
AWARD FOR CYCLING ADVOCATE OF THE YEAR 4

WINNER

Fiona Campbell

New South Wales

BICYCLING ACHIEVEMENT AWARD: ADVOCACY ORGANISATIONS 10

JOINT WINNER

Bicycle SA

South Australia

JOINT WINNER

Pedal Power Advocacy Team

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City of Darebin

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WINNER

Councillor Kate Lamb

Deputy Mayor, City of Willoughby, New South Wales



Bicycle Achievement Awards



Edited by:

Designed and Printed by:

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Rosemarie Speidel

Program Director, Cycling Promotion Fund

Making Australia more bicycle friendly requires action, commitment, innovation and persistence. Without the work of dedicated individuals and organisations, many of the facilities and initiatives we take for granted today would not be here.

The Cycling Promotion Fund, an initiative of the Australian bicycle industry, believes strongly that recognizing innovation and commitment is vital in maintaining momentum and sustaining action around Australia. To achieve this the inaugural Bicycling Achievement Awards were established in 2002 and nominations were sought from around Australia, in a range of categories.

The diversity and the quality of the applications is a testimony to the wonderful work that is happening all around Australia. The task of the selection committee was challenging as all the nominations were of high quality.

This booklet aims to provide a snapshot of the nominations and winners and to share information about projects that promote cycling and/or made a contribution towards improving conditions for bicycle riders. Hopefully it will help foster innovation and achievements around Australia.

We fully recognize that many excellent projects and initiatives are happening around Australia which are not included in this booklet but deserve recognition. This is the first time that such a project has been attempted, and more than 12,000 nomination forms have been distributed Australia wide. Hopefully, as the Bicycling Achievement Awards become an integral and respected institution in Australia and nominations become even more comprehensive, the job of the panel will become even more difficult.

The bicycle industry, through the Cycling Promotion Fund, congratulates all the winners and the nominated individuals and organisations and we would like to express our appreciation for the great contributions made towards making Australia a truly bicycle friendly country.

Rosemarie Speidel

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Website: www.cyclingpromotion.com

Cycling Advocate of the Year

This award seeks to recognize the special achievements of an individual whose achievement has demonstrated excellence, innovation and commitment

either in education, promotion, policy development, infrastructure design, encouragement or lobbying for better conditions for bicycle riders.

WINNER:

Fiona Campbell

NSW

Fiona has consistently shown commitment and effectiveness at lobbying for better conditions for bicycle riders at all levels of Government over the last 5 years.

Her approach has advanced the image of cycling advocacy considerably, bringing a greater acceptance and understanding by decision makers of the many benefits of cycling be it health, environment, or social equity providing mobility for many people.

Fiona is an active member of her local bicycle user group, an active member of Bicycle NSW, a Director of the Pedestrian Council of Australia – creating an alliance between walkers and cyclists, an active member of the Australian Bicycle Council, the national body responsible for the implementing of the national strategy and a newly elected member executive member of the Cycling Promotion Alliance.

All this she has achieved by working full time and being a mother. She is a passionate bicycle rider who commutes by bicycle to the city centre of Sydney every day, a challenge itself.

Contact: Fiona Campbell

Email: fionacampbell@optushome.com.au



HONOURABLE MENTION:

Lenore Evans

NSW

Lenore has been a key member of Cairns BUG and is a key player in cycling advocacy in North Queensland. She has been active over the last 20 years improving safety for bicycle riders. Since 1995 she has systematically recorded reports on safety hazards and forwarded them to relevant authorities to improve safety and to encourage all levels of Government to take cycling issues seriously. Cairns BUG was the winner of the Queensland Road Safety

Award 2002 which was partially due to the hard work of Lenore. She also advocated for "*Bicycle Push Buttons*" at signalised intersections. As a result five bicycle push buttons have been installed so far improving convenience for bicycle riders. Lenore plays also an active role at the state level representing regional interests on the State Cycle Committee.

Contact: Lenore Evans, Secretary Cairns Bicycle User Group

Email: lenore@cairnsbug.org

HONOURABLE MENTION:

Ian Macindoe

NSW

Ian is the founder and a life member of CAMWEST which was formed 15 years ago. His motivation to get involved in cycling advocacy was sparked by his frustration with the level of traffic and state of the roads when he started to ride to work in 1986. His first action was a letter to the Minister for Main Roads and the rest is history. It took 4 years of hard work to convince the Blacktown City Council to apply for funding for cycling from the RTA. CAMWEST has been instrumental in putting together a preliminary bike plan for Paramatta City Council. Ian has played an integral and motivational role in all the projects undertaken by CAMWEST which

include: Parramatta River Valley Cycleway, Homebush Bay to Fairfield City Farm Cycleway, Bicycle Lockers at all railway stations in the region, and formation of council bike plans for several LGA's. He has served on the management committee of Bicycle NSW and several other sub-committees including the Bicycle Storage Committee, the Advocacy Committee, and the Sydney Olympic Transport Committee. His motto for cycling advocacy is "*Pessimism of the intellect, opportunity of the will*".

Contact: Ian Macindoe Life Member and Founder CAMWEST

Email: macian@pentire.com

NOMINEE:

Maureen Merrick

SA

Maureen is a tireless volunteer for the cause of cycling. President of Bicycle SA since 1997, she has spent an enormous amount of time and energy guiding the organisation forward to where it is being recognised nationally as a leader in the area of events, bicycle education and advocacy. Under her leadership Bicycle SA has grown enormously in terms of membership, events, and profile. She has been a member of the State Cycling Committee and has been consulted by transport ministers and Bike South on cycling issues. Some of the highlights of her time as president include the Velozity conference, Cycle

the City for Asthma Family Challenge, Victor Century Ride and the Grand Slam Series. The formation, development and growth of bicycle education programs has happened during her leadership. One of the greatest contributions Maureen has made has been her unfailing dedication to the staff and volunteers of Bicycle SA. She has worked with 3 different CEO's over the last 6 years and has been a constant guiding light for new and old staff and the many volunteers.

Contact: Maureen Merrick, office@bikesa.asn.au

NOMINEE

Andrew Dodds

NSW

Andrew has made a significant contribution to cycling advocacy in NSW through individual and group effort in several initiatives. In 1998 Andrew was a leading force in the ReCycle BiCycle scheme to provide low cost cycles in an environmentally friendly manner. He has been an active member of the Bicycle NSW committee since 1999 and been a core member of the Advocacy Committee. Andrew has been the driving force behind the new BNSW website in 2001 and has also

invested considerable effort into the BNSW fundraising committee. He was the originator of Bike Sydney the BUG that is working to improve conditions for bicycle riders in the CBD. On most school days Andrew escorts his daughter to school by bike before his journey to work in the CBD.

Contact: Andrew Dodds

Email: blinddog@alpha.net.au

NOMINEE:

Debi Hamilton

VIC

Debi has been an active member of the cycling community in Geelong for the last few years, working with many local and state level organisations to improve facilities for all bicycle riders. She is a past member of Barwon BUG, a current member of Barwon Regional Bicycle Council & the Victorian Bicycle Advisory Committee, past Board

Member Bicycle Victoria, Founding President Cycling Geelong and member of the Barwon Community Road Safety Council. She has been the driving force behind the establishment of Cycling Geelong earlier this year which now has 45 members and meets regularly with the Mayor to ensure that cycling gets the attention it deserves in Geelong.

NOMINEE:

Reverend Melvyn Macarthur

ACT

Cycling is an integral part of Mel's life. He is a minister at Hazelbrook Uniting Church and is an avid cyclist and promoter of car free living. In 1998 he made a pilgrimage by bicycle, solo, from Dublin to Jerusalem (12,126km). Since returning has given many talks about his journey where he speaks of the merits of cycling as part of an ethical and reflective life. Cycling is not simply a way to get around, it is part of a respectful, environmentally sensitive, active and spiritual life. Mel promotes the benefits of cycling and rides in his ministry everywhere on his bicycles. He was the first person in the history of the Uniting Church to have used the church car loan to purchase his Giant and

Mongoose bicycles. He has been car free for 6 years, having given away his car when he was a Chaplain at Canberra Hospital. If he was called out to the hospital in the middle of the night he would ride his bicycle even in the freezing Canberra winter. He rides an average of 10,000km a year on his bicycles, and it is his dream to complete his journey around the world in two more stages. Mel describes cycling as a convivial way to travel, a way of being in touch with people and the environment.

Contact: Reverend Melvyn Macarthur

Email: petitlama@yahoo.com

NOMINEE:

Doug Bathersby

NSW

Doug was the driving force in the establishment of the Hawkesbury Council Bicycle Network Steering Committee which advises council on bicycle matters. Doug is also active in

CAMWEST. He leads three rides each week in the district to encourage other people to ride regularly

Contact: Doug Bathersby

NOMINEE:

Nikki Brown

NSW

Nikki has developed a new cycling guide over the past year, a guidebook on cycling in outback Australia based on information gathered on her around Australia Cycling trip in 1999-2000. The guidebook: *Cycling Outback Australia: Eco touring travel guide Cairns-Darwin-Darwin-Perth* is due to be on the shelves by Christmas.

Nicky is a regular cycling commuter and she promotes cycling in a positive, fun

and healthy way by being responsible, friendly and assertive. She has encouraged many to commute by bicycle and has pushed for better conditions for bicycle riders in her local area. As an experienced touring cyclist she like to share her experiences with others to encourage more people to enjoy this flexible, enjoyable and healthy activity.

Contact: Nicki Brown

Email: nikevanbike@hotmail.com

NOMINEE:

Terry George

ACT

Terry George is a volunteer member of the Pedal Power Advocacy Team and has been responsible for the Downer-Woden project, which will see the development of on road cycle lanes on the major arterial road through

Canberra. The Government has allocated \$2.75million for the project. He measured road widths to assess the viability, gathered project costings and produced a 31 page report which described the case for the project.

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The report has been used by the consultant engineers and he has been extensively involved in consultations with the Government regarding the project. He is the main liaison person with Roads ACT and is a prolific writer to the Canberra Times having around 15 letters a year published. He contributes at least 10 hours a week to the Pedal Power advocacy team while working full time.

Contact: Terry George

Email: terryraeline@iprimus.com.au

NOMINEE:

Frank Kinnersley

VIC

Frank has been working in the inner north west suburbs of Melbourne for many years as a cycling advocate. In 2001 he persuaded the Moonee Ponds Creek Management Committee to do a trial audit of the 42 km long path which runs from the Tullamarine Airport to the Docklands. He completed the audit with Bicycle Victoria and presented the report to the committee to ensure that the path is being made safer and more comfortable. He has been tirelessly

following up the audit with the relevant authorities to make sure urgent work is undertaken. He has also been working closely with Moonee Valley City Council and largely due to his effort they are spending more than \$200,000 on bicycle works this financial year.

Contact: Frank Kinnersley

Email: frk@nemesis.com.au

Bicycling Achievement Awards for Bicycle Advocacy Organisations

Bicycle Advocacy Organisations in Australia have been instrumental in raising awareness of cycling issues, lobbying for improved conditions for bicycles riders, promoting cycling and in providing support and services for bicycle riders.

They differ in size, focus, resources and membership but they all share in common a believe that collective action by committed people will and can make a

difference to improve the conditions for bicycle riders.

There are two winners in this category, reflecting the diversity of organisations by size, focus, approach and resources.

There is no formula for effective cycling advocacy organisations, their individuality and diversity enables them to be responsive to different needs and they all have an important role to play.

JOINT WINNER:

Bicycle SA

South Australia

Bicycle South Australia has emerged as one of the leading bicycle organisations in Australia over the last few years under the competent leadership of Peter Solly and its skilled and committed committee members, staff and volunteers.

The team at Bicycle SA has made a significant and valuable contribution towards cycling in South Australia and has delivered outcomes that have led to more South Australians cycling, be it for commuting, sport, recreation or health and fitness.

Some of their achievements include:

- An extensive bicycle education program (over 4,000 children receive bike education a year both in rural and metropolitan areas)
- A commitment to sustainable mountain biking which has led to the

development of the State Mountain Bike Plan, and the first dedicated Mountain Bike Park at Eagle Mountain

- Played an active role in the development of the SA Trails Alliance
- A commitment to advocacy on behalf of the bicycle riders in SA by being pro-active in influencing Government policy and by providing sound advice



Bicycling Achievement Awards for Bicycle Advocacy Organisations

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- A commitment to cycle tourism through a range of partnerships including the successful Bicycle Odyssey in the Outback and the upcoming Break Away Tour as part of the Tour Down Under
- An extensive ride program which has something to offer to everyone
- A commitment to volunteers through training, support and acknowledgement

Their achievements are a testament to their ability to form and establish partnerships across a range of areas from education to sport and tourism. Many of the new initiatives will leave lasting benefits for cycling in South Australia and the partnerships and links developed will ensure that the goodwill generated will last long after the event has passed.

Contact: Bicycle SA

Email: office@bikesa.asn.au

Website: www.bikesa.asn.au

JOINT WINNER:

Pedal Power Advocacy Team

ACT

If the conditions for bicycle riders in Canberra are any indication, the bicycle advocacy team has been very effective. Canberra has some excellent facilities and one of Australia's highest level of cycling. Over the last 12 months the team has worked hard in getting 50km/hr speed limits for all residential streets, which improves safety of all road users including bicycle riders.

Another achievement is the commitment by the ACT government to build a \$2.75 million on-road cycling link, the Downer-Woden Project, which will see the development of a continuous on-road cycle lane along Canberra's most important north-south arterial route.

The Advocacy Team of Pedal Power is well regarded and respected by relevant stakeholders for their commitment, attention to detail and persistence.

The team had more than 50 media articles and letter to the editors published ensuring cycling receives the recognition it deserves. It must be noted that Pedal Power and the Advocacy Team of Pedal Power are mostly run by volunteer labour on a shoestring budget.

Contact: Pedal Power Advocacy Team

Email: tshields@netspeed.com.au

Website: www.pedalpower.org.au/index.htm

Bicycling Achievement Awards for Bicycle Advocacy Organisations

Bicycle user groups play a very important grass roots role in working with their local community and local government. Their strength is their local knowledge and their

ability to monitor any changes which may impact on bicycle riders. Many have no funding at all and their membership fees barely covers their costs.

NOMINEE:

Boroondara Bicycle User Group

VIC

Boroondara Bicycle User Group is a voluntary group working to promote the adoption of a safe and practical environment for community and recreational cyclists in the City of Boroondara. The team of committed volunteers has been very effective in lobbying their local government to improve conditions for bicycle riders. Some of their successes include the

bicycle lanes on Kilby Road, an important local commuting route and ensuring that the council adopted bicycles in the road safety plan. To encourage more people to cycle regularly they are offering a full rides calendar.

Contact: Boroondara BUG

Email: boroondaraBUG@hotmail.com

Website: <http://home.vicnet.net.au/~bdarabug/>

NOMINEE:

Darebin Bicycle User Group

VIC

Darebin BUG has come from an idea a year ago to a thriving BUG with more than 50 members today. They have been instrumental in lifting the profile of cycling with the council, which has resulted in more money for cycling and better facilities. A symbol of their success has been the participation of their Mayor and prominent businessman Bruno Grollo in Ride To Work Day and the Mayors Bike Ride. Their website is an excellent communication tool and a credit to the dedicated volunteers and supporters.

Their Cycling Hazard Reporting system on the web is an excellent tool to alert council of possible risks and hazards and in most cases the council will fix the hazard straight away, making it safer for bicycle riders. They also run regular rides and have organised first aid training for volunteers and ride leaders as a risk management strategy.

Contact: Darebin BUG

Email: darebinbug@yahoo.com.au

Website: <http://www.darebinbug.org.au>

Bicycling Achievement Awards for Bicycle Advocacy Organisations

NOMINEE:

CAMWEST

NSW

CAMWEST is a group of dedicated cyclists who work with local Councils, the Roads and Traffic Authority and other bodies that provide for cyclists in Western Sydney. CAMWEST has played an integral role in the development and implementation of many projects, including the Bay to Mountains Cycleway, as well as the Hawkesbury, Baulkham Hills, Parramatta, Bankstown and Blacktown Bike Plans. Other achievements include: cycle lanes, stand up lanes and smooth sealed shoulders on main roads. An important role is the representation of bicycle riders on local government steering and advisory

committees to provide advice and monitor performance. They have had many achievements over the years, which enables them to overcome the setbacks, which do happen along the way. They also organise many social rides like the Tizzana Winery Luncheon Ride, the Old Northern Ride and the Bay to Mountains Ride, which foster friendships and cooperation, but advocacy is their main focus. Their website provides some wonderful and powerful advice on what individuals can do: *"Go for a ride! This is the best form of advocacy, a way to psychologically reclaim our streets"*.

NOMINEE:

Bike North

NSW

Bike North is a group of ordinary people who ride bicycles and share an interest in them. They live or work locally and know the local areas and issues. Their members constitute people with different levels of fitness and experience and who ride a variety of bicycles either for transport, recreation, and exercise or just for fun. Their aim is to promote the use of bicycles, promote road safety education and advocate appropriate outcomes for cyclists in their

area. Over the past 6 years Bike North has established itself as a vibrant and successful BUG because of its openness, professional advocacy and sustainability. Concentrating on 4 local councils in Sydney's northern suburbs it has gained a reputation for running rides that are welcoming, safe and well organised. They are leaders in NSW in the documentation of resources to ensure best practice in ride management.

Bicycling Achievement Awards for Bicycle Advocacy Organisations

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Their flagship project has been pressing for cycle rail trails in active railway corridors in northern Sydney. They have developed some excellent submissions including Parramatta-Chatswood Rail Link and the Lane Cove Tunnel project and their strength has been the multi-faceted approach to cycle advocacy with

clear and popular promotion activities backed by professional and consistent advocacy efforts. This has given them credibility in the eyes of local and state governments.

Contact: Bike North

Email: bikenorth@galifrey.triode.net.au

Website: <http://galifrey.triode.net.au/bikenorth/>

NOMINEE:

Wangaratta Bicycle User Group

Regional Victoria

The Wangaratta Bicycle User Group was originally established in 1993 as the Wangaratta Social Mountain Bike Club by a small group of enthusiastic, social cyclists from the local TAFE College. Today the Wangaratta Bicycle User Group is a group of keen local cyclists who meet together for the enjoyment, exercise and adventure of regular, friendly organised recreational bicycle riding activities. They organise regular bike rides three times a week catering for all levels fitness and commitment, they also organise on behalf of the City of Wangaratta the annual Australia Day Family Fun Ride and Ride to Work campaign. But there is also a serious side to their work and they work closely together with local authorities to establish and improve safe cycling conditions and provide a forum for

bicycle riders to meet and discuss bicycle matters in a friendly and personal matter.

They are highly regarded locally and won two major achievement awards, the best organisation in the municipality and best organisation in the region embracing 6 municipalities. An important function includes the reporting of road and trail hazards to staff to fast track remedial action. Wangaratta BUG continually promote the Murray to the Mountains Rail Trail attracting people to the region and benefiting local communities. Their motto is *"Get a life, get a bike"*.

Contact: Wangaratta Bicycle User Group

Website: http://bugs.netc.net.au/bugs_history.html

Bicycling Achievement Awards for Bicycle Advocacy Organisations

NOMINEE:

Mountain Bike Australia Inc.

Australia

Since its inception in 1999 Mountain Bike Australia (MTBA) has worked tirelessly to further the aims and aspiration of mountain bike riders at all levels. Their vision is to develop and promote mountain biking in Australia for the benefit and enjoyment of all members

MTBA has over 1200 financial members distributed in over 50 clubs in every State and Territory in Australia. MTBA is completely self-funded from membership and the administration is run solely by volunteers. They have been working with Cycling Australia over the last year towards a single cohesive MTB association which is representative of all mountain bike riders. Their website is a vital tool for communication and its popularity is reflected in the number of hits it receives. They commissioned a bike trial observers' video and CD that sought to instruct observers and judges on the intricacies of the sport. Funding enabled them to produce the first volunteer manual for marshals and officials at MTB events.

MTBA is the only organization in Australia that is dedicated towards improving the access arrangements for mountain bike riders all over Australia. They have participated in several conferences and presented papers at the Making Tracks 2002 conference in WA and the International Year of Mountains conference in Jindabyne. MTBA has also been involved in negotiations with the Queensland, South Australian and Victorian Government to ensure that mountain biking is sustainable. A short paper has been produced on how to develop a working relationship with land managers. This document outlines 12 steps to get your 'foot in the door' and how to access available monies and form a close relationship. The document can be downloaded from their website. They strive to represent the interest of mountain bike riders all over Australia in all areas, recreational, social and competitive.

Contact: Mountain Bike Australia Inc.

Email: info.mtba@mtba.asn.au

Website: <http://www.mtba.asn.au/home.cfm>

Bicycling Achievement Award: Local Government

Local Government plays a very important role in creating environments which support increased and safe cycling through urban planning and design, road

safety initiatives, infrastructure development, traffic management initiatives as well as management practices.

NOMINEE:

City of Darebin

Vic

The City of Darebin has shown great leadership in promoting and encouraging cycling to reduce traffic, improve air quality and increase the sense of community.

In practicing what they preach they have developed a green travel plan for their staff, which includes:

- interest free loans for staff to purchase public transport season tickets and the purchase of bicycles
- an additional two days annual leave for people walking and cycling regularly to work
- shower and storage areas for bicycles are to be provided at all Council premises for staff
- pool bicycles will be provided for staff use on local work related trips
- bicycles will be used for traffic enforcement where appropriate
- staff are informed about the benefits of active transport such as walking, cycling

The City of Darebin is also committed to improve and further develop their bicycle facilities to achieve an integrated network, ensure cycling routes are well signed, provide secure and centrally located cycle parking to serve principle destinations in the municipality and promote and publicise cycling within the council. One of their off road bike paths in St. George's Road is unique for Australia because it requires all other road users to give way to cyclists at intersections. Darebin is participating in Travel Smart better ways to work project encouraging local employers to develop their own green travel plans.

**For an outline of their Travel Plan
visit their website:**

www.darebin.vic.gov.au/GTPMainDoc.pdf

Contact: Darebin Council - Carrie White

Email: CMWHITE@darebin.vic.gov.au

Website: www.darebin.vic.gov.au

NOMINEE:

Cycling South

TAS

Cycling South is unique in Australia. It is supported financially and enthusiastically by a partnership between State and Local Government and is a joint venture of the five Councils in the Southern metropolitan area of Tasmania – Hobart, Glenorchy, Clarence, Kingborough and Brighton. Other partners are the Tasmanian Office of Sport and Recreation under the Active Australia program, and the State's bicycle advocacy group, Bicycle Tasmania.

It plays an important role in the orderly development of infrastructure. In conjunction with other cycling groups, it continues to develop programs that encourage more people to enjoy riding their bikes. The role of local government in the development of cycling facilities cannot be underestimated. The five Councils in the metropolitan area of Southern Tasmania are all progressing projects that will serve their local communities as well as visitors to their regions.

Over the few years of operation Cycling South have accumulated knowledge and expertise in cycling issues and have become an important contact point for many levels in the community. Some of their achievements include successful Bike Weeks, Tour de Femme, the Century Ride, Schools Arts competitions,

Road Safety Taskforce Debate, Cadence Award, Bike Breakfast, Federation Family Ride Promotion, Kingston Mountain Bike Ride, Cycle Commuting Challenge, Bike Trains, Five Alive School Holiday Program. The development of Adult Rider Courses including the development and accreditation of curriculum, commercial relationships and partnerships is a leading project in Australia and has set the benchmark in bicycle training for adults. Another excellent resource developed by Cycling South is a Bike Trains manual, which is a great tool to assist people wanting to set up bike buses and is available on their website.

Since the establishment of Cycling South there has been a radical shift in the awareness and promotion of cycling in Southern Tasmania .

Contact: Cycling South - Rowan Burns

Email: burnsr@mailnet.hcc.tas.gov.au

Website: <http://www.cyclingsouth.org/home.html>

Bicycling Achievement Award: Local Government

NOMINEE:

ACT Government

ACT

The ACT Government has been supportive of cycling but for this award they have been nominated for one particular project which is the Downer-Woden Project. This will see the development of 14 kilometre on-road exclusive cycle lanes, built to Austroads Part 14 standard, along a route through Canberra's city centre and Parliamentary Triangle along Canberra's most important north-south arterial route. The project will cost \$2.75 million and budget funding has been allocated with construction beginning in October 2002 and completion in Spring 2004. The project includes retro-fitting on-road

cycle lanes, road widening and construction of a cyclist and pedestrian underpass. There are multiple benefits of this project, which includes improved safety, national symbolism, increasing cycling, changing community attitudes and setting a precedent. The project has been attacked politically and is unlikely to bring immediate political benefits. Despite this, the Government has been committed to making it happen and is being recognised for its vision.

Contact: Pedal Power Advocacy Team

Email: advocacy@pedalpower.org.au

Website: <http://www.pedalpower.org.au/lobby/facility.htm>

NOMINEE:

City of Port Phillip

VIC

The City of Port Phillip has recognised that their geographic location combined with better than average bicycle facilities and low journey-to-work travel distances provides a unique opportunity to further promote this attractive, healthy and environmentally friendly form of transport.

The City contains an extensive on- and off-road bicycle network connecting the majority of areas within the municipality. There are currently approximately 49km of existing on-road routes and 14.5km

of existing off-road routes, not including Albert Park. One of Melbourne's most popular commuter routes is in the City of Port Phillip, St. Kilda Road bicycle lanes carry more than 2,500 commuters a day. More and more bicycle lanes are appearing on local streets and main roads and the shared path network includes the popular Bay Trail, the Port Melbourne Light Rail path and paths through Albert Park. Lots of Port Phillip's back streets are cycle friendly.

Bicycling Achievement Award: Local Government

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Port Phillip also has in excess of 300 bicycle racks located in all shopping centres, foreshore areas and railway stations. New racks are installed on an ongoing basis as required or requested. The majority of off-road recreational paths have now been constructed, and they are now concentrating on new on-road lanes and linkages.

Council allocates significant resources to cycling infrastructure development and applies for and receives significant Funds from VicRoads. Councillors and

council officers are committed to cycling and cycling is an integral part of their integrated transport strategy, which aims to reduce the impact of motor vehicle on the city, through the provision of better walking, cycling and public transport networks. The council also participates in the pilot Travel Smart Communities Program.

Contact: City of Port Phillip

Email: assist@portphillip.vic.gov.au

Website: www.portphillip.vic.gov.au/cycling_tran_park.html

NOMINEE:

City of Greater Shepparton VIC

The new 70m long, 3m wide suspension bridge over the Goulburn River which cost \$700,000 with the City of Greater Shepparton contributing \$400,000 and the State Government through the Community Support Fund \$300,000, completes an off-road link from Mooroopna to Shepparton. It symbolises the commitment by the City to make their community of 57,000 people more bicycle friendly. The bridge allows family groups to ride between the popular

Aquamoves pool complex and the massive Kidstown playground.

The public response has been overwhelmingly positive which demonstrates that if quality bicycle facilities are built where people want them, they will be used.

The Council has a bike plan with a detailed works program that enables them to successfully apply for State Government funds to complete the bike network. Strong local support for cycling means council continues to provide significant amounts of council funds for further improvements.



Bicycling Achievement Award: Local Government

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The Council have trialled some innovative new measures to improve safety for bicycle riders. The Knight Street intersection treatment at Welsford Street allows bikes to cut the corner and reduces conflict with cars for cyclists wanting to travel straight ahead. It sets a precedent for this type of intersection

and will be interesting to see how it works in practice. To see photos of the treatment visit the Bicycle Victoria website.

Contact: City of Greater Shepparton

Email: council@shepparton.vic.gov.au

Website: www.shepparton.vic.gov.au

NOMINEE:

Brisbane City Council

QLD

The Brisbane City Council spends 5% of their roads budget on bicycles, which is around \$3.5million dollars a year.

Their website states: *"Cars are the greatest source of air pollution in Brisbane, pumping out 70% of the city's smog-forming gases. Every time you cycle instead of driving you eliminate vehicle emissions. So whether you're going to work or the local shops, think about getting on your bike - you'll be improving your health and contributing to a cleaner future for our city"*

Brisbane City Council encourages cyclists to combine bike riding with public transport. Trains and ferries can carry bicycles around Brisbane and now they can be taken on buses too. Brisbane has been a leader in many cycling developments in Australia and in October this year they launched a trial

of bike racks on the front of buses on four routes. The use of such racks is widespread in the US and Canada and hopefully they will prove so popular that other cities in Australia will follow the lead of Brisbane.

Brisbane has an extensive network of off-road paths and is extending its on-road bicycle lanes. On existing roads where there is not enough space to provide bike lanes, bike awareness zones are created to alert motorists that cyclists are present. These zones are marked with a yellow bicycle symbol. This symbol does not mean the road is only for the use of cyclists, but warns other road users that cyclists commonly use the route. Evaluation of this approach has demonstrated that it is effective in raising awareness of motorists in looking out for bicycle riders.

Bicycling Achievement Award: Local Government

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The 10-year Bicycle Brisbane Plan sets the scene for ever-improving cycling facilities, including bicycle lanes on roads. The 'on-road' system is new to Brisbane. It is expected to encourage more commuters cycling to work and school. By 2016, the Council wants 8% of all trips to be made by bicycle.

Brisbane City Council offers a bike pool for staff which includes an electric bicycle, bookings have exceeded

expectations and there are plans to acquire more bikes. To encourage more people to ride the Council provide free bicycle maps, travel for bicycles on ferries is free and they are the major sponsor of events such as Bike Week.

Contact: Brisbane City Council - Shane Hackett

Email: PMCPM@brisbane.qld.gov.au

Website: www.brisbane.qld.gov.au/getting_around/bikes/index.shtml

NOMINEE:

Speed Dome

A division of WA Sport Centre Trust

Speed Dome is a Bike-Education Centre which has played a vital role in promoting and encouraging cycling primarily to school children. It has been in operation for three and half years, during this time the Centre has been partly funded by Bike West now Department of Planning and Infrastructure. Speed Dome has invested approx. \$70,00 for provision of a full time bicycle safety training coordinator to deliver bike education and \$216,000 for the upgrade of the original facility established with funds from Bikewest. Over 9,000 children have attended the

Centre since its opening. Parents seek advice from instructors on purchasing the right bicycle for their children. The Centre comprises a traffic free simulated suburban road system including road signs, pedestrian crossings, round-a-bout, cycle lanes and over 50 varying sized bicycles and helmets. Despite Government cutbacks the Speed Dome is committed to maintain the service to the community by providing bicycle education.

Contact: Speed Dome

Email: msd@omen.net.au

Website: www.speeddome.wa.gov.au

Bicycle Industry Award for Advocacy

Many bicycle industry businesses have recognised the importance of being involved in cycling advocacy either directly by actions or indirectly by supporting campaigns, organisations and individuals.

The Cycling Promotion Fund is an initiative of the bicycle industry and a number of wholesalers contribute 0.25% of their turnover towards the Fund which has enabled the industry to play an active role in promoting cycling, in working in partnerships with stakeholders to improve conditions for bicycle riders and in supporting initiatives around Australia. Over \$100,000 has been invested into

programs around Australia over the last two years. Visit the Fund website to find out more about the programs and initiatives which are made possible through the support of members and supporters of the Fund.

This award seeks to recognise the special achievements of individual businesses and does not include members or supporters of the Fund. As the nominations in this category demonstrate, cycling advocacy of bicycle businesses can take on many different approaches, all sharing the same goal of getting more people riding more often in environments which are safe, comfortable and enjoyable.

WINNER:

Treadlies Kingston

TAS

A small bicycle retailer who has shown great support to cycling advocacy and plays an active role in working to improve conditions for bicycle riders in Tasmania. Their motto is “*Ride before you decide*” encouraging their customers to ride a bicycle before making a decision on purchasing a bicycle.

The owners and staff at Treadlies have demonstrated that even small shops can make a difference by being supportive, give assistance and work in partnership to improve conditions for bicycle riders and in lifting the profile of cycling.

Small things can make a real difference, a willingness to listen, be flexible and be supportive are characteristics which are invaluable, particularly in regional and rural areas.

Contact: Treadlies

Email: treadlie@netspace.net.au

Website: www.info-bulletin.com/treadlies/

NOMINEE:

The Gap Bike Shop

QLD

The Gap Bike Shop in Queensland believes in promoting the joy and fun of cycling and their advocacy approach is mainly focused on offering opportunities for people to get on their bicycles with like-minded people. They offer a range of free regular rides tailored for different interests, skills and fitness levels ensuring that people feel comfortable, relaxed and have fun. The women's rides have proven very popular and are a great way to motivate and encourage

women to increase their confidence and abilities as riders, on or off road. Their mountain bike rides provide some wonderful introduction to the joys of mountain bike riding and provide guidance, support as well as education on how to ride with minimal impact on the environment

Contact: The Gap Bike Shop

Email: contactus@gapbikeshop.com

Website: www.gapbikeshop.com/

NOMINEE:

Netti Atom Pty Ltd

NSW

Netti has been owned and operated by the same family since 1948. As well as being Australia's largest manufacturer and distributor of bicycle clothing and helmets, they are a major importer of many of the world's leading brands of bicycle components and accessories. Netti Atom has been supportive of cycling advocacy by providing support to the State Bicycle Advocacy Organisation, Bicycle NSW, recognising

that their expertise and commitment to improve conditions for bicycle riders makes them a key stakeholder in NSW.

A percentage of all takings of Netti's very successful factory sales goes to Bicycle NSW and they also provide prizes and favourable conditions for Bicycle NSW for purchases of their products, which is a vital source of income for them.

Bicycle Industry Award for Advocacy

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Bicycle Advocacy organisations are self-funded not for profit organisations and without support from businesses like Netti they would not be able to tackle the many issues which need attention. Conditions for bicycle riders in Sydney leave a lot to be desired consequently more work needs to be done to lobby for better conditions, but there are fewer

potential members for Bicycle NSW to draw on, as less people are riding because of the current conditions.

Contact: Netti Atom Pty. Ltd.

Email: netti@netti.com.au

Website: www.netti.com.au/index.htm

NOMINEE:

Cycleogical

QLD

Owners and staff at Cycleogical argue that they are not really a bike shop, *"it is more like an attitude – a way of life"*. It's about *"the love of cycling"*. When you talk to them it is clear that they see their role as inspiring people, in sharing their love of cycling. The more people that are cycling, the safer and the better conditions for bicycle riders will get. Their approach to cycling advocacy is providing their customers and potential customers with information, not just about bicycles, but about road rules, great places to ride, how to deal with motorists who do not consider bicycle riders, how to be comfortable when riding, how to look after their bicycles and how to have fun.

They are working in partnership with

the South Bank Business Association, running regular rides and bicycle maintenance classes, achieving a win-win approach. South Bank businesses get more customers for their coffee shops, more people are riding, providing more business for Cycleogical and more people enjoy and rediscover the joy of cycling putting pressure on the Government to invest money to improve conditions for bicycle riders.

Customers must like it as they have been nominated Queensland's best bike shop.

Contact: Cycleogical

Email: shop@cycleogical.com.au

Website: www.cycleogical.com.au/index2.html

Award for contribution towards cycling by a Politician

Politicians at Local, State and Federal Government level can make a vital contribution by championing bicycle initiatives and projects in their electorates or at government policy level.

This award recognizes a special achievement by a politician which has resulted in the implementation of a project or policy that benefits bicycle riders.

WINNER:

Councillor Kate Lamb

Deputy Mayor, City of Willoughby, NSW

Kate has been the main political force behind the development of Willoughby's cycle route network and innovative cycling promotion projects.

As the Chair of the Willoughby's Bicycle Consultative committee, she fosters a strong team approach and her skills, energy and perseverance to overcome obstacles and challenges has resulted in many win-win solutions. A purpose built bicycle traffic



light at the crossing of a 4-lane arterial road is one of the many testaments of her commitment to bicycles as a legitimate form of transport. She has been

instrumental in getting support for the completing of a number of missing links in the bicycle network enabling more people to ride in safety and comfort.

She was instrumental in identifying avenues for funding including "Better Health Seeding Grant" which was used for a joint project to audit and improve existing shared pathways and to promote the cycle route network with maps and pamphlets. The use of the bicycle network has increased considerably and the residents of the City of Willoughby have a wonderful community asset they are proud of.

Kate has become an avid bicycle rider herself who is seen everywhere with her bicycle and she is committed to the broader agenda of transport and the environment.

The people of the City of Willoughby can be proud to have a councillor who is committed to making their community more livable and more bicycle friendly.

Contact: Cr. Kate Lamb

Email: Kate.Lamb@Willoughby.nsw.gov.au

Website: www.willoughby.nsw.gov.au/

Award for contribution towards cycling by a Politician

NOMINEE:

Councillor Kim Flesser

Brisbane City Council

Kim is the elected representative of Northgate Ward, on the Brisbane City Council. He is a keen bicycle rider and has recently increased his level of commitment to cycling and its promotion within Brisbane. He works at a number of levels for cycling, he uses his passion to raise funds for charity and his high profile in his electorate enables him to attract financial sponsorship for cycling events, which in turn lifts the profile of cycling. As a ward councillor Kim has actively pursued funding for bikeways and partly due to his lobbying, Northgate Ward has a very impressive bikeway network on and off road.

As a member of the Council's administration, he has been part of the policy formulation in Brisbane to "*get bums on bike seats*". Some of the recent initiatives include the trial of bike racks on the front of buses, bike programs for council employees to travel between offices in the city and record funding for bike lanes and bikeways in Brisbane.

The council made a decision to allocate a further \$5.25 million towards Brisbane's bikeway construction in this financial year, which will help to reduce the numbers of vehicles on Brisbane's roads. This funding commitment is bigger than that of some of the State Governments in Australia and has set a benchmark for bicycle infrastructure funding in Australia.

Contact: Cr. Kim Flesser

Email: kim@northgateward.org

Website: www.northgateward.org

Award for contribution towards cycling by a Politician

NOMINEE:

Councillor Toni Bowler

Redland Shire QLD

Cr Toni Bowler started cycling in her later years of life and since then she has been very committed to make her region cycle friendly to enable more people to enjoy the pleasures and convenience cycling can bring. Toni has pursued her believe in cycling's health and environmental benefits doggedly. She has ensured that her region has a bicycle strategy, a BUG, a bicycle committee, and has appointed full time bicycle officers and considerable funding to address infrastructure needs; \$0.7 million for a shire of 120,000 people. Redland Shire has also excellent information on their website about cycling and provides free maps to encourage people to cycle.

Redland Shire supports Bike Week with a range of events including a ride to work breakfast and conducts the most successful Ride to School promotion across Queensland attracting in excess of 1300 students from 19 primary and secondary schools. For those students that regularly ride to school this is a way of recognising their efforts as well as an opportunity to encourage others who are driven to school to choose an alternative method of transport.

Contact: Redland Shire Council
Email: tonib@redland.qld.gov.au
Website: www.redland.qld.gov.au




NOMINEE:

The Hon. Carl Scully

Minister for Transport, NSW

Being a transport minister is a challenge given the many competing demands of the portfolio. The reliance on the car as a form of transport has created major impacts on the environment and the economy through congestion and pressure on scarce resources in the community. Under Carl Scully the Roads and Traffic Authority have embarked on an unprecedented level of planning and construction of facilities. The Action for Bikes Plan 2010 saw the development of a 10 year plan costing \$251 million dollars to build a cycle network and promote the advantages of cycling. Some of the infrastructure development includes the Western Sydney Orbital Cycleway, the Liverpool to Parramatta Rail Trail, the Transit Way Cycleway and the Homebush to Fairfield City Farm Cycleway. The original \$25 million budget has now been increased to \$36 million per year.



For some, progress to make Sydney more bicycle friendly has been too slow and there is agreement across the board that there are still many barriers stopping people riding regularly for commuting, shopping or riding to school, but Minister Scully should be applauded for working towards the goal of making NSW a bicycle friendly state. The RTA provides free bicycle maps, encouraging people to explore the current bicycle network and it also supports the RTA Cycle Sydney and the RTA Big NSW Bike Ride. Minister Scully is a committed bicycle rider himself and sees it an important aspect of a healthy lifestyle.

Contact: The Hon. Minister Carl Scully MP

Email: carl.scully@transport.minister.nsw.gov.au

Website: http://www.rta.nsw.gov.au/hubpages/hub_bicycle.html