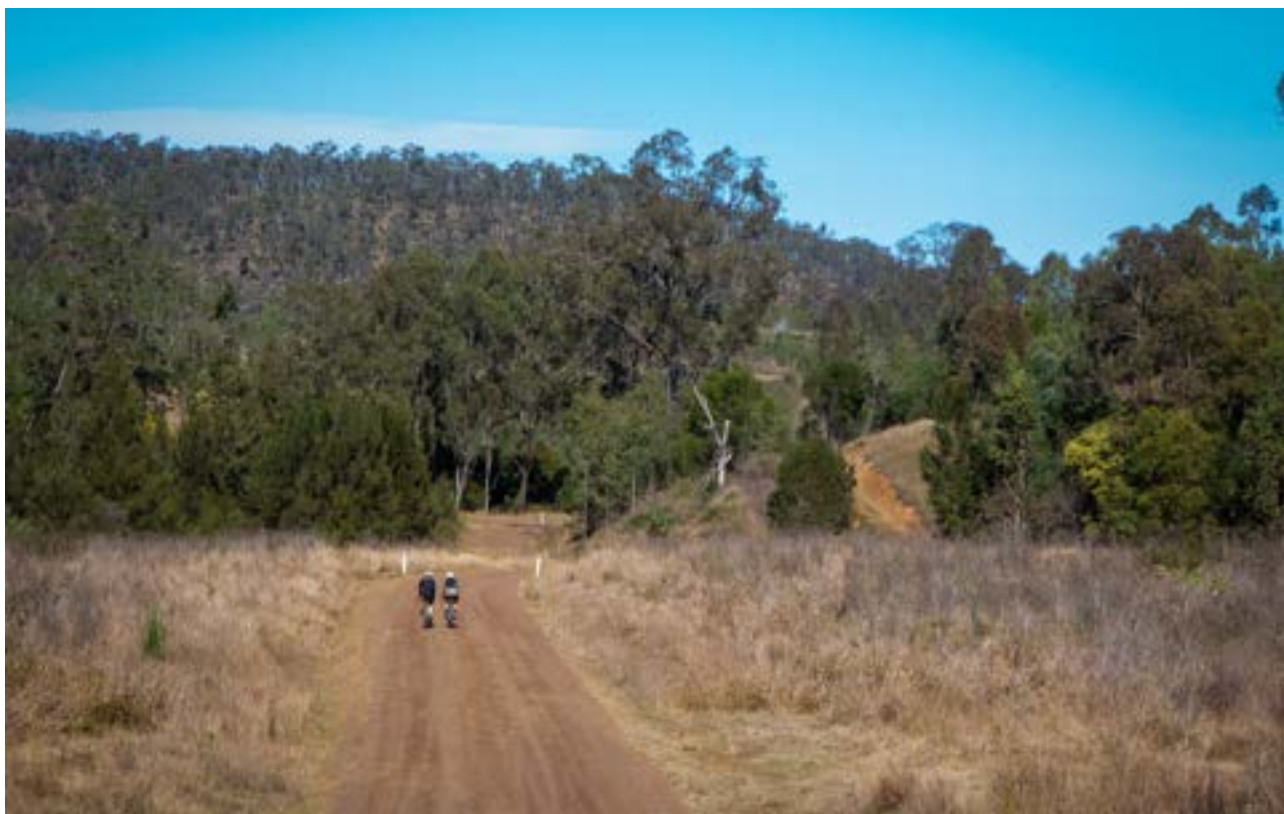


# 2025

## 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 Mater's Brisbane to Gold Coast Cycle for Cancer.

By partnering with 26 Bicycle User Groups (BUGs) across Queensland, BQ represents and advocates on behalf of 1,056,000 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 delivering 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 when more people have access to the joy of riding a bike or scooter for recreation or transport:

- People are happier and healthier
- Transport is easier, more sustainable and affordable
- Communities are more relaxed and better connected

## 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

We are mindful of these values and seek to live them among the board and staff, when engaging with volunteers and members and in our advocacy with governments, friends and partners.



## CHAIR'S REPORT

At Bicycle Queensland, we believe people are happier and healthier, transport is easier, more sustainable and affordable, and communities are more relaxed and better connected when more people can access the simple joy of riding a bike.

As BQ approaches its 50th year, we remain passionately committed to those beliefs. Established around a kitchen table in West End in the late 1970s, BQ has always been a home for people who imagine Queensland's towns and cities differently – as clean, cool, green, quiet and well-connected places where active transport is built-in and bike riding is a normal part of daily life.

In car-dependent Queensland, that can seem radical. But not in Wales, where 100 lives were saved in the first year of a 20mph (32km/h) speed limit; in Paris, where 60km of bike lanes were built for the Olympics; or in Bogota, Kuala Lumpur or Jakarta where city streets close to cars for Sunday ciclovias.

To support our unifying idea, we advocate for infrastructure and policy change, run great events to get people on bikes, and offer member services – including Queensland's only public liability and personal accident insurance for riders. These services create value for members, who in turn support our work.

Change in Queensland can be hard. This year, we've seen great new infrastructure like the beautiful Kangaroo Point Green Bridge – but 8 cyclists have died on our roads, with research showing drivers are usually at fault in bike/car collisions.

While change is a long game, we are deeply committed. At the end of the success detailed in this report, I thank our 12,000+ members and many supporters; the Department of Transport and Main Roads for its support; our staff, especially Interim CEO Liana Heath; and most particularly, my board colleagues for their contribution to our important work.

Yours in cycling,

Hon Rachel Nolan

Chair



## CEO'S REPORT

In 2024–25 financial year, Bicycle Queensland continued to focus on building foundations for future growth, impact, and community connection. Following the departure of CEO Alton Twine in June, I stepped into the role of Interim CEO. I thank Alton for his leadership in strengthening our team, piloting new programs and events, and expanding our engagement across Queensland. This activity has been helpful in positioning Bicycle Queensland to play a more visible and effective role in advocacy, outreach, and event delivery in the years ahead.

Our members remain at the heart of everything we do. This year, we saw promising membership growth driven by improved engagement, updated event pricing models, and the success of community programs such as Her Ride and Park Pedal and Scoot. Our event calendar expanded significantly this year. We proudly launched our inaugural Weekend at Wondai ride bringing together more than 160 riders for a fantastic three-day celebration of regional rail trail riding. We also strengthened key partnerships, continuing our valued collaboration with Mater's Brisbane to Gold Coast Cycle for Cancer, and forming a new relationship with MS Queensland through the Brissie to the Bay ride. These events not only welcomed new riders into the BQ community but also reinforced our role in fostering confidence, connection, and joy through bike riding.

We are proud to have contributed to significant advocacy wins, including the Queensland Government's decision to include e-bike and e-scooter rebates in its Zero Emissions Vehicle Strategy - a direct outcome of sustained and collaborative policy work. In June 2025, we also presented at the Parliamentary Inquiry into E-mobility, submitting a comprehensive position paper to help shape a clearer regulatory and infrastructure framework for safer e-mobility.

Regional engagement remained central to our mission. Through visits across the state, our team connected with members, Bicycle User Groups, and local councils to understand and support the unique needs of communities. These visits provided valuable insight into the challenges and opportunities facing people who ride, from infrastructure needs and safety concerns to the growing interest in e-mobility and rail trails. I thank our Director of Advocacy, Andrew Demack, for his leadership in driving this work and ensuring our regional strategy reflects local voices.

We are sincerely grateful to the Queensland Department of Transport and Main Roads for their ongoing support for BQ. Their funding during this period has helped us scale impactful programs, deliver meaningful events, and reach more riders across the state, all in service of a safer, more bike-friendly Queensland.

This year has reaffirmed the essential role Bicycle Queensland plays, not just locally, but as

part of a global movement to make riding a core solution to urban congestion, public health, and environmental sustainability. We are proud to lead this charge in Queensland.

I acknowledge and thank the BQ Board and team whose ongoing passion make our work possible. I look forward to working with our committed members over the year ahead as we strive for a future where riding is safe, supported and celebrated across Queensland.

A handwritten signature in black ink, appearing to read 'L. Heath', on a light grey rectangular background.

Liana Heath  
Interim CEO  
Bicycle Queensland



## A GROWING AND CONNECTED COMMUNITY

As a membership-based organisation, Bicycle Queensland's members remain at the centre of everything we do. In 2024-25, we proudly continued to deliver real value to our members around the state with benefits like riding insurance, expert legal advice, exclusive member discounts, and special event pricing that make riding safer and more rewarding for everyone.

This year, we welcomed 1,371 new members, achieving 3% total growth. This success was driven by increased sign up ahead of event participation including refreshed member pricing models, and targeted campaigns that reached riders across Queensland.

While BQ has individual and household memberships, we targeted growth in younger demographics and achieved significant membership growth with Household of 3+ memberships and members aged 31-45, alongside the 45-60 age range - BQ's strongest member demographic. This represents a solid foundation of membership for the future, and a good result for communicating the value of membership and the benefits of being in the BQ community.

### Engagement and impact

Her Ride programs, B2GC and Weekend at Wondai were some of the best membership engagement activities for the year, assisting with the sense of the BQ community via face-to-face engagement between staff and members.

BQ will carry this momentum into the new year, aiming to grow membership with a special focus on millennial age riders and women through expanded Her Ride programs and family-friendly events.

By partnering with more events and growing our brand presence, BQ will continue to create opportunities for connection, advocacy, and fun - empowering more Queenslanders to ride with confidence and joy.

**1371 NEW  
MEMBERS**

**MOST NEW  
MEMBERS ARE  
AGED 46-60  
(34%) AND 31-45  
(22%)**



## MEMBER STORIES

### MATT, BRISBANE

'I joined Bicycle Queensland primarily for the insurance that is included with membership. A friend of mine had a bad accident on his bike on the way to work, and I saw all of the expenses that incurred. It made me stop and think, and I realised that insurance via the BQ membership just made sense. It gives me a bit of reassurance that I'm covered.'

'I went to one of the BQ meetings last year. It is a good chance to hear other members talk about cycling infrastructure in their areas. It opened up my eyes to what can be done better. I have always just commuted on whatever route was available, but seeing how much better infrastructure can be has made me more aware of the opportunity for improvement, which will help get more people riding.'



### IMOGEN, MORETON BAY

'It was the insurance that made me join, to be honest. I've had an AusCycling licence, or Cycling Australia or MTBA licence when racing, but that's not a membership I need anymore. However, I've seen friends have accidents or close calls, and it really made me think. Knowing I'm covered if something happens gives me the confidence to ride more. So the insurance that comes with BQ membership is really valuable to me.'

'Once I joined and started getting the newsletters and seeing what BQ's working on – especially around infrastructure and safety – it really hit home how important that advocacy work is. It's not just about insurance. It's about safer roads and better access for everyone on bikes – on road and off.'

#### **From our survey (anonymous)**

'When one considers all the benefits of membership (cycling advocacy, advice, variety of discounts, legal assistance etc.) it's good value.'

'If my money contributes towards effective bicycle advocacy then it's good value. Particularly at the moment when BCC has thrown so many unnecessary obstacles in the path of active transport.'

'I avoid some roads that don't feel safe. Always like to see on the Facebook or website new bike lanes to explore. Great job at advocacy!! Thanks BQ.'

# TURNING ADVOCACY INTO ACTION

In 2024-25, Bicycle Queensland proudly continued to amplify the voice of bike and scooter riders across the state, championing safer streets, better infrastructure, and a more inclusive future for all who ride. Through on-the-ground engagement, collaborative partnerships, and bold policy leadership, BQ drove real change, bringing our vision of a bike-friendly Queensland to life.

## MEMBER, COUNCIL AND COMMUNITY ENGAGEMENT

**Community & Government forums** - Our advocacy is powered by our members, and in 2024-25, we hit the road to hear from them firsthand. Across two major rounds of regional visits, our team travelled from Cairns to the Fraser Coast, the Sunshine Coast to the Southern Downs, connecting with members, Bicycle User Groups (BUGs), local councils and community leaders to listen, learn and collaborate on local cycling priorities. These meetings and conversations were filled with essential insights that helped shape our policy positions and advocacy messaging, and the findings are reported directly to the Queensland Government.

**Supporting Bicycle User Groups (BUGs)** - BUGs are the local heartbeat of Queensland's bike community, and BQ is proud to support their vital work. This year, we helped launch a new BUG on the Sunshine Coast and continued to work directly with over 20 groups across the state. Through this collaboration, local campaigns are empowered and connected to statewide advocacy, creating a stronger and more unified voice for riders everywhere.

**Local Community groups building rail trails** – Rail trails are one of the best forms of infrastructure to support growth in cycling. They are on par with pump tracks in parklands, with the added bonus of driving tourism development in Queensland's regions while also connecting communities. The strength of rail trail projects like the Brisbane Valley Rail Trail gain deserved attention, however BQ has also worked more broadly with community groups in Logan, Hervey Bay, South Burnett, Mackay, Bundaberg and Atherton on rail trail projects.



Andrew Demack with the newly formed Sunshine Coast BUG.



## POLICY & LEGISLATIVE INFLUENCE

**Local Council Engagement** – Bicycle Queensland meets regularly with councils around the state, and also engages with numerous councils via regional visits. The engagement with local councils is essential in making sure the voices and concerns of riders across the state are heard by their local policy makers.

**E-Mobility Rebates in Zero Emissions Vehicle Policy (Sept 2024)** – Achieved the inclusion of e-bike and e-scooter rebates in the Queensland Government's Zero Emissions Vehicle policy, delivering \$2 million in incentives. This reduced financial barriers, boosted uptake, and supported the local bike industry while promoting sustainable transport.

**State Election Engagement (Oct 2024)** – Engaged with candidates from across Queensland ahead of the state election, securing commitments to invest in active transport and improve cycling infrastructure safety.

**"Smart Spines" Proposal (Jan 2025)** – Presented a visionary plan to the Brisbane 2032 Games Committee for tree-lined, digitally enabled active transport corridors to enable 90% active/public transport use during the Brisbane 2032 Games and secure a lasting 20% active transport legacy for Queensland.

**Federal Pre-Election Lobbying (Apr 2025)** – Partnered with We Ride Australia to call for \$250 million annual active transport funding, removal of tariffs on compliant e-bikes, and creation of dedicated safe routes for students riding to school.

**Pushing for Safer E-Mobility (Mar–Jun 2025)** – Raised national attention on unsafe, unregulated devices and infrastructure gaps through an open letter to the Australian Parliament and Queensland's Minister for Transport. Advocated for nationally consistent regulation, improved safety education, and stronger importation standards. BQ welcomed the June 2025 Parliamentary Inquiry into E-Mobility and submitted a comprehensive response calling for clearer and more consistent regulation, particularly to resolve discrepancies between state and federal laws. BQ will continue to support Queensland Government efforts for a safer and improved e-mobility framework.

**THIS  
GRASSROOTS-  
TO-  
GOVERNMENT  
MODEL IS  
HOW BQ  
TURNS LOCAL  
IDEAS INTO  
STATEWIDE  
ACTION.**



## INFRASTRUCTURE ADVOCACY: WINS AND PROGRESS

**Kangaroo Point Green Bridge opening (December 2024)** – BQ congratulated the Brisbane City Council on the opening of the new Green Bridge promoting the bridge as emblematic of significant, well-designed active transport infrastructure that advocacy efforts can realise.

**North Brisbane Bikeway completion push** – Continued work with Brisbane City Council to close a 500m missing link into the CBD, a critical connection for riders from the northside and Moreton Bay region.

**Moreton Bay Cycleway link (May 2025)** – Advocacy success saw construction commence on the Viola Place to Schneider Road section, closing a gap in the Moreton Bay Cycleway and improving access to Kedron Brook Bikeway.

**Story Bridge safe access campaign (May–June 2025)** – Following long-term path closures, BQ supported interim solutions like the “bike bus” to keep riders moving safely while pressing for permanent equitable access.



Opening of Kangaroo Point Green Bridge.  
Photo: Space4CyclingBNE



## THOUGHT LEADERSHIP

**Rail Trails and Tourism Conference (November 2024)** - Together with Somerset Regional Council, BQ co-hosted the first-ever Rail Trails and Tourism Conference - an event that brought together stakeholders from across Queensland and beyond. The two-day gathering explored the potential of rail trails to boost tourism, create economic opportunity, and get more people riding in regional areas. A key outcome was BQ's Rail Trail Toolkit, a resource that can help local groups build community trails.



Paul Heymans presents at the Rail Trails and Tourism Conference.

**Global Knowledge, Local Action (June 2025)** - In June 2025, BQ's Director of Advocacy, Andrew Demack, represented Queensland at the Velo-City Conference in Gdańsk, Poland, the world's leading gathering of cycling advocates, planners, and policy experts. The conference was an opportunity to network with advocates, engineers, and government leaders from every corner of the globe. The innovations presented ranged from micromobility integration to human-centred urban design and will help shape BQ's future work and ways to combat a culture of motor normativity.



Andrew Demack in Gdansk for Velo-City.

## SNAPSHOT: GOVERNMENT INFRASTRUCTURE FUNDING 2024-25

This year, BQ welcomed Active Transport funding commitments from the Federal and State Governments. While we support greater funding, current funding levels are less than 1% of the total investment in transport. The United Nations suggest 20% of transport infrastructure funding should go towards active transport, and Queensland is falling well short. 2025-26 will see a significant uplift in BQ's Government engagement and advocacy to close this gap.

### Federal Government Funding

#### \$100 million Active Transport Fund announced

Bicycle Queensland welcomed the announcement by the Australian Government of its commitment to invest \$100 million to establish a ground breaking national Active Transport Fund. This fund aims to enhance and develop new bicycle and pedestrian pathways, promoting zero-emission travel, ensuring safer routes for cyclists and pedestrians, and fostering active and vibrant communities.

#### Funding allocations so far;

Applications opened to local councils and state agencies, with individual projects eligible to receive up to \$5 million and required to address priorities such as road safety and emission reduction.

As of March 2025, more than \$96 million of the fund has been distributed across the country. Notably, Queensland secured \$24 million for projects including:

- The Sylvan Road Bikeway in Brisbane: \$5 million
- \$4 million for cycling intersection improvements in Toowoomba
- Infrastructure across regional areas such as Port Douglas, Noosa, and Mount Isa

### State Funding Wins for Active Transport

**\$19.1 million committed for FY 2025–26 projects (June 2025)** – The newly elected Queensland Government announced a commitment to fund 56 new walking and cycling infrastructure projects for the coming financial year, extending benefits from metropolitan Brisbane to regional and remote communities.

#### Funding Scope and Delivery Timeline

The Queensland Government allocated \$19.1 million through the 2025–26 rounds of the Walking Local Government Grants and Cycle Network Local Government Grants programs. These grants support both planning and delivery of active transport infrastructure, with projects commencing from July 2025.

## Reach Across Queensland

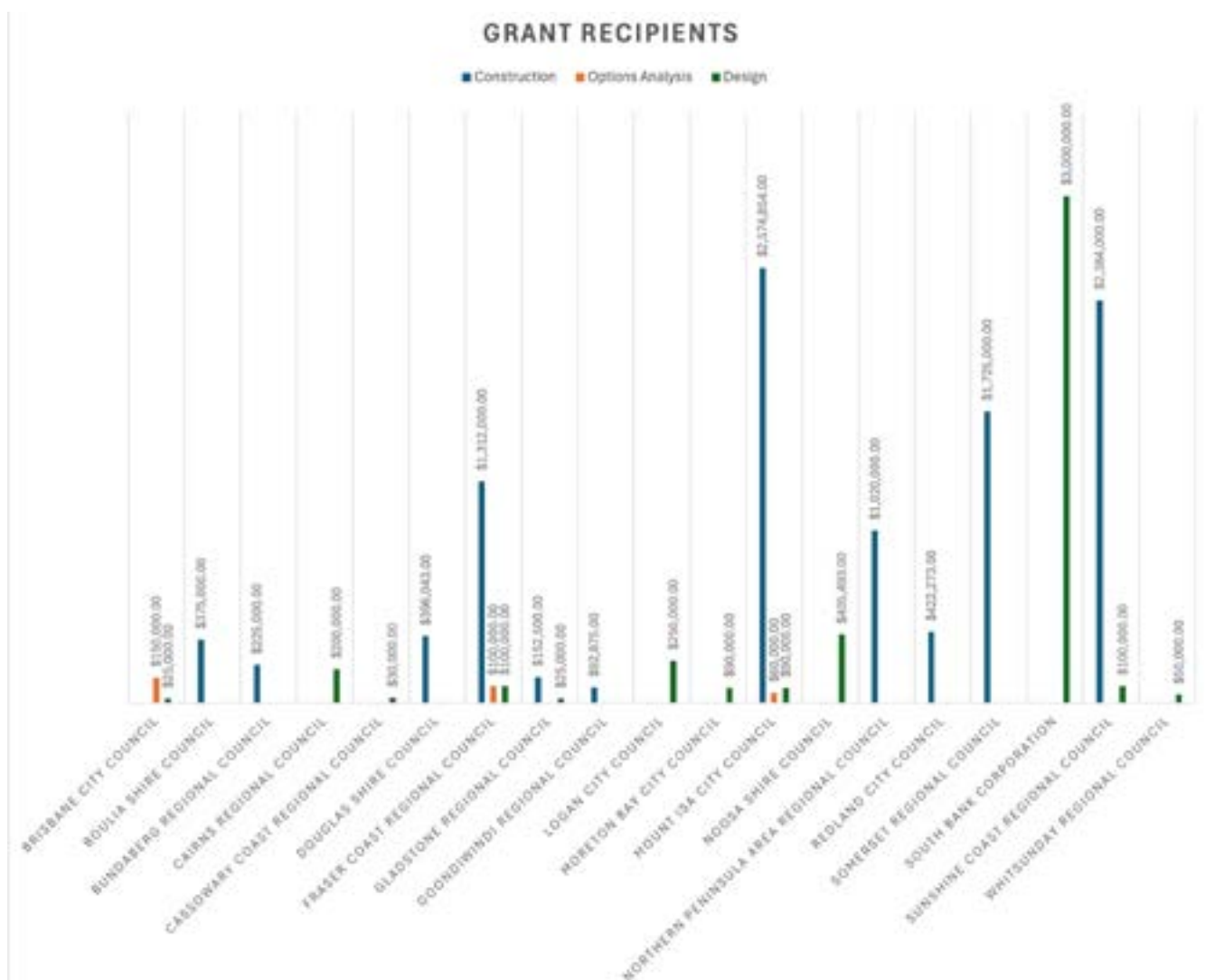
- 25 local councils across the state will receive grant funding.
- They will spearhead a total of 56 projects, comprising 22 walking projects and 34 cycling projects.
- Geographically, 38 projects will be delivered in regional areas, while 18 projects will cover Brisbane, the Gold Coast and Sunshine Coast.

## Regional Investment Emphasis

Over \$8.8 million of the funding will be directed to regional Queensland, aiming to enhance pathways for students, improve local connectivity, and strengthen safety in rural and remote communities.

## Tangible Infrastructure Outcomes

The initiative will deliver approximately 14.5 kilometres of new shared paths and crossings, enhancing day-to-day safety and connectivity across diverse regions.



# GETTING MORE QUEENSLANDERS RIDING

2024–25 was an impactful year for Bicycle Queensland's events and programs, made possible through the support of the Department of Transport and Main Roads (TMR). Across the state, our wide range of events brought together new and experienced riders, local champions, families, and community groups - creating momentum, building confidence, and celebrating the joy of riding.

These programs and events are milestones in our mission to get more Queenslanders riding more often.

## **Her Ride Brisbane – November and May**

With two sold-out programs and over 80 riders participating, Her Ride Brisbane continued to change lives and encourage women to experience the joy of riding. Delivered by Kirsty Broun Coaching, the nine-session courses gave women the tools and confidence to embrace cycling. The overwhelmingly positive feedback speaks for itself: riders felt stronger, more connected, and ready to take on the world. *Funding support received from Department of Transport and Main Roads (TMR).*

## **Mater Brisbane to Gold Coast Cycle for Cancer - October**

Bicycle Queensland carries on as a proud partner to the iconic B2GC with the Mater as new owners. BQ promoted the charity ride to members and followers, providing one-day insurance for uninsured riders, and with a welcome tent at the finish at Southport, ready to greet over 5500 riders. This is an important relationship to nurture and grow.

## **Weekend at Wondai – April**

Set in the picturesque South Burnett region, Weekend at Wondai offered a mix of gravel, road and rail trail riding across three days. More than 160 riders took part, sharing stories, smiles, and new friendships in a relaxed and welcoming environment. The response was overwhelmingly positive, and the event was made possible via a strong partnership with the South Burnett Rail Trail Users Association. *Funding support received from Department of Transport and Main Roads (TMR).*

## **Park Pedal and Scoot – January to June**

The Park Pedal and Scoot series brought family-friendly fun and nature play to Brisbane's parklands. Inspired by the success of Park Run, BQ delivered six playful, accessible events where kids and families explored local green spaces, completed adventure passports, and connected with the joy of riding. With enthusiastic turnout at Minnippi Parklands and The Gap, this pilot series let BQ explore opportunities in this event space. *Funding support received via the Bike Riding Encouragement Program.*

## BUILDING FOR THE RIDE AHEAD

2025 has been a year of laying foundations for a more active, visible, and member-driven Bicycle Queensland. Our focus was clear: establish new systems, spaces, and structures that will allow us to grow sustainably and deliver greater value to our members well into the future.

Key initiatives included:

- Strengthening our advocacy networks to better represent riders across Queensland
- Exploring scalable event delivery platforms, in direct response to member demand for more events
- Reassessing organisational risk and governance to support long-term resilience
- Relocating and settling into a new long-term home at Sports House

While these initiatives incurred costs, they were steps taken to position BQ for long-term success. Plans are being developed to ensure 2025–26 is a more efficient and financially sustainable chapter for BQ.

- Operating costs are being streamlined with strong cost controls in place
- Income from memberships and marketing partnerships continues to grow, supporting both our advocacy and program delivery
- We retain our strong liquidity and cash position

We are confident these strategic decisions will deliver strong returns, not only in financial terms, but in deeper member engagement, better events, and a stronger voice for bike and scooter riders across Queensland.



# Bicycle Queensland Limited

## Statement of income and retained earnings

For the year ended 30 June 2025

	Note	2025 \$	2024 \$
<b>Revenue</b>			
Events income		38,890	10,693
Member subscriptions		911,696	930,054
Grant funding and sponsorship		355,314	365,608
Finance income		51,236	51,606
Other income		33,106	16,454
<b>Total Revenue</b>		<b>1,390,242</b>	<b>1,374,415</b>
Employee benefit expenses		(773,025)	(562,442)
Administrative expenses		(333,670)	(339,679)
Occupancy costs		(13,077)	(43,815)
Insurance expense		(296,277)	(299,542)
Depreciation expenses	7	(17,317)	(10,820)
Events cost		(11,494)	(7,582)
Sponsored project expense		(186,098)	(174,330)
Lost on disposal of asset		-	(185)
<b>Total Expense</b>		<b>(1,630,958)</b>	<b>(1,438,395)</b>
<b>Profit (loss) before income taxes</b>		<b>(240,716)</b>	<b>(63,980)</b>
Income tax		-	-
<b>Total comprehensive income (loss)</b>		<b>(240,716)</b>	<b>(63,980)</b>
Retained earnings, beginning		1,309,709	1,373,689
Retained earnings, ending		1,068,993	1,309,709

# Bicycle Queensland Limited

## Statement of financial position

As at 30 June 2025

	Note	2025 \$	2024 \$
<b>Assets</b>			
<b>Current assets</b>			
Cash and cash equivalents	4	1,134,387	1,692,270
Trade and other receivables	5	35,637	29,573
Inventories	6	4,988	441
Prepayments		332,011	12,352
<b>Total current assets</b>		1,507,023	1,734,636
<b>Non-current assets</b>			
Property, plant and equipment	7	38,737	39,459
<b>Total assets</b>		1,545,760	1,774,095
<b>Liabilities</b>			
<b>Current liabilities</b>			
Trade and other payables	8	40,570	61,551
Employee benefits	10	17,774	16,722
Deferred income	9	418,423	386,113
<b>Total current liabilities</b>		476,767	464,386
<b>Total liabilities</b>		476,767	464,386
<b>Net assets</b>		1,068,993	1,309,709
<b>Equity</b>		1,068,993	1,309,709

# Bicycle Queensland Limited

## Statement of cash flows

For the year ended 30 June 2025

	2025	2024
	\$	\$
<b>Cash flows from operating activities:</b>		
Receipts from customers	1,462,738	1,366,282
Payments to suppliers and employees	(2,055,262)	(1,524,300)
Interest received	51,236	51,606
<b>Net cash flows used in operating activities</b>	<b>(541,288)</b>	<b>(106,412)</b>
<b>Cash flows from investing activities:</b>		
Proceeds from sale of plant and equipment	(16,595)	(24,843)
<b>Net cash used in investing activities</b>	<b>(16,595)</b>	<b>(24,843)</b>
<b>Net decrease in cash and cash equivalents</b>	<b>(557,883)</b>	<b>(131,255)</b>
Cash and cash equivalents at beginning of year	1,692,270	1,823,525
<b>Cash and cash equivalents at end of financial year</b>	<b>1,134,387</b>	<b>1,692,270</b>

## 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 General Manager of the Head of Innovation Office for Rio Tinto 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.





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