



2014 2015

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



Sam Monardo
Specialized



Andrew McEwin
Bicycle Parts Wholesale



Neelesh Mehta
Bike Corp



Sam Salter
Bike Exchange



Jamie Walsh
Adventure Brands

THE BIA BOARD

The CPF has an expert advisory committee, which provides direction and advice on CPF activities.

Jan Garrard
Cameron Munroe
Chris Rissell
Alton Twine

Senior Lecturer, School of Public Health and Social Development, Deakin University
Principal of CDM Research
Professor of Public Health, University of Sydney
Director of Engineering Services Gold Coast Council

CYCLING PROMOTION FUND

2014/15 the CPF was in direct contact with 94 federal ministers, MP's and senators.

In 2014-15 the CPF, through the Government Relations Manager, monitored and responded to opportunities in Canberra and around Australia.



01 We brought major industries and business leaders 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.

03 We brought the national advocacy sector together to reach decision makers and speak with one voice for cycling.

CPF MEMBERS

- | | | |
|-------------------------|------------------|-----------------------|
| ABBOTSFORD CYCLES | BODY TORQUE | SHEPPARDS |
| ADVANCE TRADERS | CYCLECOVER | SHIMANO |
| ADVENTURE BRANDS | DERBY CYCLE | SOLA SPORT PTY LTD |
| AUSSIE BUTT CREAM | DIGGARI | SPECIALIZED AUSTRALIA |
| BICYCLE NSW | EURO CYCLES | SRAM |
| BICYCLING AUSTRALIA | GAZELLE BICYCLES | SUB4 APPAREL |
| BICYCLE PARTS WHOLESALE | GIANT BIKES | TREK |
| BIKEBOX | HENDRY CYCLES | VIVENTE |
| BIKE EXCHANGE | ORBEA AUSTRALIA | |
| BIKESPORTZ IMPORTS | RENEGADE CYCLES | |

The companies investing in the long term future of the industry by making it easier and more attractive to ride a bicycle in Australia.

RELATIONSHIPS AND PARTNERSHIPS



co-chairs of better cities together

The relationships and partnerships the CPF has fostered since its inception are critical to achieving greater investment and policies that promote bike riding across Australia.

The CPF is a foundation partner of the Parliamentary Friendship Group for Better Cities which was established in 2014.



CPF ACTIVITIES TO ACHIEVE OUR GOALS

HOW WE DO IT

- Australian Bicycle Council
- Australian Bicycle Summit - Canberra
- Parliamentary Friendship Group for Better Cities
- Budget Submission
- Brisbane to Ipswich political Ride
- Dutch Experts national workshop program in Australia
- E-bike demo event - Parliament House
- Federal Tax review submissions and lobbying
- Netherlands Influentials Study Tour
- Parliamentary Sports Festival
- Prime Minister's Pollie Pedal
- Riders on the Hill Parliamentary cycling group
- Road Safety Review submissions and testifying to Senate Committee
- Sydney Airport Transport strategy review submission
- National Urban Policy Dialogue

RELATIONSHIP MANAGEMENT WITH ALL MAJOR PARTIES.

We provide expert advice and input to all federal parties on infrastructure, investment and policy.



Parliament House with politicians

LOVE CYCLING GO DUTCH

NETHERLANDS STUDY TOUR

The CPF through its relationship with the Kingdom of the Netherlands delivered the 2014 study tour of the Netherlands.

The aim of the Netherlands Influentials study tour was to increase awareness and knowledge of possibilities, create linkages and networks of leaders, and remove barriers to implementing a sustainable transport cycling culture by immersion in the world's best cycling nation.

Leadership from the influential decision makers who participate on this study tour is vital to achieve the transport system we need for a liveable, sustainable community and to realise our potential economic growth.

Sometimes just taking decision makers to experience it for themselves is all it takes for the 'penny to drop'. This is what was achieved with the 2014 Netherlands study tour.

Read the report at:
http://www.bikeoz.com.au/images/Netherlands/CPF_Report_2014_NL_Study_Tour_web6.pdf



AUSTRALIAN INFLUENTIALS STUDY TOUR PARTICIPANTS

Ms Fiona Campbell
City of Sydney

Mr Alan Evans
National Roads and Motorists' Association (NMRA)

Dr Claire Ferres-Miles
City of Port Phillip

Dr Marilyn Johnson
Australasian College of Road Safety

Ms Myfanwy Lawrence
Australian Local Government Association

Mr Jon Leighton
Bicycle New South Wales

Ms Cathy Oke
City of Melbourne

Mr Michael Roth
Royal Automobile Club of Queensland (RACQ)

Mr David Shelton
VicRoads

Mr Craig Wooldridge
Department of Transport Western Australia

Mr Peter Bourke
Bicycle Industries Australia (BIA)

Mr Stephen Hodge
Cycling Promotion Fund (CPF)

AUSTRALIAN BIKE SUMMIT

The CPF brought together leading state and national bicycle organisations for the inaugural Australian Bicycle Summit.

The summit continued the work of the CPF to bring together the sector under a united banner, working together to increase the support of riding across Australia.

ORGANISATIONS THAT ATTENDED



28 POLITICIANS ATTENDED PARLIAMENTARY DINNER.



Australian bicycle advocacy leaders at the Summit dinner.



THE CPF IS THE LEADER IN BICYCLE ADVOCACY TO FEDERAL GOVERNMENT IN AUSTRALIA

THE DANISH AND DUTCH AMBASSADORS WERE GUESTS OF HONOUR AT THE SUMMIT PARLIAMENTARY DINNER

10 YEARS OF RIDERS ON THE HILL 2005 - 2015

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



Key cycling group made up of only politicians or their staff. Every sitting week up to 12 politicians and key staff join with the CPF for a 90 minute ride and coffee.

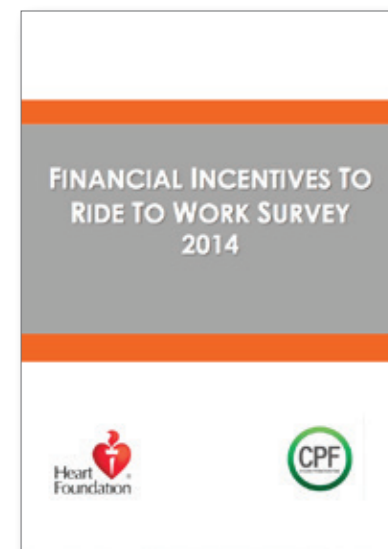
The value of the Riders on the Hill cannot be under-estimated.

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

FINANCIAL INCENTIVES TO GET MORE PEOPLE RIDING

WHAT WE HAVE DONE

- Partnership with the National Heart Foundation released national survey
- Led three submissions to federal tax review with a focus on positive tax changes to promote riding.
- Coordinated the state bicycle advocacy groups federal tax submission to promote greater riding.
- Have met with the Office of the Treasurer to discuss ride to work tax incentives.
- Supported a request from staff from the University of Melbourne on a private ruling from the Australian Tax Office on the level of deductibility of e-bikes.



DUTCH DESIGN EXPERTS WORKSHOP

Over 600 designers, planners, engineers and city officials across Australia.

Adelaide, Brisbane, Melbourne, Perth and Sydney.

The national program of workshops was a significant step forward to educate our current and future planners and designers on World's best practice for bicycle infrastructure. These are the people who design the cities we live in, the roads and the infrastructure that are vital to making cycling a safe, convenient and attractive option for all Australians.

THE NATIONAL WORKSHOP PROGRAM WAS SUPPORTED BY:

- AUSTRALIAN INSTITUTE OF TRAFFIC PLANNING AND MANAGEMENT
- BIKE SA
- BICYCLE NSW
- BICYCLE QLD
- BICYCLING WESTERN AUSTRALIA
- WESTCYCLE
- QLD DEPARTMENT OF TRANSPORT
- SA DEPARTMENT OF TRANSPORT
- VICROADS
- WA DEPARTMENT OF TRANSPORT



BICYCLE INDUSTRIES AUSTRALIA

INDUSTRY STATS

Number of staff in the industry

10,000

Ave annual store turnover

\$967,000

Number of retail stores in Australia

1,032

Ave landed price of a bike into Australia

\$175.98

Number of stores reporting shortfall of mechanics in 2014

511

Number of bikes imported - record for a financial year in Australia

1,419,825

Stores employed a foreign mechanic

18%

number of people per store in Australia

23,241

BIA MEMBERS

Adventure Brands

Apollo Bicycles

Bicycle Parts Wholesale

BikeBox

Bike Corp

Bike Exchange

Bikeforce

Bikesportz Imports

BH Bikes

Bosch

Capoforma

Cassons

Derby Cycle

Dillenger Electric Bikes

Dirt Works

Echelon

E-bikesrus

E Vehicles

Euro Cycles

FE Sports

Giant Bikes

The GPI Group

Groupe Sportif

Hunter Leisure

Hunter Products

Italiotech

Jaygee Cycles

Monza Imports Australia

Oceania

Rapha

Reid Cycles

SCV Imports

Sheppards

Shimano

Sola Sport Pty Ltd

Southcott

Specialized Australia

SRAM

Steady Rack

Trek

Toofat bikes

Urban Bicycles

Velogear

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 2014/15 the standards that were worked on include:

BICYCLE HELMETS

BICYCLES

POWER ASSISTED PEDAL BICYCLES

BICYCLE TRAILERS

BICYCLE PARKING

LIGHTING

HEAD STEMS

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.

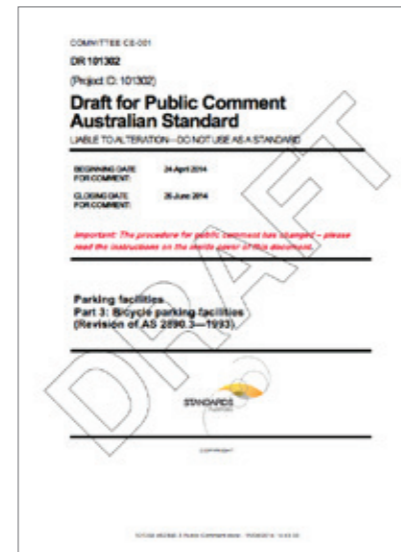
This is the BIA looking after the long term of the industry.

AUSTRALIAN BICYCLE COUNCIL

The BIA represents the industry on the ABC.

Representatives of all state and territory road authorities.

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



INDUSTRY SUMMIT



Meetings conducted on Day 2

- Office of the Minister for Small Business
- Office of the Shadow Treasurer
- Shadow Minister for Small Business
- Shadow Assistant Treasurer
- Shadow Parliamentary Secretary to the Treasurer



In 2015, sponsored by Bosch, the BIA hosted the first ever bike summit. Industry leaders gathered in Canberra to discuss critical issues.

The businesses present:

- | | |
|---------------------------|-------------------------------|
| ACCC | Lombardo Bikes |
| Advance Traders | Marketing Management Partners |
| Aussie Butt Crème | Mr E Bikes |
| BH Bikes | Onya Bike |
| Bicycle Network Australia | Puegot |
| Bicycling Australia | Pushys |
| Body Torque | Ride 365 |
| Bosch | Rilu Trading |
| Capital Bicycle Hire | SCV |
| Derby Cycles | Sheppards |
| Dillenger | Shimano |
| E Vehicles | SOLA Sport |
| Echelon Sports | Specialized |
| Electric Bikes Brisbane | SRAM |
| Euro Cycles | Switched On |
| Evehicles | The Cyclery |
| FE Sports | The Fixed Wheel |
| Flyer | Trek |
| FRF | Uni Bicycles |
| Gazelle | Urban Bicycles |
| Gemini | Velo Cycles |
| Giant | Wiggle |
| Glow Worm | YC Industry Link |
| Hunter Cycling | |

POWER ASSISTED PEDAL BICYCLES

After several years of lobbying by the BIA, we achieved adoption of 250watt power assisted pedal bicycles across seven Australian states and territory's, with only Northern Territory remaining.

After first adopting EN15194 nationally in May 2012, the BIA has worked with each individual state and territory to achieve the required adoption of road law legislation to allow their use on Australian roads.

In May 2015, Western Australia became the seventh state to allow 250watt bikes legally on their roads.

BIA continued to work as a member of the Standards Australia committee to develop a practical national standard for power assisted pedal bicycles to be released in late 2015.



BIA RETAIL MEMBERS

In 2014 the BIA introduced BIA retail membership.

The support of this program continues to grow and the members below have identified the value of being involved.

- | | | | | |
|---------------------------|-------------------------|-------------------------|-----------------------------|---------------------------------|
| 5 Star Training | 99 Bikes Malvern | The Bike Vault | Hendry Cycles | Reid Cycles Perth |
| 99 Bikes Artarmon | 99 Bikes Newmarket | Brooks Cycling Depot | Ivanhoe Cycles | Reid Cycles Sydney |
| 99 Bikes Ascot Vale | 99 Bikes North Lakes | Brookvale Bike Factory | Melbourne Bicycle Centre | Reid Cycles The Valley |
| 99 Bikes Bondi Junction | 99 Bikes Port Melbourne | Cycle My City | Melbourne Electric Bicycles | Reid Cycles Windsor |
| 99 Bikes Brookvale | 99 Bikes Southport | Cyclepath | Mercer Cycles | Renegade Cycles |
| 99 Bikes Browns Plains | 99 Bikes Stanmore | Cycling Mythology | Moruya Cycles | Rush Cycling |
| 99 Bikes Burleigh | 99 Bikes Underwood | Dee Why Bike Hub | Myrtleford Cycle Centre | Salter Cycles |
| 99 Bikes Cannon Hill | Abbotsford Cycles | Electric Bikes Brisbane | Perth Electric Bike Centre | Spokes Urban Fleet |
| 99 Bikes Capabala | AvantiPlus Brunswick | Epic Cycles | Planet Cycles | Sprung Launceston |
| 99 Bikes Chermside | AvantiPlus Kalgoorlie | Euro Cycles | Pushys Online | Swim Bike Run |
| 99 Bikes Fitzroy North | Batemans Bay Cycles | Fixed Wheel | Pump N Pedals | Total Rush |
| 99 Bikes Fortitude Valley | The Bicycle Emporium | Flinders Cycles | Rays Bicycle Centre | Trike Bike Australia |
| 99 Bikes Indooroopilly | The Bicycle Factory | For the Rider | Reid Cycles Adelaide | Uni Cycles Canberra |
| 99 Bikes Ipswich | Bicycle HQ | Gateshead Cycles | Reid Cycles Collingwood | Velo Cycles |
| 99 Bikes Kawana | Bikeforce | Glow Worm | Reid Cycles Cooperoo | Velo Electric and Folding Bikes |
| 99 Bikes MacGregor | Bike Shed Dunsborough | Gove Cycles | Reid Cycles North Melbourne | |

RETAIL REPORT



The BIA continues to provide members with information about the industry.

In 2015 we have again undertaken a survey of Australian retail businesses to provide insight into the Australian Bicycle industry.

106 retailers volunteered to participate in the survey for the benefit of all within the industry.

We have also supported the Governments Environmental scan to ensure the bicycle sector has a voice to all levels of decision makers.

PREFERRED PARTNERS

GIVING VALUE TO YOUR BUSINESS



2014

2015

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

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