



"We combine industry resources to get more people on bikes more often, growing the cycling sector and achieving benefits for the entire community."

The Cycling Promotion Fund (CPF) is committed to promoting and encouraging cycling and advocating for policies and investments to make cycling accessible, safe and convenient.

Established in 2000 by Bicycle Industries Australia Ltd., the industry association for wholesalers, manufacturers and distributors of bicycles and bicycle related products and services, the CPF was created to enable the industry to promote cycling.

Our objectives are achieved through lifting awareness of the multiple benefits of cycling for individuals, communities, businesses and Government and advocate for policies and investments to create more cycle friendly communities.

The CPF is funded by membership contributions from bicycle industry companies. Membership contributions are voluntary and we reflect the commitment and vision from some of Australia's largest wholesalers and distributors of bicycles.

WHAT WE BELIEVE

Making our communities more cycle friendly can help Australians fight climate change, address the obesity epidemic, reduce congestion and make our cities more liveable and of course help many more people realise just how much fun riding a bike is!

AIMS

To create an environment where cycling is accessible, safe and convenient

OBJECTIVES

- Cycling is held in high regard by all levels of Government as a way to improve the quality of life for all Australians
- Investment in cycling is regarded as a cost effective way to increase mobility, increase accessible recreation, increase physical activity levels and boost regional tourism
- Cycling is identified as a safe, popular and convenient activity for people of all ages
- People regard cycling as a great recreation, leisure, family, touring, transport, fitness and sport activity

By achieving these objectives, the cycling industry will continue to see increased growth of the entire sector.

WHAT WE DO

- Actively promote the benefits of cycling for health, environment, transport and social reasons
- Provide factual data and information on all aspects of cycling to local, state and federal government, and other stakeholders through a wide variety of channels and publications
- Provide recognition of best practice and outstanding achievement in cycling by government, the not-for-profit and volunteers sectors through The Australian Cycling Achievement Awards
- Engage in alliances with experts in relevant sectors to ensure a sound basis for advice, promotion and recognition of best practice in cycling
- Work closely with the government to advocate for policies and programs to increase the level of safe cycling in Australia and encourage more Australians to get on their bikes





OUR STRATEGIES

Research

The CPF has been the leading agency in the collection of data and information which has been utilised to promote cycling to all levels of government within Australia.

This has included information to support publications such as:

- **Cycling – Getting Australia Moving**
- **Cycling – Moving Australia Forward**
- **Economic Benefits of Cycling**

And Fact Sheets:

- **Bicycles are good for business**
- **Cyclists live longer**
- **A bike can save you money**
- **Cycling is good for communities**
- **Health benefits of cycling**
- **Environmental benefits of cycling**

The CPF is supporting the development of Cost benefit ratios for bicycle infrastructure.

This research has also supported submissions to:

- Henry Tax Review
- Infrastructure Australia
- Crawford Sport Panel of Inquiry
- National Preventative Health Taskforce submission

Communicate

The range and quality of projects and opportunities to encourage and promote cycling has been increasing considerably around Australia. Through its networks, the CPF keeps up to date on innovative and effective projects both in Australia and internationally and promotes them through a range of communication channels.

One of the largest tools utilised is **The Australian Bicycling Achievement Awards**. The awards recognise innovation and commitment of individuals and groups in the promotion and encouragement of cycling across Australia. The awards have been a leading showcase of cycling projects since 2002.



The Awards are supported by Government, community and industry, and provide an effective platform to encourage and promote innovation, maintain momentum and sustain action around Australia.

Advocate

The CPF is already seeing considerable returns from the financial commitment to engage a Government Relations Representative in Canberra who has focused on boosting the commitment by the Federal Government.

They have been able to engage and foster many partnerships, most importantly in the areas of health, transport and infrastructure, gaining support across political parties.

Our investment has already been paying dividends with a direct involvement in the negotiations for the \$40 million Cycle Paths Fund (Jobs Fund) and other parts of the stimulus package that have boosted in cycling investment by an estimated \$100 million in 2009/10.

This has enabled local councils to improve cycling infrastructure and leave a long term legacy in better conditions for cyclists.

Why be part of the CPF?

The capacity of the CPF in making a difference to boost cycling depends on the support of industry members who make a financial commitment to invest into the long term future of cycling.

The CPF is the industry taking a lead role to reach Federal policy makers, working for the benefit of all of the industry. It has taken the foresight and vision of some in the industry to develop the CPF and we hope others in the industry are inspired to join the collective effort and take advantage of the significant opportunities to boost cycling in Australia.

Expert Advisory Committee

To support the strategies detailed above, the CPF established an expert advisory committee in 2008 to provide expert advice and act as a resource to the CPF for independent direction on policy, Government submissions, research and strategic direction to ensure we achieve our vision.

The EAC comprises of recognised Australian experts from the health, infrastructure and transport sectors, providing further validity and detailed knowledge to the submissions and publications developed by the CPF. This independent group of experts are unique in the sector and ensure the ongoing credibility of all approaches to government by the Cycling Promotion Fund.