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Western Australia

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New South Wales

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Alderman Dr. John W Freeman

Hobart City Council, Tasmania

Edited by:

Graham Bradshaw Executive Officer - RCTA

Designed and Printed by:

Graphyte Media 105 Pelham Street, Carlton Victoria

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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 Bicycle Industries Australia Ltd., believes that recognising innovation and commitment is vital in maintaining momentum and sustaining action around Australia. To achieve this end the Cycling Achievement Awards were established in 2002 and nominations were sought from around Australia, in a range of categories. This year the response has been even greater, illustrating the vast amount of work being undertaken by enthusiasts and professionals alike.

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 has been challenging as all the nominations were of high quality.

This booklet provides a summary of the nominations and winners and aims to share information about projects that

promote cycling and/or made a contribution towards improving conditions for bicycle riders. For more information on specific projects or groups, please contact the individuals concerned.

We fully recognise that many excellent projects and initiatives are happening around Australia that are not included in this booklet deserve recognition. With the continuing development of the Cycling Achievement Awards they will become an integral and respected institution in Australia, nominations will become more comprehensive and the job of the selection panel will become even more difficult.

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

Rosemarie Speidel

Cycling Advocate of the Year

This award seeks to recognise 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.

JOINT WINNER:

Russell Greig

WA

As Manager of the Department of Transport's Bikewest team, Russell designed the highly successful 'Cycle Instead' campaign to both promote cycling and to re-position it in the minds of the non-cycling public as a legitimate means of transport and recreation. The campaign was based on extensive research that assessed the public's priorities and attitudes, and the barriers and attractors to cycling.

Cycle Instead was marketed in the major media, including the press, radio and TV. It involved the continued updating and production of maps, informational leaflets on aspects of cycling, and leaflets for motorists about people who cycle. In addition, a million leaflets were mailed out that highlighted the two benefits of cycling (save time & money). Much of the campaign material has since been used or adapted for similar campaigns in Canberra and Victoria.

He has also been involved with or responsible for the development of a National Cycling Evaluation Framework for the Australian Bicycle Council, the

removal of a charge for bikes on trains in Western Australia, increased numbers of cycle lockers at railway stations and, at the local level, the prioritising and installation of cycling facilities.

He remains a member of the cycling and walking advisory committee in his local area and continues to write and advocate for cycling in his new role responsible for promoting physical activity.

Contact: Russell Greig

Email: rgreig@dpc.wa.gov.au



JOINT WINNER:

Carolyn New

NSW

Carolyn is the Bike North Bicycle User Group's Advocacy Officer and is an active member of the North Shore Bicycle User Group and Bicycle NSW. She became involved in bicycle advocacy by the concept of a Bike Rail Trail in Sydney's north. Carolyn heavily promoted it and collected 5,000 signatures on a petition, putting the idea firmly into the minds of the transport planners and the Minister. It is fair to say that the adoption of Rail Trails in Bike Plan 2010, with rail trails in the western Sydney region and the northern region, is the direct result of Carolyn's efforts.



Carolyn is a fabulous advocate for cycling and has placed and continues to place cycling high on the agenda of many projects including the planning of the Lane Cove Tunnel/Gore Hill widening, the Parramatta Rail Link and Willoughby Council's bicycle consultative committee, whose bike plan she is currently reviewing.

Carolyn's passion for bicycle advocacy comes from a love of cycling. She once said that since she had discovered cycling, every weekend was like a holiday! And she is keen to show others the joys of cycling, having masterminded and fund-raised for the now-annual Willoughby Spring Cycle, a multi-faceted event catering to all kinds of cyclists. She also runs popular social rides on weekends, believing these are an important part of advocacy, as they highlight safe riding practices while bringing people into contact with the work of the BUG.

Contact: Carolyn New

Email: carolynn@ihug.com.au

NOMINEE:

Ken Lowe

VIC

St Kilda Cycling Club activist Ken Lowe was instrumental in developing the Training Cyclists' Code of Conduct after the Victoria Police set up Operation Flock to deal with dangerous cycling behaviour during the weekly Hell Ride along Beach Road.

Fearful that restrictive controls or new laws could endanger cyclists accessing Beach Road, Ken helped to organise a public forum, jointly hosted by the

Police, of cyclists that discussed the issues and established a process that allowed the Code to be developed by cyclists and policed by them.

Contact: Ken Lowe

Email: kenlowe@usa.com

Information on the code can be accessed at www.info.bikenow.com.au/tac

NOMINEE:

Heidi Marfurt

VIC

In her spare time, Heidi is the co-convenor and a founding member of the Darebin Bicycle User Group. She also works at Bicycle Victoria in Commuter Cycling Development. Her role is to develop initiatives to get more people cycling to work more often.

Heidi's endless energy was instrumental in setting up Darebin BUG, building its membership to over 130 and achieving its tremendous successes. Heidi has been the driving force behind Darebin BUG's very successful submissions, which have seen Darebin's bicycle network expand dramatically, and the Council implement a highly encouraging Green Travel Plan. Heidi

has thrown herself into campaigning for more and better cycling facilities in Darebin (and further afield), and cyclists have reaped the rewards with bicycle lanes in Westgarth St, Victoria Rd, Jeffrey St, Dundas St, and the extension of the St Georges Rd path underway. Heidi spends many hours a week in this unpaid position to promote the cause of cyclists.

Contact: Heidi Marfurt

Email: darebinbug@yahoo.com.au

NOMINEE

Fay Patterson

SA

Fay is a Transport Planner & Traffic Engineer with QED, a transport, environment and planning consultancy. Her background is in bicycle planning and advocacy at the government level; her position provides new opportunities for bicycle advocacy from within the transport profession.

Fay includes cycling issues in all elements of her work, leading to a change in the culture of QED: commuter and visitor bicycle parking have been installed, and the level of bicycle commuting has increased, and includes the Managing Director cycling to meetings. A Tour de France sweepstake was held in the office to generate interest and to make the event more accessible to non-cyclists.

Fay's commitment to cycling can be seen in many of the activities taken by QED, such as:

- a bicycle study for Adelaide City Council, which took the view that 'every street is a bicycle street' and included a database linked to Council's format, allowing Council to quickly and easily identify and analyse potential engineering treatments, and a questionnaire to identify locations that cyclists consider unsafe, a methodology not previously used in SA

- a partnership with Bicycle SA that resulted in the development of a bicycle plan for the outback Council of Mt Remarkable. Transport SA has indicated it will examine the plan as a template for bicycle planning in remote regions
- proposing major streetscape upgrades for Adelaide City Council, including treatments not previously used in Australia, such as European-style bicycle paths located at footpath level and adjacent to the footpath through high-density urban environments.

Fay is also establishing a South Australian chapter of the Pedestrian and Bicycle Transport Institute of Australia, as a networking, communication and education forum for professionals involved in pedestrian and bicycle planning and engineering.

Contact: Fay Patterson at QED Pty. Ltd.

Email: fay@qedecisions.com.au

NOMINEE:

Darrell Stone

NSW

Darrell is the Vice President of the Newcastle Cycleways Movement, and is their Bicycle Federation of Australia representative. For many years he has been a stalwart in the organisation and has been instrumental in ensuring that the Newcastle and Lake Macquarie areas are safer places for cyclists, either for commuting or purely pleasure. He almost single-handedly reviewed the Lake Macquarie City Council Bike Plan and submitted this to the council with priorities set out for them. He is at present in the course of producing cycling maps of specific routes and destinations in and around Newcastle for use by, for example, students attending the University, commuters

who are close to rail links, and generally linking the identified cycleways with cycling friendly roads.

This year he extended his 'area of responsibility' to include the Lower Hunter Valley, primarily as a Tourist attraction, and again was heavily involved both in the conceptual stages and in the final presentation of a cycling tourism seminar at Cessnock, which has spawned another cycling group, the Hunter Cycling Network, whose vision is 'The Hunter Valley as a Touring Cycling Venue'.

Contact: Darrell Stone

Email: darrells@hunterlink.net.au

NOMINEE:

Janet Bennett

VIC

Janet has been working with the Council on the Ageing in a volunteer capacity for approximately three years, during which time she has promoted cycling for the over 50s, and built the group up to around 30 members; regular rides attract 10-12 riders.

and generally has encouraged those of mature years to enjoy the challenge of bike riding. Some of the rides have been 50km distance, and all have been thoroughly researched by Janet.

Contact: Janet Bennett

Email: janpeter@bigpond.net.au

NOMINEE:

Carey Curtis

WA

Carey is a Senior Lecturer in Land Use and Transport Planning, and Convenor and founder of the Fremantle Bicycle User Group, whose membership has recently grown to 70. Carey combines her professional knowledge and experience as a cyclist with hard work and dedication to improve facilities for cyclists in Fremantle. Some of her key achievements include:

- an educational cycling tour for councillors and council staff during Bikeweek 2000
- the organisation of community bike rides as part of BikeWeek and TravelSmart
- successfully lobbying for a new Bikeplan for the City of Fremantle
- successfully lobbying for the approval and installation of bicycle logos on sealed shoulders (now implemented on four routes in Fremantle)
- successfully lobbying for the retention of 1.5m wide sealed shoulders on an arterial road where Council Officers proposed to narrow the shoulders to enable provision of right turning lanes
- sitting on; City Centre Access and Transport Committee (1999); Shed Your Car Day Advisory Committee (2000 and 2001); Freo MildCats (2000-01) - an informal advisory

group set up provide advice on establishment and ongoing operation of a Central Area Transit (CAT) service in Fremantle; Transport Planning Task Force (2001-2003); and Fremantle Bikeplan Steering Committee (2002-2003)

- being the event co-ordinator of Fremantle's inaugural Shed Your Car Day (2000) and in 2001, which included a Fremantle BUG display, cyclist's breakfast, cycle trader's displays, bike servicing by local bike retailers, and a slow bike race
- researched and preparation of comprehensive reports on all three of Fremantle's Shed Your Car Days that clearly demonstrated the impacts and benefits of the event

Carey has recently been appointed a commissioner of the Western Australian Planning Commission, and was appointed to its Transport Committee.

Contact: Carey Curtis

Email: careycurtis@iprimus.com.au

NOMINEE:

Darren Murphy

VIC

Darren is the tireless Project Officer for the Murray to Mountains Rail Trail, which provides 94km of bitumen sealed track following historical railway lines. The trail links the townships of Wangaratta, Beechworth, Myrtleford, Porepunkah and Bright, and is an ideal introduction to the diverse countryside of the North East Victorian Alps.

Darren has been instrumental in the great success of the Murray to Mountains Rail Trail which has become Australia's premier rail trail experience. His ability to establish partnerships with local businesses, the local bicycle user group and local governments has been vital in broadening community support

and fostering community ownership of the trail.

Darren has been an endless traveller around Victoria and Australia, promoting the benefits of rail trails generally, especially the economic and community benefits to regional communities.

Contact: Darren Murphy

Email: railtrail@alpinelink.com.au

NOMINEE:

Tim Stredwick

TAS

Tim has been the President of Bicycle Tasmania since 2000, and he performs his duties on a volunteer basis. His enthusiasm and seemingly infinite energy is infectious, and he has brought together a more active committee by:

- organising Bicycle Tasmania representatives on all local councils' bicycle committees - no mean feat as it only has membership of 100 members

- keeping in regular contact with the Tasmanian Bicycle Council, local politicians, council bicycle development officers, and state government policy officials, as well as maintaining national level advocacy contacts
- organising a national letter-writing campaign to reduce the ferry charges applying to bicycles on the Sprit of Tasmania ferries, which was successful.

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Tim is constantly looking for new ways to help fellow cyclists, and to encourage more people to ride. Some examples are:

- During State Bike Week 2000, he organised a seminar with a speaker from Perth who presented the successful findings of the Cycle 100 program, that promoted cycle commuting
- He produced a booklet titled 'It's Easier than You Think' to encourage cycle commuting, now in its second edition
- He lobbied Hobart City Council to promote a car-free day for the first time this year

- He sits on the Tasmanian Road Safety Task Force, and regularly attends state and local government advocacy meetings, and provides feedback to engineering firms on proposed road works
- He extensively assists each Bike Week in a range of events

Tim also inspires others by his daily actions. He commutes nearly 30km each way from home to work over extremely hilly terrain year-round and places a voluntary tax on his family's fuel consumption, which is donated to Bicycle Tasmania.

Contact: Tim Stredwick

Email: timstredwick@trump.net.au

NOMINEE:

Kathy Brunning

VIC

Kathy is the Executive Assistant for the Cycling Promotion Fund, and is the co-convenor and co-founder of Darebin BUG, which has 130 members, and holds well-attended monthly meetings, providing a lively forum for local cyclists. The BUG is a strong campaigner and lists a string of wins including bicycle lanes, parking, and removal of dangerous bluestone intersection treatments. The BUG received official

recognition from its local Council when it was awarded City of Darebin's 2003 Community Group of the Year Award.

Much of this success is due to Kathy's application of community development principles, which has helped foster a strong sense of cycling community and has encouraged a spirit of cooperation across all sections of that community.

Cycling Advocate of the Year

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Some of her most recent voluntary contributions are:

- a partnership with Jika Jika Community Centre that developed the innovative Bike It – You’ll Like It! cycling skills course for women, designed to give women the confidence and skills to ride a bike. Series One and Two of this course have been a sell-out success, demonstrating the latent demand for such courses and sparking interest in similar courses elsewhere
- encouragement to new BUGs – Kathy spoke at the inaugural Department of Infrastructure BUG meeting and a Port Phillip BUG

meeting, and she helped foster the formation of the Boeing BUG

- founder of the BUG’s market rides, designed to encourage beginners and families to give cycling a go and incorporate cycling into their daily lifestyle.

Contact: Kathy Brunning

Email: kbrunning@vtown.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 belief that collective action by committed people can and will make a difference to improve 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.



Bicycling Achievement Awards for Bicycle Advocacy Organisations

JOINT WINNER:

Newcastle Cycleways Movement

NSW

The Newcastle Cycleways Movement (NCM) was established in 1977 and is the premier cycling group in the Newcastle region with a membership of around 350. From its very early days NCM could see the value that converting disused rail lines into cycleways, now known as shared pathways, would give to the community.

For a long time NCM was the lone voice of the community but fortunately received fantastic support from the State member, Richard Face, and a few councillors. Its endeavours were finally rewarded in January this year with the opening of the first section of track at Adamstown. This section is relatively short (2.5 km), but includes the extremely vital Fernleigh Tunnel, which was restored at a cost of around \$1 million.

The track and the tunnel has been in constant use by the community since its opening and, as was envisaged by the original group from NCM, promises to be the catalyst for the remainder to be completed (albeit in stages), nevertheless it, and the people using it, are lifting the profile of cycling.

Ultimately the track will cover 30 km between Adamstown and Belmont, with the dangerous Pacific Highway being taken out of the equation for commuting cyclists, and riders will enjoy a trip bordering bushland and wetlands.

NCM has also played an instrumental role in the establishment of the Hunter Cycling Network, which includes representatives from tourism bodies, local government, tourism operators and other small businesses. The aim of the body is to facilitate increased liaison, promotion and partnerships with local tourism operators and organisations to make the Hunter Region a premier cycling tourism destination.

Contact: Newcastle Cycleways Movement (NCM)

Email: ncm@hunterlink.net.au

Website: <http://users.hunterlink.net.au/~magsb/>



Bicycling Achievement Awards for Bicycle Advocacy Organisations

JOINT WINNER:

Wangaratta Bicycle User Group

Regional Victoria

Established in 1993, under another name, the Wangaratta Bicycle User Group is now a group of 70 local cyclists who meet together for the enjoyment, exercise and adventure of regular, friendly organised recreational bicycle riding activities. They organise regular rides three times a week that cater for all levels of fitness and commitment, a highly-regarded annual combined BUG weekend, and, on behalf of the City of Wangaratta, the annual Australia Day Family Fun Ride and Ride to Work campaign.

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 manner.

They are highly regarded locally and won two major achievement awards, the best organisation in the municipality and best organisation in the region embracing six municipalities. An important function includes the reporting of road and trail hazards to fast track remedial action.

Wangaratta BUG was instrumental in the development of, and they 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
– John Myles

Phone: 03 5722 2042



Bicycling Achievement Awards for Bicycle Advocacy Organisations

HONOURABLE MENTION:

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. It has over 1,900 financial members distributed in over 70 clubs in every State and Territory in Australia. MTBA is completely self-funded from membership and volunteers alone run its administration. They have recently redeveloped their website as a resource for all Australian mountain bicyclists.

MTBA is the only organisation in Australia that is dedicated to improving the access arrangements for mountain bike riders all over Australia. They have participated in several conferences and in October this year, will bring International Mountain Bicycling Association (IMBA) representatives to Australia to conduct a fully-funded 5 - day workshop, visit Tasmania to speak to land managers and to have an in depth look at the Brisbane City Council MTB opportunities. The visit will provide MTB advocates and land managers from around Australia with the opportunity to learn first hand about sustainable trails and MTB activities.

MTBA has been an active participant in the shaping of the next Plan of Management for the Kosciuszko National Park, and have been involved in workshops for the Brisbane City Council's efforts in developing a mountain bike strategy for Mt. Cootha, and NSW State Forests in reshaping their recreation and tourism policies. They have established local key access advocates in ACT, Victoria, Queensland and Western Australia, and have signed a Memorandum of Understanding with Bicycle Victoria to work together for the benefit of riders in that State.

Their 'MTB = Green' promotion began last year, and they are working on new initiatives that will look at two different aspects of MTB riding – ride lightly and not riding through boggy and saturated ground. Both will be innovative in their design and will aim to be appealing to children and adults alike.

Contact: Mountain Bike Australia (MTBA)

Email: info.mtba@mtba.asn.au

Website: www.mtba.asn.au

NOMINEE:

Darebin Bicycle User Group

VIC

Darebin BUG, formed three years ago, is a thriving organisation with more than 140 members. They have been instrumental in lifting the profile of cycling with the Council, which has resulted in more money for cycling and better facilities. Their monthly cycling hazard reporting system with the Council has led to a good relationship with Council, and they received the City of Darebin's 2003 Community Group of the Year Award. They run regular rides that cater for beginners through to those training for long events, and have established a partnership with the Jika Jika Community Centre to establish the successful "Bike It – You'll Like It!" workshops to raise the skills and confidence of women, and to teach women to ride from scratch. They have organised first aid training for volunteers and ride leaders, and a comprehensive risk management strategy is available on their website to assist other BUGs establish their own. Darebin BUG acts as a template for other BUGs in Victoria and Australia and has provided advice to many other BUGs.

The BUG works closely with its Council and Bicycle Victoria to achieve an increase in cycling. Examples of work include:

- bicycle counts program
- preparing concept designs for bicycle infrastructure
- successful campaigning to eliminate bluestone pitchers on Darebin's roads
- fun monthly meetings that provide a forum for local cyclists to meet and discuss cycling issues

Contact: Darebin BUG

Email: darebinbug@yahoo.com.au

Website: www.darebinbug.org.au

Bicycling Achievement Awards for Bicycle Advocacy Organisations

NOMINEE:

Boeing Bicycle User Group

Workplace - VIC and NSW

The Boeing BUG was launched in May 2003 and represents the interests of bicycle riders within the company at both the VIC and NSW locations. It currently has 49 members, including five women, and is staffed by two volunteers, one in VIC and another in NSW. It has lifted the profile of cycling in the workplace, making riding to work safer. New employees are given a five minute introduction to the Boeing BUG, which may cut through some of the social barriers that often come with starting a new job and allow new friendships to develop.

The Boeing BUG has partnered itself with the Boeing Employees Community Fund to conduct fundraising efforts and generate a positive image of cycling within the company and community. It organises monthly social rides and offers an escort rider service, which teams up experienced riders with new ones. In October the BUG will ride in Bicycle Victoria's 'Around the Bay in a Day' fundraiser for The Smith Family.

Recently, the Boeing BUG was featured in BVnews, which conveyed the importance of workplace BUGs and highlighted the steps and pitfalls in setting one up – it is hoped this will encourage other commuter cyclists to lift the profile of cycling in their workplace.

Contact: Simon Whitehead

Email: simon.p.whitehead@boeing.com

NOMINEE:

Bargo Chamber of Commerce

Regional NSW

In July 2002, the Bargo Chamber of Commerce announced its marketing vision to become Australia's Cycling Town. The strategy was developed to assist a struggling town by promoting a positive brand image that the local residents would value. In a short time, and with a limited budget, Bargo has already begun to see cycling visitors, and accommodation providers are taking bicycle rider specific bookings, and the NSW Junior Road Cycling Championships are being held there in August. Other results are:

- the strategy was launched with a cycling demonstration by Vanessa Adams, a local international competitor for mountain bike down hilling
- the town mascot, Kappala the Koala, wears a bicycle helmet
- an increase in local bike riding
- a group booking of 20 tandem riders, a group booking for 32 regional academy cyclists, and 16 mountain bike riders – all new business and customers to Bargo

- a new festival program: 'bush, bikes, bargains and breakfast'
- bicycle parking has been installed at the Dingo Sanctuary
- the strategy has been entered into 'Tidy Towns' bush spirit award'
- a tourism brochure 'Discover Bike Riding in Bargo' and a tourism map, '10 Great Cycling Destinations' have been released
- a bike logo appears on their letterhead, street banners and other merchandise.

Contact: Bargo Chamber of Commerce

Email: arate@bocnet.com.au

Website: www.aratesolutions.com.au/Bargo.htm

Bicycling Achievement Awards for Bicycle Advocacy Organisations

NOMINEE

Pedal Power ACT

ACT

If the conditions for bicycle riders in Canberra are any indication, Pedal Power has been very effective. Canberra has some excellent facilities, which will only improve as a result of Pedal Power's dedication. In May, the team was successful in having 50km/hr speed limits introduced for all residential streets. In August, a \$40,000 television and roadside message board campaign will commence to publicise cyclists' right of way on on-road bicycle lanes, following a joint submission they made with Roads ACT. Another achievement is the commitment of \$80,000 by the ACT government towards a cycling

network plan, of which work has already commenced on two of the links.

In addition, in the last 12 months, Pedal Power have managed 50 bicycle lockers at bus interchanges, run the Big Canberra Bike Ride and Fitz's Challenge, attracting over 400 riders each, run the Canberra Festival of Cycling for the ACT government & had over 100 volunteer-led rides.

Contact: Pedal Power ACT

Email: president@pedalpower.org.au

Website: www.pedalpower.org.au

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 Council to improve conditions for bicycle riders, and they were critical for their Council getting nearly \$200,000 in bicycle funding from the state government for bike lanes on

an important cycling route - Mont Albert Rd. They also work closely with Council on audits of the shared path network, and are looking at lifting the profile of cycling at Swinburne University.

Contact: Boroondara BUG

Email: boroondaraBUG@hotmail.com

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

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.

JOINT WINNER:

Brisbane City Council QLD

Brisbane aims to be an 'active and healthy' city, and making Brisbane more cycle friendly is an integral part of this vision. The Council has demonstrated a real commitment to achieve a target of 8% mode share by bicycle by the year 2016. To achieve this target they have developed seven key strategies which include the development of cycling infrastructure, education and encouragement, cyclist safety, transport integration, end of trip facilities, land use planning and other active transport options. In the 2002/03 financial year they invested \$2.38 million to improve and develop on and off road bicycle infrastructure as well as \$5.25 million for the Moreton Bay recreation corridor. This trail will ultimately be one of Australia's premier recreational trails providing a valuable opportunity for residents, visitors and tourists to be active, have fun and enjoy the scenery.

Their initiatives also include safe bicycle and walking routes to school, shared pathway code of conduct signs and green bicycle lanes to improve safety. The Brisbane Bicycle Experience Guide bike maps are very popular with

residents and visitors, assisting them to plan their journey. To enable bicycle riders to combine their bicycle trips with other forms of transport, end of trip facilities are provided at bus interchanges. Brisbane City Council has also been trialling Australia's first bike racks on buses, hopefully providing the incentive for other bus operators around Australia to follow their lead.

Contact: Brisbane City Council - Shane Hackett,
Senior Program Manager Cyclist and
Pedestrian Mobility

Email: spocpm@brisbane.qld.gov.au

For an outline of Brisbane City Council's cycling strategies visit:

www.brisbane.qld.gov.au/about_council/plans_strategies/resources.shtml

and for more general information on cycling in Brisbane:

www.ourbrisbane.com/brisbane/traffictans/bicycles/

Bicycling Achievement Award: Local Government

JOINT WINNER:

City of Gosnells

WA

Residents of Gosnells, who value their environment and community amenity, must be extremely happy with their Council for embarking on the ambitious Path Networks Improvement Project valued at over \$5.7 million. The only Council to do so, the City of Gosnells has earmarked all of its Federal government 'Roads to Recovery' funding (\$2.3 million) to the Project, and has more than matched this amount from its own funds. The Project will result in Gosnells having one of the largest path networks of any local government area in Western Australia by 2005, as it will build almost 97km of new shared pathways and upgrade 60km of existing paths, as well as marking on-road bicycle lanes and building a walking and bridle trail.

A major achievement associated with this project is the paradigm shift within the Council as to its infrastructure priorities: traditionally roads would have taken precedence over pathways. Amongst the City's objectives in undertaking this project are to:

- reduce traffic congestion
- reduce the level of polluting vehicle emissions
- stimulate the level of cycling and walking
- provide linkages to various open spaces and parks

- improve local security by enhancing pedestrian movements ('a safe street is a busy street')
- better integrate the existing cycle network
- change local attitudes towards walking, cycling and car dependence
- increase the rate of commuter journeys by bicycle from the current 1% to 9% of total trips to work.

In addition, the city has entered into a partnership with the State government to construct a \$6 million transport interchange, incorporating rail and bus services interconnecting with cycle paths and bicycle locker facilities.

Contact: City of Gosnells - Rod McConkey,
Engineering Technical Officer

Email: rmcconkey@gosnells.wa.gov.au

Website: www.gosnells.wa.gov.au

NOMINEE:

Moree Plains Shire Council

NSW

The Moree Bicycle Plan was adopted in March 2003, following 12 months of extensive community consultation. The comprehensive Plan caters for recreational riders, those in training, and commuters by providing safe links to all schools, major recreational facilities and the CBD to residential areas. The cycle routes are off-road where possible, and shared pathways are a minimum of 2 metres wide.

Council have agreed to allocate \$30,000 annually for the next five years to complete the Plan; and have also decided, where possible, that all new pathways will be shared. This is a huge

commitment for a Shire with a population of around 15,700 and an area of almost 18,000 square kilometres.

Community and Council support and enthusiasm have seen two sections of the Plan already completed and utilised. Two Bicycle Fun Days have been held, incorporating cycle safety and a ride along the shared pathway.

Contact: Moree Plains Shire Council
Kylie Kerr, Road Safety Officer

Email: kylie.kerr@mpsc.nsw.gov.au

Website: www.mpsc.nsw.gov.au

NOMINEE:

Port Phillip Council

VIC

The city contains an extensive on and off road bicycle network connecting the majority of areas within the municipality. There are approximately 49km of existing on-road routes and 14.5km of existing off-road routes, not including those at Albert Park Lake reserve.

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.

Port Phillip Council has shown leadership in car parking management to manage traffic and encourage other forms of transport. The council is also

Bicycling Achievement Award: Local Government

CONTINUED FROM PREVIOUS PAGE

part of a Travel Smart community pilot program, which encourages and promotes alternative forms of transport; cycling is an integral part of this initiative. The City of Port Phillip has been instrumental in supporting the establishment of a Bicycle User Group, which is now run and directed by bicycle riders.

Contact: Sustainable Transport Officer, City of Port Phillip
Email: Assist@portphillip.vic.gov.au
Web: www.portphillip.vic.gov.au/bike_paths.html

NOMINEE:

Gold Coast City Council

QLD

The Gold Coast City Council is a fast growing council (the sixth largest city in Australia), which provides many challenges to manage development, traffic and transport.

The council has an extensive capital works program to improve cycling facilities, provides an excellent cycling guide for residents and visitors including cycling maps, runs a bike safety initiative for primary school children with regular bike safety courses offered and supports many initiatives and programs such as Ride to Work Day, World Environment Day and Smogbuster Day.

The Gold Coast Council works closely with the local bicycle user group to improve conditions for bicycle riders and

to promote cycling, for example, the local BUG has an informal contract with the Council to conduct a review of the local bicycle network. In partnership they have developed an excellent quarterly cycling newsletter aimed at all residents, encouraging bicycle use. It includes interviews with cyclists commuting to work, tips on shopping by bicycle, road safety issues, upcoming events and rides.

Contact: Gold Coast City Council
Email: astewart@goldcoast.qld.gov.au
Website: www.goldcoast.qld.gov.au

NOMINEE

Dubbo City Council

NSW

The Wacky Bike Ride, held in Dubbo in September 2002, aimed to raise the profile of bicycles as a means of transport, to encourage people, especially women and seniors to experience bike riding, and to promote the Dubbo cycleway. It was a huge success, attracting 102 people, who received refreshments and prizes, and there were games for the children.

The Wacky Helmet competition proved particularly popular. The judges faced a gruelling decision - 12 finalists were chosen, and five children were eventually awarded prizes. Twenty people participated in the Bike Safety Treasure Hunt, designed and implemented by the Dubbo BUG. Lucky dip prizes were awarded to people who gave two reasons why

riding a bike, walking or scooting was better than driving a car. With the prizes awarded at the end of the day, people were encouraged to stay, enjoy the festivities and talk about cycling. It also allowed the Road Safety Officer to talk about bike safety and allowed the Dubbo BUG and Dubbo Veteran's Cycling Group to promote themselves.

An evaluation conducted two weeks after the day revealed that 100% of those surveyed said they would participate again next year, were encouraged to participate in similar activities in the future, and will use the cycleway again. Participants also reported they were more likely to get involved in a bike group as a result of the day.

Contact: Dubbo City Council - Kristine Long,
Road Safety Officer

email: kristine.long@dubbo.nsw.gov.au

Bicycling Achievement Award: Local Government

NOMINEE

City of Greater Shepparton

VIC

There is a real commitment to cycling in Shepparton by the community as well as the Council. Shepparton has expanded its cycling network greatly over the last few years and has a good combination of on and off road paths. Many of their paths and lanes connect to major destinations enabling more people to replace some of their daily trips by bicycle.

A serious attempt has been made to slow down traffic in the city centre making it safer for bicycles as well as pedestrians. Shepparton has an active cycling community and a strong

heritage of racing cycling. Many longer road-training circuits have been marked with 'Caution, Cyclists Training' signs.

Shepparton is also supporting an innovative 'Cycle Instead' marketing and promotion campaign run by Bicycle Victoria, which will be held in October/November 2003.

Contact: Shepparton Council

Email: council@shepparton.vic.gov.au

Website: www.shepparton.vic.gov.au

NOMINEE

City of Salisbury

SA

The City of Salisbury is committed to cycling as a form of transport and as a recreational opportunity for the community. They also participate in the Cities of Climate Protection Program that includes strategies to reduce greenhouse gas emission from transport.

The City has an extensive cycling infrastructure program, which is part of the strategic and local area bike plans. They have built a range of on and off road cycling facilities and all their new

roads and reconstruction works include the development of bicycle lanes or shared paths. At intersection squeeze points cyclists are diverted onto a dedicated cycling path, differentiated from the footpath through the use of different coloured pavers, improving safety for all road users.

The Council also supports an events program that encourages and promotes cycling. It supports a bicycle education

Bicycling Achievement Award: Local Government

CONTINUED FROM PREVIOUS PAGE

program for schools that has seen approximately 4,000 year 5, 6 and 7 students participate since 1995. To reward bicycle riders, a 'Ride to Win' program, aimed at schools and workplaces has been developed which provides incentives for riders. They also support 'Ride to Work' day and run a Travel Smart program in the

community, encouraging residents to make more informed travel choices.

Contact: City of Salisbury – Ken Potter

Email: kpotter@salisbury.sa.gov.au

Website: www.salisbury.sa.gov.au

NOMINEE

Singleton Shire Council

NSW

Singleton, described as the 'Heart of the Hunter Valley', promotes an active lifestyle to its residents, evidenced by its Cycleway Network Project. Singleton residents are younger than the national average, yet the Hunter Valley has one of the highest rates of heart related illness in the country. Singleton Council is working to reduce this through its Bike Plan that provides for safe and convenient bicycle infrastructure, educational activities and its cycleway. The Hunter River divides Singleton, yet the cycleway provides a scenic and practical link both around and between the two areas. Providing useful links and easy access to parks, schools, shops and the town's CBD, it is used for both recreation and transport.

Younger Singleton residents have their own cycling facility: the Townhead Park cycle training track caters for children

between the ages of two and ten who are learning to ride.

The Council coordinates the successful annual Singleton Family Fun Ride, targeted at the whole community, and includes media advertisement, Roads and Traffic Authority and local business sponsorship, service groups who provide food, safety support, talks and demonstrations, colouring and drawing competitions, prizes, and bicycle safety checks.

Singleton's cycleway looks set to be extended, with funds set aside to provide further links to schools, providing more healthy transport options.

Contact: Singleton Council - Alan Fletcher

Email: afletcher@singleton.nsw.gov.au

Website: www.singleton.nsw.gov.au

Bicycling Achievement Award: Local Government

NOMINEE

City of Yarra

VIC

The City of Yarra has a strong commitment to work with the community to help achieve ecological, social, cultural and economic sustainability. It is an inner metropolitan municipality adjacent to Melbourne's Central Business District; consequently traffic management is an issue of great importance. The City has developed a traffic management strategy that has introduced traffic calming methods, road safety measures and created more on-road bicycle lanes and end of trip facilities, and budgeted \$160,000 last year on a string of new and improved bike lanes throughout the municipality.

Yarra is fortunate to have access to two of Melbourne's most popular trails which are increasingly used for commuting and active recreation; the Main Yarra Trail, and the Capital City Trail, on which the Council recently constructed a new section costing \$80,000. The Council has also conducted a safety and connectivity audit of the 23km trail network in Yarra and is working on addressing safety issues and improving line marking and signage.

Their commitment to encourage alternative forms of transport such as cycling has led to the revision of building permits, meaning more end of trip bicycle facilities in building development. This along with the increased investment in bicycle infrastructure and fair and equitable traffic and parking management will lead to a more sustainable transport system and a more liveable community. Already almost 5% of trips to work by Yarra residents are by bicycle, a figure which will undoubtedly increase with the enhanced cycling conditions.

Contact: City of Yarra

Website: www.yarracity.vic.gov.au

NOMINEE

Albury City

NSW

Albury City's 'lifestyle' vision and environmental commitment mean that cycling is promoted through all levels of planning, and in various activities. Commuter and recreational cycling are seen as vital elements to achieving its visions. Albury was one of the first councils in regional NSW to employ a Road Safety Officer whose priorities include cycling safety and facilities.

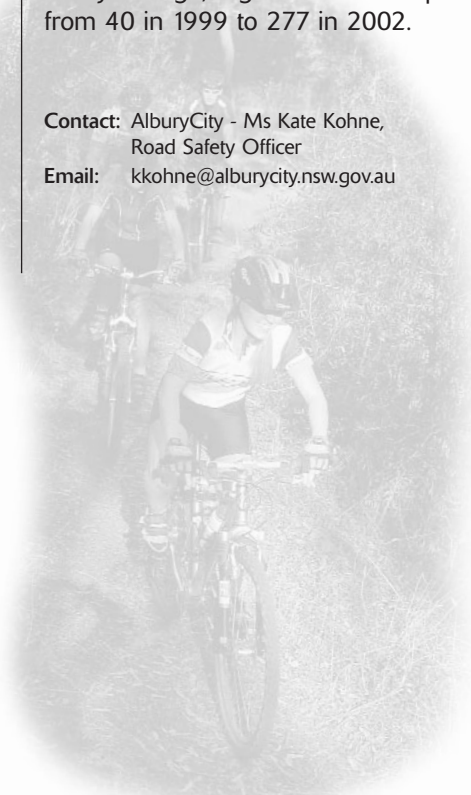
The City's Bicycle Plan was released in 2002, as was a map for cyclists and pedestrians that included bike safety tips, suggested destinations, activities and itineraries. Albury City's bicycle network includes on and off-road paths, it's focus shifting to off-road paths six years ago following community

consultation, and the bicycle crash rate has dropped dramatically in the four years since this change.

Council's active role in promoting cycling culminates in its annual Bike Week, which includes the Family Fun Ride, comprising a 25km on-road or a 12km off-road ride. Popularity of the ride has been growing since it began four years ago, registrations shot up from 40 in 1999 to 277 in 2002.

Contact: AlburyCity - Ms Kate Kohne,
Road Safety Officer

Email: kkohne@alburycity.nsw.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.

This award seeks to recognise the special achievements of individual businesses and does not include members or supporters

of the Cycling Promotion Fund. As the nominations in this category demonstrate, cycling advocacy by 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.

JOINT WINNER:

Bike Now

VIC

Bike Now is a bicycle shop that is committed to not only provide quality products and services to their customers, but also to advance cycling at a number of levels.

They have developed an excellent 'guide to get the most out of cycling' which is available on the web to anyone wanting to find out more about cycling and is provided as a CD-Rom to those who purchase a new bicycle. It is a very comprehensive resource, and covers issues such as setting up your bicycle correctly to increasing comfort and performance, riding in traffic and great places to discover on your bike.

Bike Now has been working in partnership with the Victoria Police, Bicycle Victoria and the St. Kilda Cycling Club in developing a code of conduct for bicycle riders based on shared respect. This campaign has been very

successful in changing some well-entrenched behaviour at Beach Road in Melbourne, which is a very popular training route with thousands of cyclists using it every weekend.



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The development of the campaign has used principles of partnership, respect and understanding, which has been fundamental to its success.

Bike Now has also been working in partnership with Parks Victoria in establishing guidelines for mountain bike riding on public land. They have taken many school classes, clubs and teams on mountain bike rides and tours, enabling people to enjoy this wonderful sport in safety and with respect to the

land and other users.

They also provide a regular email newsletter to customers providing not only information about products but also about cycling in Melbourne, encouraging and promoting the joys of cycling.

Contact: Bike Now

Website: www.bikenow.com.au

Email: info@bikenow.com.au

JOINT WINNER:

The Gap Bike Shop

QLD

In its short time of operation, the Gap Bike Shop has been able to establish itself as a business that is not only committed to its customers but also to cycling. Every week the owners Darcy and Gary invest 30 to 40 hours of their own personal time to organise and run community based recreational rides and tuition. The majority of this time has been focused on teenagers aged between 12 and 17, which has provided a much-needed outlet for the youth in the Gap area - showing them a challenging, fun and healthy pursuit. Many of these children have gone on to compete in events and the general level of cycling has increased considerably in the community.



Bicycle Industry Award for Advocacy

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A fundamental principle of the success of the Gap Bike Shop in promoting cycling and in providing a great service to the community is the fostering of a culture where the riders and their families feel part of the 'Bike Shop Family'. This has not only created growth in mountain biking in the area, but has also fostered social and recreational interaction in the community.

The Gap Bike Shop has also been fundamental in establishing the Gap Tornadoes cycling club which organises a range of weekly rides for beginners to

more experienced riders, with participation numbers increasing steadily.

Many of their customer testimonials confirm that The Gap Bike Shop has been instrumental in fostering a love of cycling by providing not only a great product but also in providing opportunities to increase confidence and skills, and meet new people.

Contact: The Gap Bike Shop

Email: contactus@gapbikeshop.com

Website: www.gapbikeshop.com

NOMINEE

Mike's Bikes

QLD

Mike's Bikes are highly regarded within the Gold Coast cycling community. They are generous, positive and cheerful in their substantial support of local cycling organisations and events. For example, they:

- have provided substantial prizes, including a bike valued at \$1000, for Ride to Work Day for the last three years
- provided a qualified mechanic to run the bike maintenance component of a Bicycle Gold Coast Cycling Workshop
- supported Ashmore BMX club to

obtain jerseys for their young cyclists

- spearheaded the sponsorship for the racing club Goldstar's BMW Cycling team
- sponsored the track racing season
- supported the cycling events and initiatives of the Gold Coast Bushwalker's Club

Mike's Bikes' generous and tireless efforts encourage all cyclists, whether they are starting out or highly experienced.

Contact: Mike Stout, Mike's Bikes

Email: mikebike@ion.com.au

NOMINEE

Bushranger Bikes P/L.

QLD

Bushranger Bikes is a cycling activities and adventure company that acquaints and reacquaints people with the joys of cycling with an emphasis on social interaction, fun, fitness and the outdoors.

The company offers the exciting experience of cycling to the wider community through equipment hire and organised activities. These include 'Active Australia' endorsed local government initiatives such as the Brisbane City Council's Gold, Chill Out, Real Adventure Women and the Pine Rivers Shire Council SHAFT school holidays programs. It also assists Cycling Queensland with junior development programs. All these activities provide an excellent opportunity to educate and inform participants about cycling, environmental impact and local infrastructure such as bike pathways and parklands.

They conduct local and international touring and event specific packages including the southern hemisphere's largest cycling event, the Taupo Classic in New Zealand. They are also promoting the inaugural Flight Centre Peppers Hiddenvale Cycle Epic, an endurance off road event for elite and recreational cyclists in October – the first of its kind in Queensland.

Additionally, Bushranger Bikes provide mountain bike training for outdoor recreation leaders (Certificate III Outdoor Leadership), and consult on risk and environment management, emergency response strategies and operations procedures for tour, hire and activity providers.

Over 1,000 people have participated in a Bushrangers Bike activity since 2001. All participants receive a range of pamphlets, including Cycling Promotion Fund brochures, and maps.

Contact: Bushranger Bikes

Email: info@bushrangerbikes.com.au

Website: www.bushrangerbikes.com.au

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

WINNER:

Alderman Dr. John W Freeman

Hobart City Council, TAS

Dr. John Freeman is a heart surgeon of note, a former Lord Mayor of Hobart and the instigator of many progressive initiatives. He strongly supports the latest major bicycle project in the Hobart area, constructing a promenade around the foreshore of Battery Point that will benefit, not only cyclists but all the people of Tasmania. The Promenade will be a virtual extension of The InterCity CycleWay, constructed in 1991-2 as a result of the Federal Government's 'Working Nation' Policy.

John's resolve and motivation resulted in the InterCity CycleWay being built. Then Deputy Lord Mayor and Chairman of the Works Committee, he undertook negotiations with the Municipal Association of Tasmania who administered the grants. The grant was \$1.2 million, \$200,000 short of the cost, but John persuaded the Council to pay the difference. Negotiations also occurred with Australian National Rail and the relevant unions.

With only two weeks to get The InterCity CycleWay proposal together in time for the grants, John discovered that the rough plans had been pigeonholed in the Council office, and had them upgraded by the council engineers and submitted in record time. No one else had the idea or the desire to push the staff to work to that timescale but John Freeman. All this coincided with a public push, by way of Letters to The Editor, on cycling matters so it was a case of the right idea at the right time.

Everything in Tasmanian bicycle welfare since 1991 has hung off The InterCity CycleWay. Many people, from mums and dads to bicycle retailers, owe a lot to The InterCity CycleWay and to John Freeman.

Contact: John Freeman

Email: jfreeman@courier.tas.gov.au

Award for contribution towards cycling by a Politician

NOMINEE:

Cllover Moore

Independent Member for Bligh, NSW

The electorate of Bligh is the most densely populated in NSW, with more than 80,000 people living in a very tight area. The proportion of households without a car is up to 48% in some suburbs, compared with a Sydney average of less than 20%. Clover has been their State Member for the last fifteen years, and is obviously highly regarded as Bligh has the highest turnover of residents between elections of any electorate in NSW.

Given the recent boundary changes that increased the size of the City of Sydney, Clover is pressing the Council to fast track cross-city cycling links, as they are a cost-effective means of providing access. Incorporating existing works and proposed new plans for the new areas into the overall draft City of Sydney Bike Plan is seen as essential. Clover regularly updates residents about actions concerning cyclists and pedestrians in her electorate. In the past she has raised serious concerns about the lack of action by the Minister for Transport over cycling and pedestrian facilities and convenience, and urged him not to stall on works in hand.

Cllover has said: *"Cycling is particularly important in the Bligh electorate, where 2001 Census figures show that 22% of residents walk or cycle to work,*

compared to the Sydney average of only 4%, and 31% use public transport, compared to the Sydney average of 19%. We need accessible, comprehensive and integrated cycleways that link with public transport and improve safety for cyclists and for pedestrians. I support the key recommendations of Bicycle NSW, the peak cycling users' group in NSW, for cycling reform consistent with the Government's stated transport policies."

Contact: Cllover Moore

Email: bligh@parliament.nsw.gov.au

Website: www.clovermoore.com

Award for contribution towards cycling by a Politician

NOMINEE:

Councillor John Griffiths

Mayor, Baulkham Hills Shire Council, NSW

John is a long serving Councillor and has been Mayor of Baulkham Hills Shire Council since 1999. Local cyclists are lucky as John is an active supporter of cycling. For example, he:

- Supported the establishment of a Cycleway Development Co-ordinators position, the only known such position within NSW Councils
- Was a member of the committee that approved the formation of the Council's Cycleway Management Committee
- Has been actively involved with the NSW RTA's annual Bike Week, including promotion of and taking part in rides and officially opening cycleways
- Rides in and supports the annual 'Tour de Hills Cycling Classic', which is held in the Baulkham Hills and Hawkesbury Council areas and attracts around 500 riders
- Secured \$80,000 funding for the construction of a cycleway that will form a cycling network that links rural communities. This has sparked great interest and the local community are now planning to build the next links themselves

- Has started a trend, and now other councillors are campaigning for improved and expanding cycling facilities.

As a result of John's support, Baulkham Hills now has a significant budget for cycleway construction.

Contact: Councillor John Griffiths

Email: mknight@bhsc.nsw.gov.au

Website: www.baulkhamhills.nsw.gov.au