

2013

14

ANNUAL REPORT

Bicycle Industries Australia (BIA)

Cycling Promotion Fund (CPF)



LEADING OUR 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.



THE BIA BOARD



Matt Bazzano
Shimano



Andrew McEwin
Bicycle Parts Wholesale



Felicity Dales
Body Torque



David Cramer
BikeSportz



Sam Monardo
Specialized



Murray Fenwick
Apollo



George Nisbet
SOLA Sports



Sam Salter
Bike Exchange



Jeremy Goodale
Cannondale Sports Group

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

Jan Garrard
Leigh Glover

Cameron Munroe
Chris Rissell
Alton Twine

Senior Lecturer, School of Public Health and Social Development, Deakin University
Director of the Australasian Centre for the Governance and Management of Urban Transport
Principal of CDM Research
Professor of Public Health, University of Sydney
Director of Engineering Services Gold Coast Council

A NEW LOOK FOR THE ORGANISATION

In 2014 we introduced a new logo to reflect the changing face of the industry and the organisation.

The new logos give the organisation a fresh, clean and practical look.

Old BIA Branding



New Branding



New Member Branding



Old CPF Branding



New Branding



New Member Branding



CYCLING PROMOTION FUND

In 2013, the CPF through the Government Relations Manager monitored and responded to opportunities on bicycle issues in Canberra and across Australia political landscapes.

01

We brought major industries to Canberra to discuss the economic benefits for community, business and political investment in cycling.

02

We were a key catalyst for increased political and business support for investments that make Australia a better place to ride.

Nearly every members
fees were cut by

50%

Our membership base
grew from

12 members to 28 members

We want the CPF to
represent the entire
industry – not relying on
a small number who have
the vision for the future.



THE CPF WAS IN DIRECT CONTACT WITH 77 FEDERAL MINISTERS AND POLITICIANS



CPF MEMBERS

- > Abbotsford Cycles
- > Adventure Brands
- > Aussie Butt Cream
- > Bicycle NSW
- > Bicycling Australia
- > Bicycle Parts Wholesale
- > BikeBox
- > Bike Exchange
- > Bikesportz Imports
- > Body Torque
- > CycleCover
- > Derby Cycle
- > Diggari
- > Euro Cycles
- > Gazelle Bicycles
- > Giant Bikes
- > Hendry Cycles
- > Orbea Australia
- > 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.



RELATIONSHIPS AND PARTNERSHIPS

CPF utilises key relationships and partnerships to achieve a collective voice that is critical to achieve our outcomes



MOVING PEOPLE



WHAT WE'VE ACHIEVED TOGETHER

01 Launch of Moving Australia 2030 policy doc



02 Adoption Federal government positive provisioning policy

03 Launch of the State of Australian Cities Report



04 Modification of Infrastructure Australia (IA) Bill to not reduce the ability of IA to invest in cycling infrastructure

05 Launch of Walking Riding and Access to Public Transport White Paper



HOW DID WE DO IT

Relationship management with all major parties

- > Budget submission
- > Parliamentary Sports Festival
- > Pollie Pedal
- > Brisbane to Ipswich ride
- > Active Transport for Sustainable Cities Dinner
- > Urban Policy Forum
- > Better Cities Friendship Group
- > Ride to Work – Tax Incentive
- > SUBMISSIONS to
 - The Role of Public Transport in Delivering Productivity Outcomes
 - Response to the National Road Safety Report



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





400

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

RIDERS ON THE HILL

Key cycling group made up of only politicians or their staff.

Every sitting week up to 18 politicians and key staff join with the CPF for a 90 minute ride and coffee.



THOUGHT LEADERSHIP

The CPF strongly supported activities which promoted thought leadership, supporting the planning, management and delivery of key activities which provide access to knowledge and the sharing of ideas.



- > Asia Pacific Cycle Congress
- > Velo City 2014
- > US Bike Summit
- > National Cycle Tourism Forum
- > Active Transport for Sustainable Cities Dinner
- > Women and Cycling survey



CYCLING LUMINARIES AWARDS

12 years of celebrating the leading
national awards to celebrate those
getting people riding



VOTE4CYCLING

The first ever national campaign partnered by the major state and national cycling organisations.

8 politicians

who won their seats posted pro cycling policies.

These groups represent over

1 million riders

PARTICIPANTS



BICYCLE INDUSTRIES AUSTRALIA



Number of staff in industry

10,000



Number of retail stores

1,044



Number of shops looking
for a mechanic

65%



Percentage of stores that
employed staff from overseas

12%



Number of wholesalers

412



Number of female staff
in industry

4%



Number of bikes
imported

1,309,009



The average amount of turnover
a retail store receives from the
service area

22%



Value of bike imports

\$236,834,915



BIA MEMBERS

- > Abbotsford Cycles
- > Adventure Brands
- > Apollo Bicycles
- > Bicycle Parts Wholesale
- > BikeBox
- > Bike Corp
- > Bike Exchange
- > Bikeforce
- > Bikesportz Imports
- > BH Bikes
- > Brett Jones
- > Capoforma
- > Cassons
- > Darfon Bike Company
- > Derby Cycle
- > Dirt Works
- > Echelon
- > Giant Bikes
- > The GPI Group
- > Groupe Sportif
- > Hunter Leisure
- > Hunter Products
- > Monza Imports Australia
- > Oceania
- > Reid Cycles
- > Sheppards
- > Shimano
- > Sola Sport Pty Ltd
- > Southcott
- > Specialized Australia
- > SRAM
- > Toofat bikes
- > Trek
- > Urban Bicycles
- > Velo Vita
- > XDS



Bicycle Industries Australia members support core activities that benefit the entire industry



WE EXTEND OUR SUPPORT



83%

of stores are
independently owned



BIA Members

Since the launch these stores have signed up to receive the value of membership.

- > 99 Bikes
- > Cyclepath
- > Moruya Cycles
- > Abbottsford Cycles
- > Dee Why Bike Hub
- > Myrtleford Cycle Centre
- > AvantiPlus Alice Springs
- > Electric Bikes Brisbane
- > Pushys Bicycles
- > AvantiPlus Brunswick
- > Epic Cycles
- > Rays Bicycle Centre
- > AvantiPlus Kalgoorlie
- > Flinders Cycles
- > Reid Cycles
- > The Bicycle Factory
- > For the Rider
- > Renegade Cycles
- > Bicycle HQ
- > Gateshead Cycles
- > Salter Cycles
- > Bikeforce
- > Hendry Cycles
- > Sprung Launceston
- > Bike Shed Dunsborough
- > Ivanhoe Cycles
- > Uni Cycles Canberra
- > Brooks Cycling Depot
- > Melbourne Bicycle Centre
- > Cycle My City
- > Mercer Cycles

01 April 2014 we launched the Bicycle Industry Retail Traders Program.

02 2014 was a year of change for the BIA, extending its services to engage with retailers.

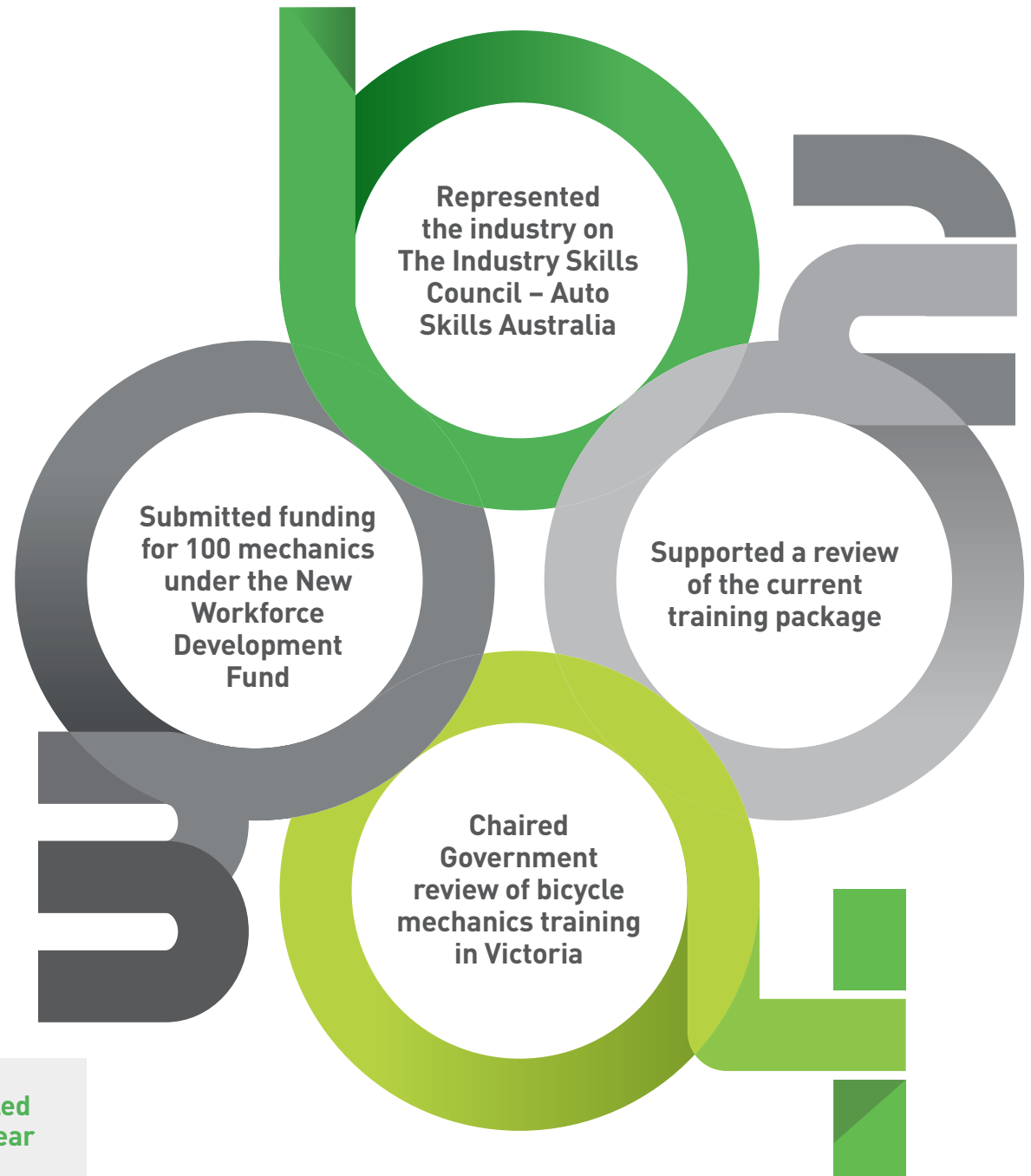
TRAINING



Meetings with Federal
Minister for Higher Education
along with Victoria and NSW



65% of shops are looking for a skilled
bicycle mechanic during the year



RESEARCH



NATIONAL IMPORTATION STATISTICS

Categories we collect

- > New pneumatic rubber tyres, of a kind used on bicycles
- > Rubber inner tubes of a kind used on bicycles
- > Lighting or visual signalling equipment of a kind used on bicycles
- > Motorcycles (incl. mopeds) and cycles fitted with an auxiliary motor
- > Bicycles and other cycles (including delivery tricycles), not motorised with a wheel diameter 508mm or less
- > Bicycles and other cycles (including delivery tricycles), not motorised excl. those with a wheel diameter 508mm
- > Frames for Bicycles and other cycles
- > Forks, parts of forks and parts of frames, for bicycles and other cycles
- > Wheel rims and spokes for bicycles and cycles
- > Saddles for bicycles and cycles
- > Pedals and crank-gear, and parts thereof for bicycles and cycles
- > Other parts and access. for bicycles and other cycles not motorised

INDUSTRY SURVEYS UNDERTAKEN

- > Annual survey
- > Employment Survey
- > Training survey
- > Supported the Cycling Participation survey through the Australian Bicycle Council.

REPRESENTATION OF THE INDUSTRY

BIA has a seat on the Australian Bicycle Council – The key national body for strategic investment in bicycle infrastructure and policies.

01 AUSTRALIAN NATIONAL
SAFETY STANDARDS

02 LOW VALUE THRESHOLD

03 AUTO SKILLS AUSTRALIA

04 LOBBY OF AUSTRALIAN COMPETITION
AND CONSUMER COMMISSION

05 MEMBER OF AUSTRALIAN
TRADERS GROUP

The BIA is the industries representation on all key bicycle related standards. This year that review included -

- > Parking > Bicycles > Helmets
- > Trailers and tagalongs > Baby seats > Lights

- > Minister for Small Business Lunch
- > Low Value Parcel Processing Taskforce
- > Individual presentations to the Deputy Treasurer
- > Productivity Commission review of cost of doing business

- > Board member of the the Industry Skills Council that determines the bicycle mechanics training package
- > Chaired Victorian review of bicycle mechanics training
- > Chaired national network of Registered Training Organisations delivering bicycle mechanics training
- > Completed review of national training package

- > Sale of non Australian approved helmets into Australia
- > Misleading price advertising
- > Adoption of Current bicycle standards
- > Grey importing
- > Counterfeit and fake products



MINISTER FOR SMALL BUSINESS LUNCHEON

The BIA hosted a lunch with The Hon Bruce Billson MP to discuss issues affecting the bike industry.

KEY ISSUE DISCUSSED - LOW VALUE THRESHOLD

Industry members who invested their time and money to lobby the Minister on this issue that affects the entire industry

- > 99 Bikes
- > DSG
- > Adventure Brands
- > BikeSportz
- > Body Torque
- > Diggari
- > Echelon
- > Shimano
- > Southcott
- > WD40



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