

# The Bicycle Industry in Australia 2012/13

A national snapshot by Bicycle Industries Australia, Cycling Promotion Fund and the Retail Cycle Traders Australia



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# Industry Overview

Australia continues to be a challenging market for bicycle importers, manufacturers, distributors and retailers. We are a small market in a global sector, Australian consumers expect the complete range, and through online channels have access to a world market.

The number of bike imports in 2012/13 reached a record high for a financial year, but the increase appears to be predominantly through big box and discount channels.

Alarming at the time of this increase, we have seen a reduction in children's bicycle imports, providing further challenges for the industry with the next generation not embracing cycling. This also provides the opportunity for the industry to work together to demand greater support for cycling from the government to ensure infrastructure, policies, and education provide all Australians to enjoy the benefits of bike riding.

This report provides a snapshot of the agencies involved in supporting the industry and the cycling sector in Australia, an overview of the trends and developments over the last year which impact on the industry and an outline of the initiatives, programs and services provided by the two industry associations and the Cycling Promotion Fund.

The Cycling promotion Fund was initiated in 2000 by visionary companies within the bicycle sector to provide a collective voice and advocate for policies and programs which improve the environment for cycling, getting more people riding.

Working directly to support the industry, Australia has two distinctive bicycle industry member associations:

**Bicycle Industries Australia Ltd. (BIA Ltd)** represents the wholesaler supply companies

**Retail Cycle Traders Australia (RCTA)** supports and represents the independent bicycle shops.

In the current challenging environment, the two bodies have worked closely together to optimise outcomes for their members and the sector overall.

Both associations are committed to providing the best possible services to their members as well as ensuring that the interests of the industry are represented.

Decisions which impact on the industry are made at a range of levels including economic and trade policies, industrial relations, taxation, urban planning and design, transport policy and resource allocation, road safety, environment, tourism, sport and recreation. The complexity of the external environments impacting the sector remains the biggest challenge for the industry associations.

# Trends in Australian Cycling

## The industry at a glance

- > **Staff are employed in 1024 shops and 422 wholesale businesses**

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- > **Number of bicycles imported in 2012/13: 1,416,413**

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- > **Import value of bicycles: \$228,867,816**

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- > **% of bikes sold in 2012/13 that were adult sizes: 70%**

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- > **Over 75% of stores have a website, but only about a third of all retailers have the capacity to sell through their sites**

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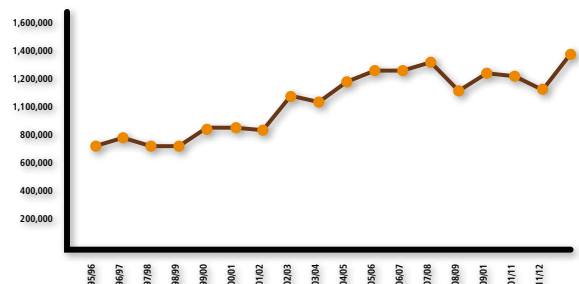
- > **33% of wholesalers have online real time stock levels for the retailer to access**

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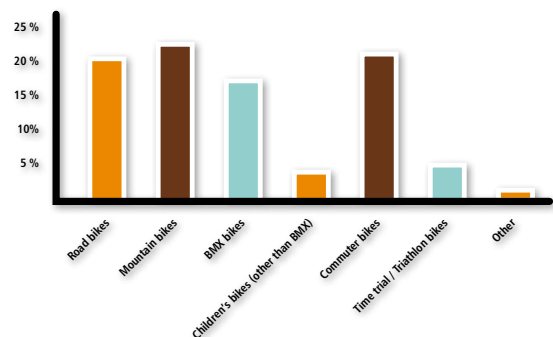
- > **The average retail store's breakdown of sales:**

<b>Bicycle sales</b>	<b>45%</b>
<b>Parts &amp; Accessories</b>	<b>33%</b>
<b>Service centre</b>	<b>22%</b>

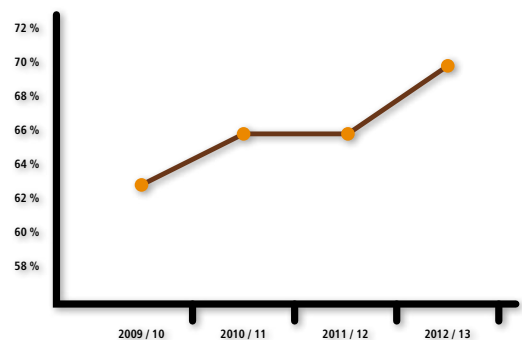
Annual imports graph



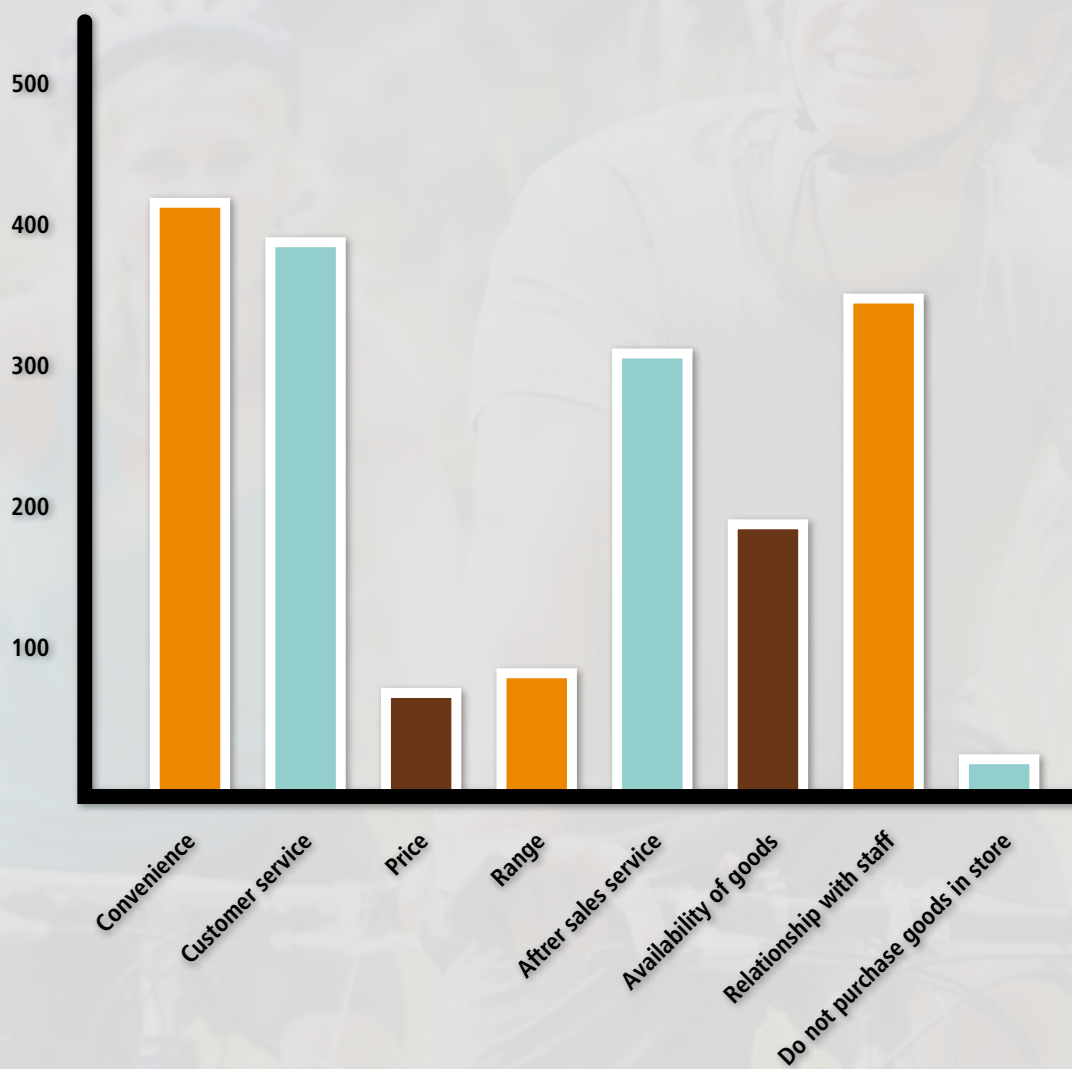
Percentage of bicycle sold through independent dealers



Percentage of adult bicycle imports



### Why people purchased bicycles in store



# Cycling Promotion Fund Report

## CPF Strategic Objectives

- 1 Bike riding perceived by policy makers as a solution to current and future challenges
- 2 Increase investment in bicycling infrastructure, programs and marketing
- 3 Greater community acceptance of bicycling as a legitimate transport option
- 4 Embed the CPF as Australia's leading influencer on bicycling issues federally

## Year in review

The federal advocacy work of the Australian bicycle industry's Cycling Promotion Fund (CPF) has once again involved a large number of events, initiatives and meetings in pursuit of our objectives in 2012-13.

It was a significant year for active travel, embedding cycling in the transport portfolio and another very successful year presenting a cycling agenda to Australian federal decision makers and business leaders.

In 2012-13 we focused on productivity benefits to business that can be achieved with an investment in cycling. Our events and research provided objective economic benefits data as we partnered with senior business leaders, conveying their stories highlighting how they are reaping the benefits in their workplaces from those investments in cycling-to-work.

Our highly successful public initiatives and our 'behind the scenes' advocacy with federal policy makers continue to help us work towards an important range of outcomes for Australian cycling and industry members.

## Key achievements

- Launch of our Moving People 2030 Taskforce's report '*Moving People 2030 – A Transport Plan for a Productive and Active Australia*'
- The *Canberra Transport Photo*, our modern re-creation of a world famous German photo. Our's has now been used with our permission around the world.
- *11th Australian Bicycling Achievement Awards*, bringing the greatest number of senior Parliamentarians together ever for a cycling event, in support of cycling achievement in Australia
- Parliamentary dinner featuring Optus Vice-President and multinational mining services giant, Ausenco's senior HR Manager presenting to MPs and Senators about the economic benefits for their businesses of investment in cycling.
- Supported the release of draft *Walking Riding and Access to Public Transport* report
- Ongoing participation engagement with Parliamentarians and key staff from all major parties.

The bicycle industry's CPF is the recognised national advocacy body for active transport and cycling – this strategic investment by the industry in the CPF has ensured we continue to drive cycling's case nationally.

## The Canberra Transport Photo

We re-created one of the most famous active transport photos of all time, the Muenster photo – showing the advantages of public and active transport over private motor vehicles – and it was stunningly successful! The published image has since been used with our permission many times around Australia and the world by transport authorities, health departments and advocates and has graced the cover of the international transport Journal *‘World Transport Policy and Practice’*.



The image was launched in Parliament House by Parliamentary Secretary to the Treasurer, Hon Bernie Ripoll, and (now) Minister for Social Services, Hon Kevin Andrews.

It has been re-produced in the following countries and jurisdictions; *National Government Travel* report, Commonwealth Department of Infrastructure and Transport's report *‘Walking, Riding and Access to Public Transport’*, Brazil (journal dist. to 36 countries), Tennessee USA, Australia (mag – national dist'n), Namibia, Lithuania, Manningham Council VIC, United Kingdom (journal – international dist'n) and the Czech Republic. Permission to publish the photo continues to be requested on a regular basis.

The success of the Canberra Transport Photo reflects the power of simple images that show the benefits of cycling.

By successfully capturing and promoting this image, we have reinforced our leadership role in the national active transport policy agenda.

## Active Transport for Sustainable Cities - Parliamentary Dinner

The second Active Transport for Sustainable Cities Parliamentary Dinner *‘Corporate perspectives on the economic benefits for Australian business’* was organised and managed by the CPF on 12 September 2012, co-hosted by the Parliamentary Secretary to the Treasurer, Hon Bernie Ripoll, and (now) Minister for Social Services, Hon Kevin Andrews.



Neil Trembath, Ausenco, answers questions from the floor

Optus Vice-President Corporate and Regulatory Affairs, David Epstein, and multinational mining services giant, Ausenco's Chief People and Sustainability Officer joined us to address our audience of MPs, Senators and senior policy advisors.

The 2012 dinner focused on the economic benefits these major Australian businesses are reaping from their financial and human resource investments in making cycling to work easier and culturally supported. Our aim is to reinforce to our federal Parliamentarians why investment in cycling makes economic sense.



L-R: Hon Bernie Ripoll; Atsuhide (Hide) Seguchi – Sekesui House; Darren Cheesman MP; Alton Twine, Manager – Transport, Gold Coast CC; Felicity Dales – Body Torque, and BIA Board member.

The CPF bicycle industry members invest to ensure the economic benefits of cycling are highly visible to federal policy makers. Our direct advocacy to federal Parliamentarians is a key aspect of our work and critical to achieve policy and investment for a better environment for cycling in this country.

## Launch of Moving People 2030 Taskforce report

CPF advocacy contributed to the important announcement by the Minister for a 'positive provision' policy for bicycle infrastructure whenever major investments are made under the Nation Building program.

The CPF is a foundation partner in the *Moving People 2030 Taskforce*, working with the Bus Industry Confederation, Australasian Railways Association, National Heart Foundation of Australia, Planning Institute of Australia, Australian Local Government Association, Tourism and Transport Forum and International Union of Public Transport.



The Moving People 2030 Taskforce. **Front row:** Emma Woods – Australasian Railways Association; Michael Apps – Bus Industry Confederation; Rolf Fenner - Australian Local Government Association; Rob Pearce – UITP.

**Back row:** Rohan Greenland – Heart Foundation, representative – Tourism and Transport Forum, Rob Grenfell – Heart Foundation; Stephen Hodge – Cycling Promotion Fund; Neil Savary – Planning Institute of Australia.



Minister Albanese launches the Taskforce Report and accepts a helmet from Stephen Hodge provided by CPF member, Trek Bicycles

In March, 2013, the Taskforce's report '*Moving People 2030 – A Transport Plan for a Productive and Active Australia*' was launched by the Hon Anthony Albanese MP Minister for Transport, with Shadow Transport Minister Truss and Greens Transport Spokesperson Lee Rhiannon both providing key note addresses.

Our partnership in the Taskforce has also been critical in building a powerful alliance that also gives us much more strength when pushing for better policy from Government.

## 11th Australian Bicycling Achievement Awards

On 20th March 2013 the CPF hosted the Australian Bicycling Achievement Awards for the 11th consecutive year, with the greatest support ever from senior Parliamentarians.

Attorney General, Hon Mark Dreyfus QC, led the Government representation with the key note address delivered by Parliamentary Sec for Infrastructure and Transport, Parliamentary Sec for Health & Ageing, Catherine King. Parliamentary Secretary to the Treasurer, Bernie Ripoll, and his co-convenor of the Parliamentary cycling group, Julie Owens MP, both assisted with presentations.



Minister for Veterans' Affairs, Minister for Indigenous Health, Minister Assisting the Prime Minister on the Centenary of ANZAC, Warren Snowden accepts Education Innovation Award on behalf of Warruwi School, NT, from Attorney-General, Hon Mark Dreyfus QC'



Achievement Award recipients outside Parliament

Shadow Minister Kevin Andrews led the cross bench MPs with Darren Chester MP also speaking. Greens Transport Spokesperson, Senator Lee Rhiannon and Independent MP Andrew Wilkie rounded out the strong support from our federal Parliamentarians. We are grateful for their support and interest in the cycling agenda, which extends across the political spectrum.



Rohan Greenland – Heart Foundation, presents Mayor of the City of Adelaide, Cr Stephen Yarwood, with the Award for Contribution by a Politician

Once again many terrific and innovative people, programs and achievements were recognised from every corner of the country with most Award recipients able to make the often long trip to join us for the celebration.

The CPF Awards allow recognition of Australians from all walks of life for their achievements who can tell their stories about cycling directly to the senior Ministers, MPs and Senators who determine policy, investment and support for cycling nationally.

For more information see [www.cyclingawards.com.au](http://www.cyclingawards.com.au)

## Urban Policy Forum

The Urban Policy Forum (UPF) continued to be a key advisory body to the Minister for Infrastructure and Transport throughout 2012-13.

As a member of the UPF the CPF, along with other members from organisations such as the CEO's of Business Council of Australia, Planning Institute, Urban Development Institute of Aust, Property Council, Infrastructure

Partnerships Australia, Institute of Architects, Green Building Council and Mayors from City of Sydney, City of Marion among others provided extensive advice to pre-release drafts of key Departmental documents; primarily the Walking, Riding and Access to Public Transport (WRAPT) statement (policy white paper) and the 2013 State of Australian Cities Report.

## 2013 Federal Budget

The 2013 Budget included specific measures outlined in the WRAPT statement for a new peak council for cycling and walking, and other measures to drive development of cycling policy and infrastructure – measures that will pave the way for greater investment in active travel (walking and cycling).

## Asia Pacific Cycle Congress

The CPF is a foundation partner of the international Asia Pacific Cycle Congress (APCC). Hosted for the second time in March 2013 by the Gold Coast City Council, the APCC provides both national and international visibility for the CPF and significant opportunities to pursue relevant policy discussions and solutions with experts in our sector.

For more information visit the website: [www.cyclecongress.com](http://www.cyclecongress.com)



The Q&A panel session with Tony Jones and some distinguished guests was a highlight at APCC2013'



## Riders on the Hill

Riders on the Hill is the federal Parliament's cycling group. Stephen Hodge has organised and attended Riders on the Hill every sitting week since 2005.

The CPF has been able to provide 'Riders' with their own kit, an identity which is increasingly seen and recognised as various MPs are interviewed and filmed while cycling or with their kit on display.



Julian Huppert MP, tries on his Aussie Parliamentary cycling jersey presented by Stephen Hodge

The relationships established through the group are invaluable for enhancing many of the initiatives the CPF undertakes both in the public arena and informal approaches on a range of issues.

The *Riders on the Hill* in 2012-13 included; Attorney-General Hon Mark Dreyfus QC, Hon Kevin Andrews, Leader of the Opposition Hon Tony Abbott MP, Parliamentary Secretary to the Treasurer Hon Bernie Ripoll (Co-convenor), Luke Hartsuyker MP, Mark Coulton MP, Julie Owens MP (Co-convenor), Dr Andrew Laming MP, Stephen Jones MP, Stuart Robert MP.

## UK Bicycle industry and advocacy visit

In July 2012, the CPF's Government Relations Manager, Stephen Hodge, visited key UK advocacy organisations, transport and private sector organisations and addressed the UK's All-Party Parliamentary Cycling Group (APPCG).

Stephen presented the co-Chairs of the APPCG, UK MPs Julian Huppert and Ian Austin, with a jersey from the Australian Parliamentary cycling group and letter of friendship conveyed from our Australian Parliamentary cycling group.

The visits allowed high level discussion on advocacy strategies, sharing of experience between two similar economies and has resulted in strong ongoing international links and contacts. We have since facilitated reciprocal visits between MPs of the two countries.

## Relationships with all major political parties

The Government Relations Manager continues to support federal MPs with their charity cycling efforts wherever possible. Time spent 'on the road' builds relationships, demonstrates support for the MPs which is invariably reciprocated in valuable ways and most importantly provides unparalleled opportunities to discuss cycling policy and benefits with key Members of Parliament.

### Tony Abbott's Pollie Pedal

Stephen spent 5 days with the then Leader of the Opposition Tony Abbott on his *Pollie Pedal* in April 2013. Previously he attended the major fund-raising dinner in Sydney and a post-*Pollie Pedal* informal dinner with all participants.

### Brisbane 2 Ipswich

Stephen Hodge has travelled to Queensland for the last few years to support Bernie Ripoll's *Brisbane 2 Ipswich Community Ride*. Bernie's ride has raised a lot of money for a range of local charities and is strongly supported by the community with many 100's of participants each year.

# Bicycle Industries Australia Report

## The Aims of the BIA

- 1 **To foster** the interests of the Australian Bicycle Industry
- 2 **To promote** sound and ethical trading and commercial practices
- 3 **To collect information and statistics on the Australian Bicycle Industry**
- 4 **To make representations** to governments and other industries for the benefit of the Australian Bicycle Industry
- 5 **To create**, support and manage the Cycling Promotion Fund
- 6 **To promote** communication within the Australian Bicycle Industry

## Board Members of the BIA



**Matt Bazzano**



**David Cramer**



**Felicity Dales**



**Andrew McEwin**



**Peter Bourke**  
General Manager



**Sam Monardo**



**George Nisbet**



**Stephen Hodge**  
Government Relations Manager



**Jason Wyatt**

## Overview

I am pleased to report to the industry as cycling continues to grow, sales are returning following several difficult years and our industry's Cycling Promotion Fund is now firmly established as a very successful and mature advocacy organisation on the national scene.

While these successes give us a platform to grow our industry, we face significant challenges to maintain profitability and meet the demands of competing on an uneven playing field against offshore retailers. But first, let's look at the opportunities.

The interest in major cycling events continues to draw spectators to events such as the Tour Down Under and The Australian Road Nationals and participation in community events such as Around the Bay in a Day, Amy's Gran Fondo and Sydney Riders Festival are engaging tens of thousands of participants.

The growth in bicycles coming into Australia also paints an optimistic picture for the future with a record 1.4 million bikes imported in 2012/13, a record for a financial year.

Whilst this growth is positive, margins are very tight and competition from outside Australia, especially for parts and accessories, is challenging both retailers and wholesalers.

Although overall imports are now back to pre-GFC levels, an alarming statistic has been the reduction in children's bicycle imports, especially the decline over the past three years.

The BIA and its Cycling Promotion Fund (CPF), by coordinating and addressing these issues nationally, is acting for the benefit of the entire industry in a way not possible for any individual brand.

Through the CPF, the industry has a nationally recognised voice and an ability to grow the number of people riding, which in turn will grow the size of the pie for all in the industry.

Our projects in Canberra, such as the Moving People 2030 Taskforce, the 'Riders on the Hill' and the Active Transport for Sustainable Cities Parliamentary Dinners allow us to speak directly to Ministers and MPs. The CPF has a 'seat at the table' and the opportunity to influence our future federally.

Throughout the year, we have continued to work through the BIA on key industry-specific issues directly affecting bicycle sales. We continue to lobby the federal government on the Low Value Import Threshold, working with other sectors affected who,

along with state governments, are now realising the impact of reduced GST on their bottom line. Further action is being planned with the new Abbott Government to target change in this area.

With our seat on the Australian Bicycle Council and positions on Australian standards bodies, we are part of the review of road design guidelines, along with the review of bicycle, full-face helmet and bicycle parking standards. In the coming year, the standard reviews will be extended to child carriers and electric bikes.

It was also a positive to witness after several years of work, the adoption of EN1594 for electric bikes. Achieving its adoption at a federal level, and across four states and territories, with four more to go, demonstrates the level of ongoing work required to manage these outcomes.

In late 2012, the Board responded to a letter from Government Relations Manager Stephen Hodge who, conscious of the importance of cleaning-up cycling, advised us of his resignation from the Board of the sporting body and public admission of having used performance-enhancing products during his cycling career.

The board of the BIA, after reviewing its position and the broadly positive acknowledgment his admission elicited, unanimously supported the continued role of Stephen in his position.

The respect Stephen has garnered across the political, cycling and national peak sectors he works with, and his fifteen years working to improve the sport and the industry since his cycling career were the key factors in the board's decision for continued support. The unanimous support he received from all members of the Parliamentary cycling group was a particularly gratifying reflection of his standing.

Finally, all of this work cannot be achieved without our members, and I would like to thank all members of the cycling community for their work over the last year. People in the industry share a passion for bicycles and ultimately we all get rewarded when we work together to achieve a stronger industry.

**Andrew McEwin**  
Chairman, BIA Ltd

## Electric Bikes

After a number of years of lobbying from the industry, in May 2012, the federal government adopted new vehicle definitions to include 'Pedelects', or power assisted pedal bicycles that met European standard EN15194.

With the Australian government structure, this was the first step and allowed bikes meeting this standard to be imported into Australia. We have in the following 12 months worked with each of the states to adopt vehicle definitions and road laws to allow bikes meeting this standard to be legally used.

During 2012/13, Victoria was the first to modify vehicle definitions and road laws, followed by Queensland, New South Wales and the Australian Capital Territory.

We still have work to do to get the national road laws modified through the National Transport Commission, along with Western Australia, South Australia, Northern Territory and Tasmania to complete the puzzle of bringing 'pedelecs' to all of Australia.

## Industry engagement

The BIA continues to work to engage the industry in the peak body, growing the membership base to 40 wholesalers.

This figure although growing, still needs to be increased if the BIA is to be able to truly deliver the services required to support the industry.

## Data

Data continues to be a challenge for the industry, with an ongoing expressed need for the accurate and timely, coupled with a lack of desire from individual businesses to share their own info.

The BIA has continued to deliver Australian government import figures, providing long term trends, but the challenge is to achieve accurate sales data in a timely manner which is useful to the entire sector.

## Supporting retailers

### Bike shop finder

To support the retail sector, the BIA has developed the website 'bike shop finder'.

Through our partnerships with Cycling Australia and state recreational cycling bodies, links to the shop finder have been placed on the home page of several of these organisations websites.

### Workshops

Through our partnership with Australian Retail Association, throughout the year we offered free to Australian retailers workshops on:

- Workplace Health and Safety
- Industrial Relations
- Social Media/online marketing

## Bicycle Shows

The Australian bicycle industry supports two 'major' bicycle shows and several 'event' villages throughout the year.

The largest of these have become consumer shows;

- Ausbike
- Cycling Australia – Bike and Lifestyle Show

### Event Villages include

- Tour Down Under
- Ironman and Half Ironman series
- National Road Series
- National Mountain Bike Series
- State based rides:
  - Around the Bay in a Day
  - Sydney Riding Festival

Brand specific product launches are being conducted by the major brands as stand alone events as they identifying the financial return along with an ability to control timeframes as critical factors for brand specific 'shows'.

## Lobbying - Low Value Import Threshold

The BIA continues to be the key body representing the industry on issues that affect the profitability and The Low Value Import Threshold remains a key focus on this lobbying.

To ensure the industry has the greatest ability to impact this outcome, we continue to work with other industry bodies through our membership of the Australian Traders Group.

In the lead up to the federal election, we requested the support of the industry in contacting their local member and candidates to ensure all members were aware of the impact in their electorate.

With issues such as these it is only through the entire industry working together that real change can be made.

Along with the key partnerships through the Australian Traders Group, the BIA has worked closely with Australian Sporting Goods Association, developing joint approaches to issues which are relevant to both our agencies.

## Training

The BIA worked with the federal government to re-assess the categorisation of bicycle mechanics skills.

The current rating of unskilled level 8, was utilized as a reason for Victoria to reduce the current government subsidies paid for the delivery of training.

This ranking also negates the ability of any business to access 457 Visa's to overcome a skill shortage in Australia.

We are currently supporting a review being undertaken by the Victorian Department of Education, Employment and Training of funding rates for bicycle mechanic training.

# Retail Cycle Traders Australia Report

## Overview

The bicycle retail environment over the past year has been mixed. Given a good location and the right stock and service, some shops have been doing well, although if one or more ingredients are missing then times have been lean.

A number of long established shops have struggled, and some have closed their doors. To balance this there has been an increase in the number of niche shops opening, often one to two person operation, targeting specific parts of the marketplace.

In several cases shops that only opened a few years ago have become major stores, with a tight range, online sales and a new attitude to cycling and bicycle sales.

Costs have risen, and continue to rise, with utilities, wages, insurances and rent all on the way up, and an increase in the superannuation levy will not help businesses. Bike imports are up, but it is not clear who is actually selling them, it may be that the mass merchants slice of the pie is increasing at the expense of the independent retailers.

Service work has been steady in many shops, and providing that charges are set accordingly, can be the mainstay of any business in leaner times.

## Technology

In May the Federal government approved the use of 250w pedelecs, power assisted bicycles that require pedalling to enable power assistance. Each of the states needed to enact their own legislation allowing the use of these machines and it is disappointing to see that several states are lagging behind the rest of the country.

## Standards

Australian standards apply to several of the products sold by the bicycle industry, and two of them, Bicycles and Bicycle Helmets, are mandated at the point of sale.

Both standards have had minor revisions recently and the resulting Australian Standards need to be referenced by the Australian Competition and Consumer Commission. The ACCC has been particularly slow in recognising the 2010 version of the Bicycle standard, leading to confusion within the industry as to which standard they should be following. Entreaties to resolve the matter have not been successful to date.

## Training

Unfortunately 2013 has been a very bad year for training, with the shutting down of virtually all industry training across the country. Queensland is the standout, still delivering training, and there are moves underway by a Victorian provider and the industry to take at least some of the training online, making it more available to all who want it.

## Retail in general

The past year has seen tough times continuing in general retail, and the bicycle retails sector is no exception. In fact, we are harder hit by competition from imports to a greater degree than almost any other section of retail. As was the case last year, we find that competition is hindered by high costs in Australia, including wages, rent and utilities costs, and the high



Peter Moore, former President of the RCTA, receiving the Honorary Achievement Award at the 2013 presentations in Canberra

cost of the Australian dollar. The recent fall of the dollar brings some hope that changes may happen this coming year, but many businesses will be irreparably damaged by that time.

## Outlook

In a nationwide survey of general retailers, nearly half think that conditions will improve over the coming year and that once the election is out of the way a more positive attitude will be seen in the business community. Providing that the consumer also becomes more positive then sales should increase, even if only marginally.

Across the country work continues to improve cycling conditions and infrastructure, and this will continue to aid the industry.

The fall in the Australian dollar will raise the price of imports, but will make shopping online from overseas vendors more expensive too, and this will help bring local prices within the 15% of online overseas prices that our research indicates can be a tipping point for local purchases.

Electric assist bicycle sales will increase, as the remaining states update their regulations, and this will also provide a fillip for those retailers who choose to take up pedelecs. However, this must be a solid commitment, as customers will be deterred by half-hearted efforts to embrace this new technology.

The big worry for the industry is the massive decline in children's bikes sales, running the risk of another 'lost generation' for cycling. Every effort must be made to get the nations children riding bikes, and staying with that riding as they grow through their formative years into teenagers and older.

## The RCTA

As noted last year, membership continues to decline to the point where the association is almost irrelevant. Competition from the internet also affects associations, and those such as ourselves who provide information to members and rely on membership for income are being knocked about. It is not only bicycle parts that can be obtained via the web.

We are continuing to work closely with Bicycle Industries Australia, and see a future with one industry association in Australia, despite our setback last year.

Collaboration with other like-minded groups will be a feature of the coming year, working on a variety of project of mutual benefit to our members.

The AGM, to be held just prior to Ausbike 2013, is an opportunity for members voices to be heard, and we will be at Ausbike to talk with all retailers about issues affecting the industry and what we can do to help resolve them.



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