacy, events and member benefits.

With humble beginnings as a small collective of concerned citizens, we have grown over 44 years to become one of the largest and most influential bike and scooter riding organisations in the country.



## OUR BELIEFS

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

- People are happier and healthier
- Transport is easier, more sustainable and affordable
- Communities 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, when 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.





## OUR ENVIRONMENT

While Bicycle Queensland has been **the voice** for bike riders in Queensland since 1978, the way we do things is different now because the world in which we operate is changing every day.

### What are the trends we see?

- A move towards Net Zero transport
- Cycling in SEQ only is just behind the mode share for public transport use, despite an enormous disparity in investment from governments
- City policy is back, for the first time in years
- State and local government attention and capability, which is variable, come and go
- A disturbing rise in road rage and culture wars: a new hostility to bike and scooter riders
- A rise in the size of cars and vehicles of all types
- Many school students no longer ride to school
- Brisbane 2032: offering THE big moment for active transport
- The rise and rise of E-bikes, attracting new users from broader demographics and keeping older users going
- Expanding growth of E-Scooters for transport, recreation and tourism - albeit with a rise in safety concerns
- New kinds of micro-mobility continuing to emerge
- Bowling alone: fewer people joining community groups
- A rise in social media, online activism, a new media landscape
- Events: a more commercial and risky competitive space, increasingly dominated by fund-raising opportunities
- A rise in cycle tourism and the emergence of rail-trails as opportunities.



## OUR SUCCESS

When casting ahead to three years from now, success will look like:

1. We have a growing, happy membership – of people right across Queensland who are diverse and engaged
2. We are visible in the community – bringing people together, running events and promoting bike and scooter riding
3. We remain the respected advocates on active transport – we are in every important conversation, delivering real outcomes that get people on bikes and scooters
4. We are a stable organisation with happy, capable and committed staff, a strong financial position and a trajectory of growth
5. More Queenslanders are riding more often:
  - bike journeys are increasing as a proportion of mode share
  - riding is safer and more accessible
  - Governments are treating bike and scooter riding as a serious transport option backed by meaningful investment

## OUR PLAN

To achieve our goals, we will develop a series of action plans:

### **An action plan for membership –**

- Develop new strategies to attract members, including targeting specific groups such as young people
- Develop new strategies to promote the member offering
- Improve the member journey
- Consider corporate membership offerings, including for companies targeting Net Zero
- Keep the Q in BQ – with an ongoing focus on regional members, including through regional Bicycle User Groups (BUGs)





### **An action plan for advocacy and campaigns –**

- Develop a clear Bicycle Queensland Manifesto
- Grasp the active transport opportunity of the Brisbane 2032 Olympic and Paralympic Games
- Harness the power of Bicycle User Groups - bringing local voices together to advocate for active transport right across the State
- Maintain our ethos as a “trusted partner” to governments and other partners on active transport and develop a “high value” advocacy strategy – ensuring our resources are spread well across Queensland and putting the greatest effort into the places where we can achieve real outcomes
- Become the trusted voice representing scooter riders and responsible users of micromobility

### **An action plan for communications –**

- Ensure we are the leading “go to” voice on active transport for traditional and new media
- Develop a new website
- Improve our “punch” and reach on social media

### **An action plan for events and projects –**

- Deliver great activations which get people riding like Her Ride, Ride to Work and School programs and Cyclovia
- Run our own community events
- Partner with other event providers – with an offering providing insurance, expertise and connection to the cycling community
- Develop our BQ Consults offering – providing our expertise, for a fee, to companies and governments (including regional local governments who want to know how to get more people on bikes and scooters).

