

A Cycling Promotion Fund Report: 2014 Netherlands 'Influentials' Study Tour



Netherlands Enterprise Agency



Love Cycling, Go Dutch Study Tour





The Cycling Promotion Fund

An initiative of Bicycle Industries Australia

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Netherlands Ministry of Foreign Affairs &
Consulate-General,
Kingdom of the Netherlands, Sydney

Love Cycling, Go Dutch

Study Tour

September 7– 12, 2014



supported by the Cycling Promotion Fund

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FOREWARD—PETER BOURKE, GENERAL MANAGER

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.

The program not only achieved these aims, but also created a huge level of excitement in the small but influential group of ten participants from across Australia about the possibilities and resulted in a desire to create change.

During the program of workshops, presentations, breakfasts, dinners and meetings across the country some key pre-requisites needed to create change became obvious:

- Australia has some outstanding planners and designers who have the skills to design great mobility—they just need permission to do it
- Solutions take leadership—we struggle in Australia to find leaders willing to make the critical decisions necessary to improve mobility for all members of the community.
- Networking is critical—the relationships created through immersing like-minded people together are an unrealized opportunity to support change.

It is only through the leadership from people such as the participants on this study tour will we achieve the transport system we need for a liveable, sustainable community and to realize our potential economic growth.

We have the skills in this country we just need to give people the permission and support they need to achieve it.

CPF's Strategic Objectives

Parliamentary Friendship
Group for Better Cities



Bike riding perceived by policy makers as a solution to current and future challenges 1

Increase investment in bicycling infrastructure, programs and marketing 2



3 Greater community acceptance of bicycling as a legitimate transport option

4 Embed the CPF as Australia's leading influencer on bicycling issues federally



A STRATEGY FOR CHANGE—STEPHEN HODGE, GOVT RELATIONS

The investment in the Cycling Promotion Fund (CPF) by the Australian bicycle industry over the last two decades has given cycling a voice in the national arena. It has cemented cycling's place in key national debates in areas as diverse as transport congestion, quality of our built environments and liveability, and of course the emerging crisis in chronic diseases related to our sedentary lifestyle.

While we focus on four strategic objectives—see previous page—knowing where real change is created is not an exact science. We have, however, believed for some time that taking senior decision makers to countries where concerted political will and investment has resulted in high rates of cycling was an important opportunity to illustrate the very positive reality of a bike-friendly environment.

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

The successful 2014 tour has opened up additional opportunities for us to provide national and state decision makers with similar experiences.

It has added further to our reputation as a professional and credible voice for cycling nationally and complements other key engagements such as the Parliamentary Friendship Group for Better Cities, Parliamentary Cycling Group—Riders on the Hill, Australian Bicycling Achievement Awards and our close and collegiate relationships with all sides of politics.

The bicycle industry members of the CPF deserve enormous credit for their commitment to this vital investment in the future of their industry.

We believe that the broad range of activities undertaken by the organisation and reputation within decision making circles reflect very positively on the members' vision and commitment and we look forward to welcoming even more of the industry to be a part of this in the future.

Our work for the bicycle industry is something we are very proud of and we look forward to more successes in the future.

Cities Visited:

Amsterdam

Arnhem-

Nijmegen Region

Eindhoven

Houten

Rotterdam

Utrecht

Zwolle



Figure 1: Cities visited in 2014 Study Tour.

DELEGATION

The delegation consisted of a range of transport professionals and advocates that have the passion to drive innovation in active transport within Australia by taking an open set of eyes and an open mind to what is possible in the short, medium and long term. The delegation of twelve was as follows:

- **Craig Wooldridge**—Director Network Planning Moving People, Department of Transport Western Australia
- **David Shelton**—Executive Director Strategy and Planning, Vicroads
- **Michael Roth**—Executive Manager Public Policy, Royal Automobile Club of Queensland
- **Cathy Oke**—Councillor, City of Melbourne
- **Myfanwy Lawrence**—Australian Local Government Representative, Australian Bicycle Council
- **Jon Leighton**—President Bicycle new South Wales and Member International Cycling Union Participation Commission
- **Marilyn Johnson**—Board Member Australasian College of Road Safety
- **Clare-Ferres-Miles**—General Manager Place Strategy and Development, City of Port Phillip
- **Alan Evans**—Director National Roads and Motorists Association and Chairman Strategic Policy Committee
- **Fiona Campbell**—Manager Cycling Strategy, City of Sydney
- **Stephen Hodge**—Government Relations Manager, Cycling Promotion Fund
- **Peter Bourke**—General Manager, Bicycle Industries Australia



THE STUDY TOUR INVOLVED:

7

Mayors, Deputy Mayors or
Aldermen/Councillors

20

transport academics, experts and
consultants working with various
jurisdictions in the Netherlands

49

presentations or guided tours
attended

23

regional and city transport
executives, planning officials and other
government representatives

The delegation travelled by bicycle, boat,
bus, foot, taxi and train.

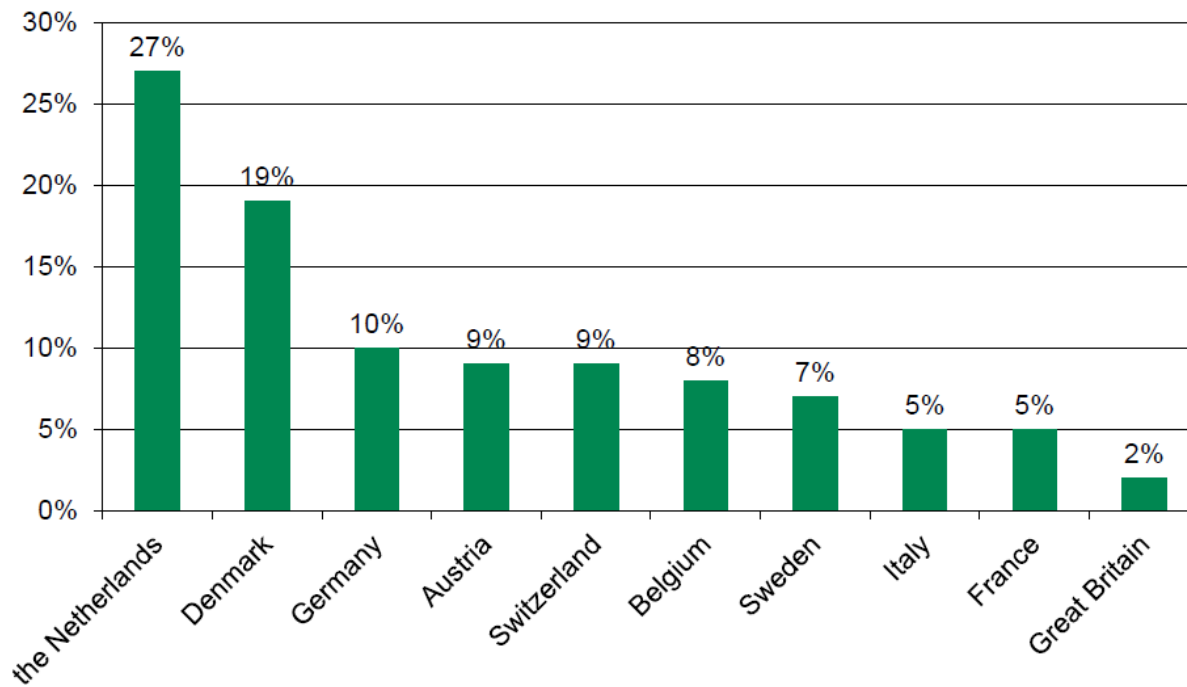


Figure 2: Bicycle Mode Share in European countries

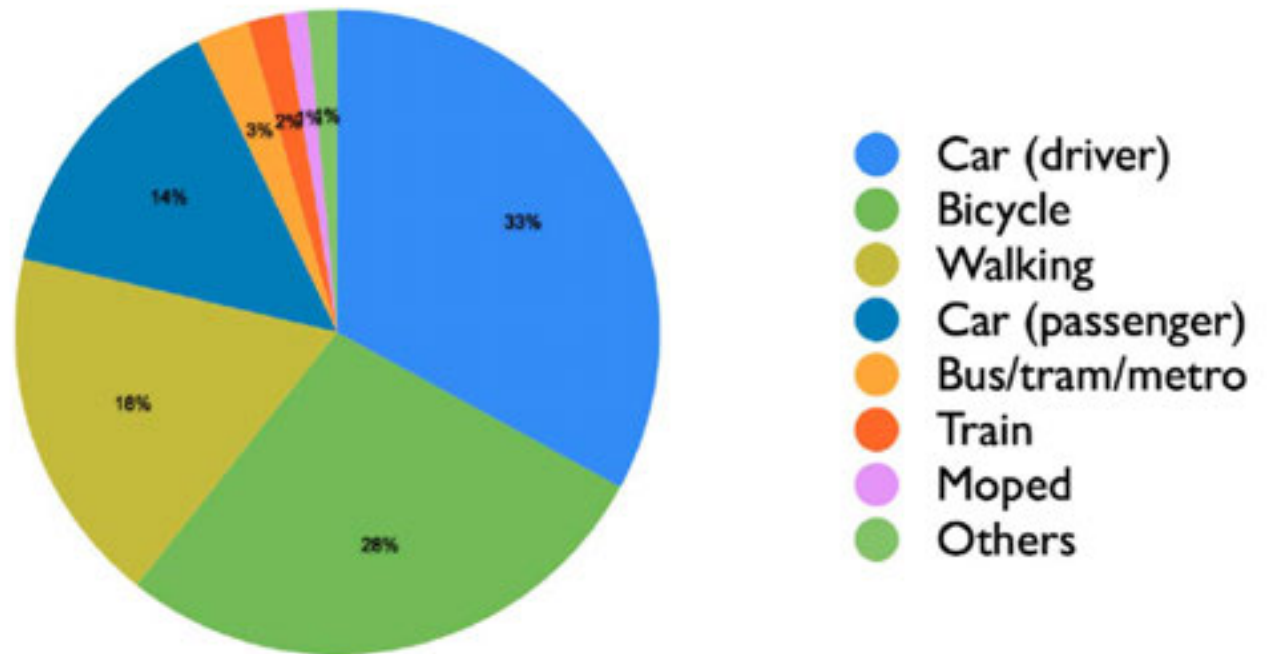


Figure 3: Transport mode shares in the Netherlands

WHY THE NETHERLANDS?

So why did we visit the Netherlands to study cycling?

The statement 'we are not Holland and never will be' is not an excuse, they were once a car-centric country too—although it is true that even when the transport system focused on cars in the 70's, cycle mode share was never lower than 8-10%.

Of course is it a vastly different environment in some ways, but there are some similarities and if you want to understand the contribution bicycling can make, it makes sense to understand what the best in the World do.

Bike mode share

Figure 2 shows the per cent mode share for cycling in major European countries. Australia doesn't even rate on this graph, at between 1 and 2% of all trips by bike.

Bicycle use in Dutch cities is anything from 22% in Rotterdam up to 38% of all trips in Amsterdam and 50% in Utrecht. Walking share is a similar percentage to cycling.

Cars are still the main mode for inter-town travel, but overall bike trips are not far behind, see Figure 3.

Safety and convenience

The Netherlands has invested in transport infrastructure that is 'fit for purpose' and ensured that the appropriate mode is safest and most convenient for each trip. Car ownership is relatively high in the country, but walking and cycling is best for the short trips that make up around half of all daily trips. This is reflected in the mode share.

Safety is a major winner in this transport system with much safer, quieter residential streets and urban centres than Australians are used to.

A Vision for Australia

Bicycle riding is a normal part of life and a common mobility option for the Dutch in the transport environment — “time-efficient, safe and comfortable.”

The Dutch have developed a transport system that is based on a hierarchy that has at its core a philosophy of ‘fit for purpose’, providing a safe and comfortable space that makes living and travelling easier. While the Australian solution may well look different to the Netherlands, this concept is nevertheless valid in this country.

How

Improve the mobility efficiency and opportunities for all Australians through an integrated transport system that enhances choice and healthy active options.

- Greater investment in direct, safe and connected bicycle infrastructure
- Implementation of national bicycle education framework
- Implementation of a benefit cost ratio assessment framework that includes wider benefits for all transport projects
- Implementation of policies and road rules that increase safety for vulnerable road users

This will only be achieved when leaders choose to prioritise the most effective mobility options for entire transport network.

