



**Bicycle Industries Australia (BIA)
Cycling Promotion Fund (CPF)**

**2015
- 2016**

LEADING THE ORGANISATION



BICYCLE INDUSTRIES AUSTRALIA (BIA)

The peak body for the bicycle industry in Australia. BIA promotes the interests of the industry, and has become the leading industry voice on issues directly affecting the industry including regulation, standards, taxation and trade.



CYCLING PROMOTION FUND (CPF)

The Australian bicycle industry's investment in the future of the entire bicycle sector. The CPF focuses on achieving key policy and investment changes at a national level to improve the environment for all riders.



DAVE EVANS
SRAM



ANDREW MCEWIN
BICYCLE PARTS WHOLESALE



SAM SALTER
BIKE EXCHANGE



NEELESH MEHTA
BIKE CORP



GRAEME MOFFETT
DERBY CYCLES



JAMIE WALSH
ADVENTURE BRANDS

THE BIA BOARD

THE CPF HAS AN EXPERT ADVISORY COMMITTEE, WHICH PROVIDES DIRECTION AND ADVICE ON CPF ACTIVITIES.

JAN GARRARD

Senior Lecturer, School of Public Health and Social Development, Deakin University

CAMERON MUNROE

Principal of CDM Research

CHRIS RISSELL

Professor of Public Health, University of Sydney

ALTON TWINE

Director of Engineering Services Gold Coast Council

CYCLING PROMOTION FUND →

IN 2015-16, THE CPF THROUGH THE GOVERNMENT RELATIONS MANAGER MONITORED AND RESPONDED TO OPPORTUNITIES ON BICYCLE ISSUES IN CANBERRA AND ACROSS THE AUSTRALIAN POLITICAL LANDSCAPE.

THE CPF WAS IN DIRECT CONTACT WITH 91 FEDERAL MINISTERS, MEMBERS OF PARLIAMENT AND SENATORS.

MEMBERSHIP GROWTH - THROUGH MEMBERSHIP, THE INDUSTRY INVESTED \$196,209 DOLLARS IN THE CYCLING PROMOTION FUND.



01 →

We bought industry leaders to Canberra to discuss the economic benefits for community, business and political investment in cycling.

02 →

We were the leading voice and catalyst federally for increased political investments that make Australia a better place to ride.

03 →

We are the only group that brought the national advocacy sector together to reach decision makers and speak with one voice for cycling.

CPF MEMBERS



ABBOTSFORD CYCLES

ADVANCE TRADERS

ADVENTURE BRANDS

AUSSIE BUTT CREAM

BICYCLE NSW

BICYCLING AUSTRALIA

BICYCLE PARTS WHOLESALE

BIKEBOX

BIKE EXCHANGE

BIKESPORTZ IMPORTS

BIKE STORAGE

BODY TORQUE

CYCLECOVER

DERBY CYCLE

DIGGARI

EURO CYCLES

GAZELLE BICYCLES

GIANT BIKES

HENDRY CYCLES

RENEGADE CYCLES

SHEPPARDS

SHIMANO

SOLA SPORT PTY LTD

SPECIALIZED AUSTRALIA

SRAM

SUB4 APPAREL

TREK

VIVENTE

These are the companies investing in the long-term future of the industry.

All businesses within the industry benefit from the investment of these companies.



CPF PROGRAMS

RIDERS ON THE HILL →

- For more than a decade, the CPF's Stephen Hodge has organised the federal Parliament's Riders on the Hill cycling group.
- Providing a unique engagement with MPs, Senators and staff from all sides of politics, this group has built relationships with interested and supportive Parliamentarians who have engaged through many of our events and activities in Parliament since 2005.

Key cycling group made up of only politicians or their staff. Every sitting week up to 20 politicians and key staff join with the CPF for a 90 minute ride and coffee.

The value of the Riders on the Hill cannot be under-estimated.

CPF members - Please don't hesitate to let Stephen know if you're in town and would like to organize to join the group for a ride.

420 the number of hours we had contact with key federal politicians through Riders on the Hill



BETTER CITIES PARLIAMENTARY FRIENDSHIP GROUP

- The PFG is an ongoing series of key events that engage federal politicians and their staff on issues involved in developing more sustainable cities.
- Regular events are held in Parliament and feature a key note address by an expert in a selected field and a chance for extensive informal networking with all MPs and Senators who attend.
- With Malcolm Turnbull's clear statement of intent for an engagement in cities policy and appointment of an Assistant Minister for Cities, the supporting national peak bodies, including the CPF, are well placed to have even more input and influence into progressive policies for better cities, including active travel and cycling.



NETHERLANDS STUDY TOUR

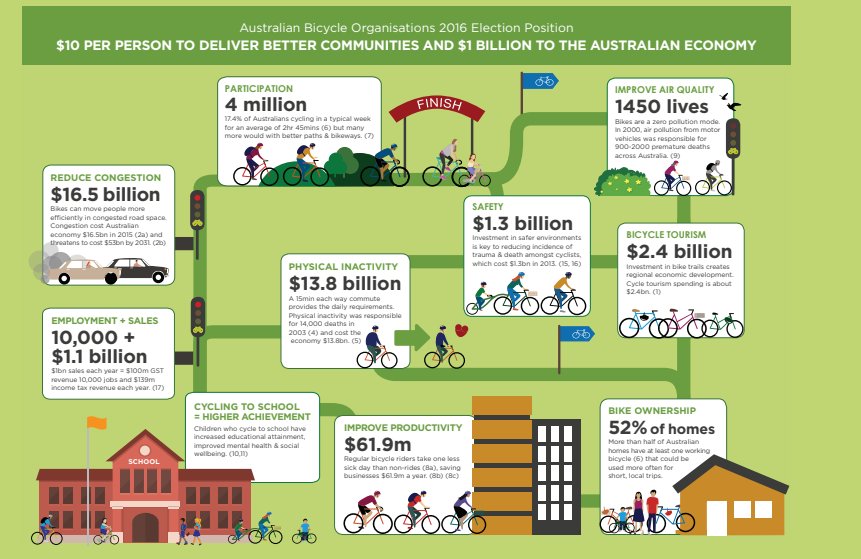
- In September 2015 the CPF conducted its most successful Netherlands Influentials Study Tour. The delegation included the Victorian Minister for Roads and Road Safety and Minister for Ports, The Hon Luke Donnellan and his Chief of Staff, the CEO of VicRoads John Merritt, the Mayor of the City of Port Phillip Cr Amanda Stevens, City of Yarra Cr Jacquie Fristacky and the City's Assistant Director Planning and Placemaking, Jane Waldock, Ed Rose Traffic Management Knowledge Coordinator, Main Roads WA and Michael Nieuwesteeg, Research Manager at Victoria's TAC.
- Taking this group of key influential decision makers to the Netherlands continues the work of the CPF to provide our delegates with a first hand understanding of World's best practice in planning, policy and investment for cycling and is, we believe, part of our role to get transformational change across all Australian jurisdictions.
- Planning is currently underway for our next delegation with strong expressions of interest once again from across Australia.



**THE LEVEL OF PARTICIPATION IN THE 2015 STUDY TOUR
REFLECTED THE VALUE GAINED FROM PREVIOUS TOURS.**

2016 FEDERAL ELECTION CAMPAIGN & AUSTRALIAN BICYCLE SUMMIT

- The CPF organised the Australian Bicycle Summit again in March 2016. Bringing every state, territory and national cycling organisation together for the second time, the national gathering was a further milestone for cycling.
- At the Summit, a consensus was reached to communicate a single election position calling for a national investment of \$10 per person per year investment for cycling (\$240m).
- The CPF designed info-graphic for the Election Ask that was made available across all bicycle organisations across Australia, providing a consistent message for the election.
- Australian bicycle organisations joined industry leaders and senior Parliamentarians following the national Summit for a unique bicycle sector get together with our national decision makers to celebrate achievement of people from across the country who are making Australia a better place to ride a bike.
- Throughout the Election campaign, the CPF worked with candidates to help develop their election commitments and supported others who announced plans for new investments for cycling.



CYCLING LUMINARIES AWARDS



The CPFs national recognition awards were held for the 13th year again in 2016. The Cycling Luminaries Awards were held at the Australian Bicycle Summit Dinner with Assistant Minister for Cities and Digital Transformation, Angus Taylor and US President Obama's Advisor on Fitness and Physical Activity, Shellie Pfohl providing Key Note Addresses and presenting awards.

AWARDS WERE ANNOUNCED IN THREE CATEGORIES, LEADERSHIP, BIKE CULTURE AND BEHAVIOUR CHANGE, BUILT ENVIRONMENT AND URBAN DESIGN.

See www.cyclingawards.com.au





OUTCOMES CASE STUDY Perth

- In 2014 and 2015 WA government staff participated in the CPF led Netherlands Study Tours.
- These study tours led to the delivery of a 4 day expert led design workshop that engaged over 300 WA designers, engineers and planners.
- WA has continued with integrated planning and facilities, but extending from these workshops we have seen the delivery of nation leading bike boulevards and the release of a 30-year state transport including an iconic 1.5km bike bridge from Chidley Point to Point Resolution

**CHECK OUT THE INTERVIEWS WITH LEADING TRANSPORT EXPERTS
CRAIG WOODRIDGE (DIRECTOR OF NETWORK PLANNING) AND JIM
KRYNEN, CYCLING INTEGRATION MANAGER AT THE PUBLIC TRANSPORT
AUTHORITY ONLINE AT;**

www.cyclingpromotion.org/cpf-videos





SMART CITIES SUMMIT

- To create a shared national Vision for Australian cities, the federal Government brought 100 of the nations leading stakeholders to participate in the Smart Cities Summit.
- The list of leaders in attendance included, the Prime Minister, Minister for Cities, Minister for Major Infrastructure, Minister for Environment, 5 Lord Mayors, Senior Partners from industry including KPMG, Deloitte, Ernst Young and PWC and leaders from areas of communication, health, transport and design.
- Because of our previous work and recognition as the leading voice for cycling by the federal government, the Cycling Promotion Fund was invited to ensure cycling was included in the planning and outcomes.
- As a national advocate for cycling and active travel, our continuing presence and participation in these high profile events are vital to ensure cycling is kept on the agenda when the 'big end of town' are discussing projects of national significance.
- For too long cycling lacked a voice at the table and suffered from a lack of 'legitimacy' - something which we are overcoming to ensure more investment can flow to cycling either in stand alone projects or as part of larger infrastructure projects.

CANBERRA TRANSPORT PHOTO →

CREATED IN 2012, THE CANBERRA TRANSPORT PHOTO CONTINUES TO BE UTILISED AROUND THE WORLD TO DEMONSTRATE THE SPACE REQUIREMENTS FOR MOVING PEOPLE USING BICYCLES, PRIVATE MOTOR VEHICLES AND PUBLIC TRANSPORT.

Since the image was taken it has been utilized in 39 publications and this continued in 2015/16 with the image featuring in publications and research in several countries including:

AUSTRALIA

BRAZIL

CANADA

CZECH REPUBLIC

FINLAND

GERMANY

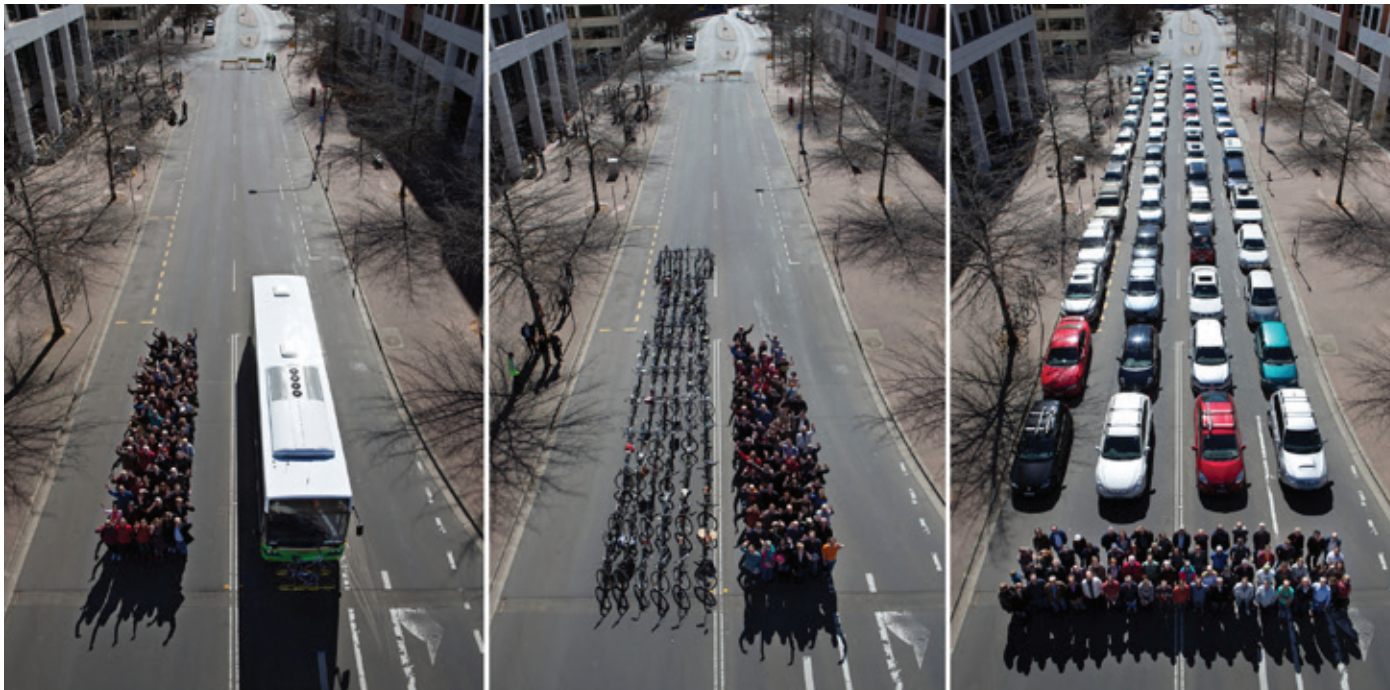
MEXICO

NETHERLANDS

PORTUGAL

UNITED STATES OF AMERICA

UNITED KINGDOM



Further CPF activities to achieve our outcomes include...

RELATIONSHIP MANAGEMENT WITH ALL MAJOR PARTIES

ACTIVE TRANSPORT PARLIAMENTARY DRINKS

AUSTRALIAN BICYCLE COUNCIL STRATEGIC REVIEW

BUDGET SUBMISSION

BRISBANE TO IPSWICH POLITICAL RIDE

DUTCH EXPERTS WORKSHOP PROGRAM

FEDERAL TAX REVIEW SUBMISSIONS

NATIONAL GUIDELINES TO TRANSPORT SYSTEM MANAGEMENT

PARLIAMENTARY SPORTS FESTIVAL

POLLIE PEDAL

URBAN POLICY FORUM

WE PROVIDE EXPERT ADVICE TO ALL FEDERAL PARTIES ON INFRASTRUCTURE, INVESTMENT AND POLICY.



BICYCLE INDUSTRIES AUSTRALIA

Industry Stats



NUMBER OF STAFF IN INDUSTRY

10,000

NUMBER OF RETAIL STORES

986

NUMBER OF BIKES IMPORTED

1,282,343

NUMBER OF ADULT BIKES IMPORTED

819,490

NUMBER OF CHILDRENS BIKES IMPORTED

462,853

NUMBER OF BIKES IMPORTED
OVER THE PAST 20 YEARS

22,390,024

AVERAGE IMPORT PRICE OF BICYCLES IMPORTED

\$219.83

TOTAL VALUE OF BICYCLES IMPORTED

281,900,968.52

REDUCTION OF BICYCLES IMPORTED FROM 2014/15

-10%

BIA MEMBERS

ADVANCE TRADERS
ADVENTURE BRANDS
APOLLO BICYCLES
BICYCLE PARTS WHOLESALE
BIKEBOX
BIKE CORP
BIKE EXCHANGE
BIKESPORTZ IMPORTS
BOSCH
CASSONS
DAWSON SPORTS GROUP
DERBY CYCLE
DIRT WORKS
ECHELON
ELECTRIC BIKES BRISBANE
EVEHICLES
EURO CYCLES
FE SPORTS
GEMINI
GIANT BIKES
GLOBAL FITNESS AND LEISURE
GOOD CYCLES

THE GPI GROUP
GROUPE SPORTIF
HUNTER LEISURE
HUNTER PRODUCTS
ITALIATECH
JETBLACK PRODUCTS
MONZA IMPORTS AUSTRALIA
OCEANIA
REID CYCLES
RILU TRADING
SCV IMPORTS
SHEPPARDS
SHIMANO
SOLA SPORT PTY LTD
SOUTHCOTT
SPECIALIZED AUSTRALIA
SRAM
STEADY RACK
TREK
URBAN BICYCLES
VELO VITA
XDS





REPRESENTATION AUSTRALIAN STANDARDS

BICYCLE INDUSTRIES AUSTRALIA IS THE INDUSTRY'S REPRESENTATIVE ON ALL AUSTRALIAN STANDARDS AND RESPOND TO ALL INTERNATIONAL COMMITTEES ON BICYCLE PRODUCT STANDARDS.

In 2015/16 the standards that were worked on include:

- Bicycle helmets
- Bicycles
- Power Assisted Pedal Bicycles
- Bicycle Trailers
- Bicycle Parking

These standards are critical for the industry and directly affect the products that are able to be brought into this country.

These standards take up to four years to be implemented, but the BIA works to ensure the industry is not burdened with an unworkable standard till the next review.

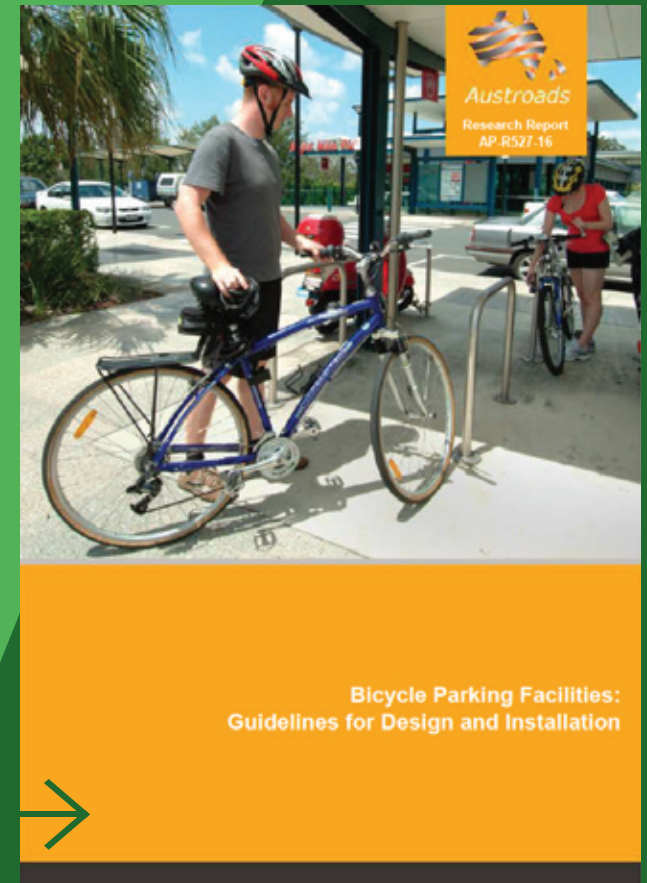
This is what the BIA does to support the industry.

AUSTRALIAN BICYCLE COUNCIL

THE BIA REPRESENTS THE INDUSTRY ON THE ABC.

The ABC comprises of representatives of all state and territory road authorities and has responsibility for the national cycling strategy and leading research on road design issues to support bicycle riders.

Critical for the future design standards for roads and transport infrastructure.



AUSTRALIAN BICYCLE SUMMIT

- Hosted in Canberra with the theme the industry in 5 years time
- Industry leaders gathered in Canberra to discuss critical issues.

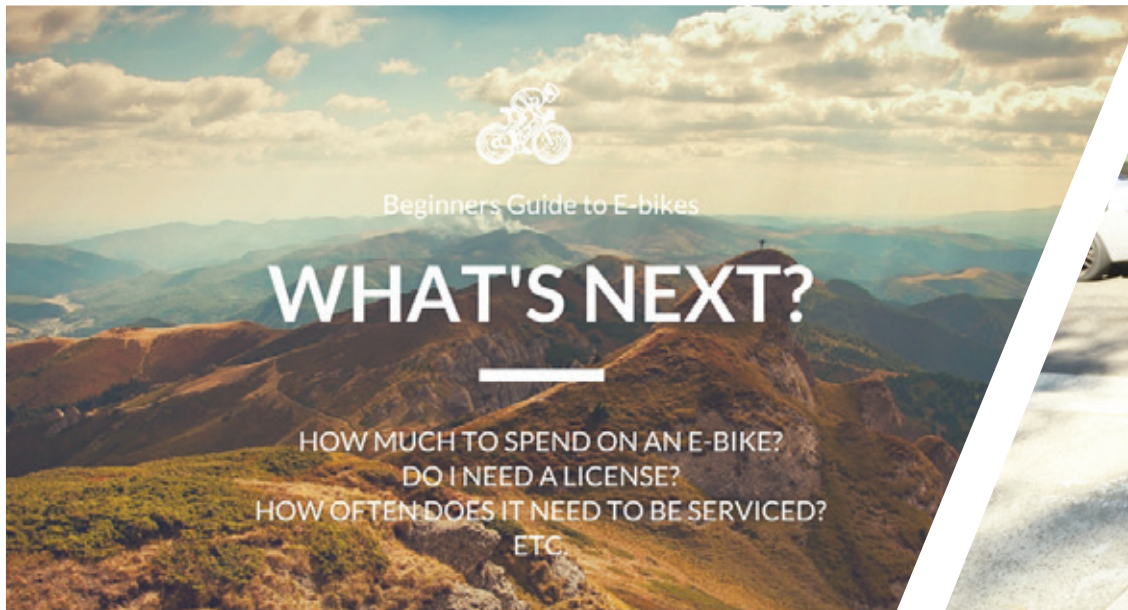
THE BUSINESSES PRESENT RECEIVED KEY PRESENTATIONS FROM:

The Hon Angus Taylor MP	Minister for Cities and Digital Transformation
Ms Shellie Pfole	Chair to the USA Presidents Health Committee
John Merritt	CEO Vicroads
Michael Apps	CEO Bus Industry Confederation
Adrian Smith	Management Partners Australia
Marcus Barber	Looking Up Feeling Good



POWER ASSISTED PEDAL BICYCLES

- Industry first requested the introduction of 250watt power assisted bicycles in 2005
- The BIA has continuously lobbied on behalf of the industry for their introduction
- In November 2015, the Northern Territory became the final region of Australia to adopt 250watt laws that allowed the new standard legally on roads and public spaces.
- Further challenges presented itself with NSW, ACT and VIC implementing policies that restricted access of 250w road legal E-mtbs from MTB trails on government owned and controlled lands.
- The BIA continues to work with leaders in these areas to address this issue.



BIA RETAIL MEMBERS



THE SUPPORT OF THIS PROGRAM CONTINUES TO GROW AND THE MEMBERS BELOW HAVE IDENTIFIED THE VALUE OF THEIR MEMBERSHIP OF BIA AND THE WORK IT DOES.

5 STAR TRAINING

ALL 99 BIKE STORES

- ALEXANDRIA
- ARTARMON
- ASCOT VALE
- BENTLEIGH
- BLACKBURN
- BONDI JUNCTION
- BRISBANE CBD
- BROOKVALE
- BROWN PLAINS
- BURLEIGH
- CANNON HILL
- CAPALABA
- CASTLE HILL
- CHERMSIDE
- EVERTON PARK
- FITZROY NORTH
- FORTITUDE VALLEY
- HOPPERS CROSSING
- INDOOROOPIILLY
- IPSWICH
- KAWANA

- LIDCOMBE
- MACGREGOR
- MILE END
- NORTH LAKES
- PORT MELBOURNE
- PROSPECT
- SOUTHPORT
- STANMORE
- UNDERWOOD
- WINDSOR

ABBOTSFORD CYCLES

AVANTIPLUS BRUNSWICK

AVANTIPLUS KALGOORLIE

BAROSSA BIKES

BATEMANS BAY CYCLES

THE BICYCLE EMPORIUM

THE BICYCLE FACTORY

BICYCLE HQ BIKEFORCE

BIKE SHED DUNSBOROUGH

THE BIKE VAULT

BROOKS CYCLING DEPOT

BROOKVALE

BIKE FACTORY

CYCLE MY CITY

CYCLEPATH

CYCLING MYTHOLOGY

DEE WHY BIKE HUB

ELECTRIC BIKES BRISBANE

EPIC CYCLES

EURO CYCLES FIXED WHEEL

FLINDERS CYCLES

FOR THE RIDER

GATESHEAD CYCLES

GLOW WORM

GOVE CYCLES

HENDRY CYCLES

IVANHOE CYCLES

MELBOURNE BICYCLE CENTRE

MELBOURNE ELECTRIC BICYCLES

MERCER CYCLES

MORUYA CYCLES

MYRTLEFORD CYCLE CENTRE

PERTH ELECTRIC BIKE CENTRE

PLANET CYCLES

PUSHYS ONLINE

PUMP N PEDALS

RAYS BICYCLE CENTRE

REID CYCLES ADELAIDE

REID CYCLES CHELTENHAM

REID CYCLES NORTH

MELBOURNE

REID CYCLES PERTH

REID CYCLES SYDNEY

REID CYCLES THE VALLEY

RENEGADE CYCLES

RUSH CYCLING

SALTER CYCLES

SCOTT CYCLES

SPOKES URBAN FLEET

SPRUNG LAUNCESTON

SWIM BIKE RUN

TOTAL RUSH

TRIKE BIKE AUSTRALIA

UNI CYCLES CANBERRA

VELO CYCLES

VELO ELECTRIC AND FOLDING BIKES

PREFERRED PARTNERS →

GIVING VALUE TO
YOUR BUSINESS





**Bicycle Industries Australia (BIA)
Cycling Promotion Fund (CPF)**

2015 – 2016

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