



## **The Australian Bicycling Achievement Awards 2010**

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## Foreword



**We're all united by a common passion - bicycles. Bicycles help to improve health, provide cheap transport, help the environment and reduce congestion. We all have opportunity to gain enormous benefits from getting more people riding bicycles.**

### DAVID CRAMER

CHAIRPERSON

BICYCLE INDUSTRIES AUSTRALIA LTD (BIA)

The hard work and dedication of all of this year's nominees is a demonstration of the vision, commitment and persistence that will increase participation in cycling.

The Australian Bicycling Achievement Awards were introduced in 2002 to celebrate and acknowledge the hard work and dedication of so many individuals and groups in making Australia a bicycle friendly nation.

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.

For 2010 we are again privileged to have the support of the National Heart Foundation of Australia as the Principal Partner. To be able to count on such a respected national cardiovascular health and research organisation is an enormous boost for the importance and credibility of these Awards. This year, we also welcome sponsorship from the Asia Pacific Cycle Congress, and thank Australian Cyclist magazine for its continuing support.

These sponsors typify the support for cycling, acknowledging that people choose to ride a bike for many reasons, whether for health, sport, transport or for the environment, riding is many things to many people.

Since their inception, the awards have received nominations from all around of Australia, and this year is no exception, whether it's in remote Western Australia, far north Queensland, or in central Sydney, Australia is benefiting from all the hard work and commitment.

This booklet provides a summary of the nominations and winners and aims to share information about projects that promote cycling and/or make a contribution towards improving conditions for bicycle riders. Hopefully they will be an inspiration to others and a catalyst for more great work. For more information on specific projects or groups, please contact the individuals concerned.

There are many excellent projects and initiatives that have not been nominated for this year's awards and are deserving of recognition. Please let us know and consider nominating them for next year's Awards.

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

## Award Sponsors



## 2010 Australian Bicycling Achievement Award Categories

### Bicycling Achievement of the Year Award

These two awards seek to recognise the special achievement of individuals whose achievements have demonstrated excellence, innovation and commitment to promoting and encouraging cycling.

#### • Professional

For individuals who have shown commitment in improving cycling within their professional field of expertise. The nominee has been innovative, achieved results that have made a difference to create bicycling friendly environments and facilitated an increase in bicycling participation.

#### • Honorary

For individuals who has been acting on their own behalf, or for an organisation, in an unpaid or voluntary role. The nominee has shown commitment to bicycling issues through education, promotion, policy development, infrastructure design, encouragement or advocacy.

### Special Achievement Award by a Bicycle Organisation/Groups Achievement

Bicycle organisations of all kinds have been fundamental in raising awareness of cycling issues, lobbying for improved conditions for bicycle riders, promoting cycling and providing support for riders. This award seeks to recognise excellence, innovation and special achievement in promoting and encouraging cycling and in achieving improved conditions for bicycle riders.

### Local Government Award for Special Initiative to Encourage and Promote Cycling

Local Government plays a vital role in promoting and encouraging cycling through planning, design, traffic management, investment and other relevant initiatives. This award seeks to recognise innovative approaches by Local Government in making their communities more bicycle friendly and/or in promoting and encouraging cycling.



## 2010 Australian Bicycling Achievement Award Categories

### Award for an Educational Institution for Innovation in Encouraging Cycling

This award recognises commitment and innovation in promoting and encouraging cycling to school/ educational institution during 2010. Cycling provides an opportunity for increased physical activity, encourages independence, improves self-confidence, reduces congestion and fosters social interaction.

### Bicycle Friendly Business Award

This award recognises innovation and commitment by non-cycling businesses in catering for the needs of bicycle riders, be it staff or customers during 2010. Businesses play an important role in encouraging cycling by providing facilities for staff and customers and by promoting access by bicycle. End of trip facilities, good signage, incentives and consultation with bicycle riders are all important aspects of a bicycle friendly business which is also good for the bottom line.

### Award for Contribution Towards Cycling by a Politician

This award recognises a special achievement by a politician who has, by their own example or by the support for investments and programs, advanced cycling during 2010. Politicians at Local, State and Federal Government levels make vital contributions by acting as supporters for cycling initiatives and projects in their electorates or during policy formation.

### Award for Contribution Towards Cycling by a Bicycle Retailer

This award recognises bicycle retailers that have shown commitment and innovation in encouraging cycling during 2010. Bicycle retailers play an important role in encouraging cycling by providing customer service and encouragement, being consumer responsive, as well as by supporting activities in their local area.

### Special Initiative or Event to Promote Cycling

This award seeks to recognise an initiative or event that has shown strong innovation and commitment to create interest and support for cycling during 2010. Individual initiatives and events play a critical role in the overall promotion of cycling. These events can either be one-off or annual to gain support and create improved environments for cycling.

### National Media Award - Contribution towards Cycling by a Journalist or Media Personality

This award recognises commitment by a journalist, media outlet or media personality to actively promote cycling and the benefits associated with cycling during 2010. The Australian media plays a critical role in supporting cycling, by having the ability to influence people's attitudes towards cycling and their cycling behaviour.

## Bicycling Achievement of the Year Award Professional Category

This award is for individuals who have shown commitment in improving cycling within their professional field of expertise. The nominee has been innovative, achieved results that have made a difference to create bicycling friendly environments and facilitated an increase in bicycling participation.

### Joint Winners



**FIONA MacCOLL**  
EXECUTIVE OFFICER, AUSTRALIAN BICYCLE COUNCIL,  
NEW SOUTH WALES

Fiona has made a unique contribution to promoting cycling as the only full-time public service employee working across all Australian jurisdictions with responsibility for the National Cycling Strategy. From 2007 until March 2011 Fiona was the Executive Officer for the Australian Bicycle Council. In this position Fiona has taken national coordination and communication of cycling issues to a new level of professionalism and effectiveness. Her achievements include establishing the Cycling Resource Centre as a world-class portal to information for and about the Australian cycling sector (both bike-riders and allied professionals), and coordinating the preparation and release of the National Cycling Strategy 2011-2016.

Fiona's work to grow safe cycling has 'flown under the radar', to the extent that many people interested in this field have not been aware of her role. Looking back over her time with the ABC, however, it seems likely that the substance of Fiona's achievements has been inversely proportional to their public profile. As a tireless facilitator, enabler, administrator, and broker of enduring and productive cross-sectoral working relationships, Fiona has done much to promote and advance the cause of cycling in Australia.

[www.cyclingresourcecentre.org.au](http://www.cyclingresourcecentre.org.au)



**ISABEL ROSS**  
SENIOR HEALTH PROMOTION OFFICER,  
WACHS MIDWEST - POPULATION HEALTH, WESTERN AUSTRALIA

Isabel has successfully increased cycling in remote communities by building the capacity of shires and schools, coordinating a community bicycle project and advocating for a more supportive environment for remote cyclists. The results are:

- Twice as many remote schools and four times as many remote students participating in Cycle to School Day.
- Triple the number of remote events in Bikeweek
- One Bikeweek event achieved a 10-fold increase in participation.
- Increases in bike access, cycling and school attendance through Fix My Ride, a community-based bicycle repair project.
- One remote Shire's first ever investment in dual-use pathways.

Isabel has demonstrated that through dedication, perseverance and 'thinking outside the box', there are very few barriers that can't be overcome in getting more children to ride a bike. One of Isabel's

great programs has been Fix My Ride Mt Magnet. 'Fix My Ride' is an innovative community-based bicycle repair project operating in the remote town of Mt Magnet that aims to use bicycles as a platform for building relationships between different generations and to engage otherwise disengaged students in education. The pilot project ran in 2010, with 40 indigenous adults and at-risk youths repairing more than 50 bikes, resulting in increased cycling in town. Attendance at school increased during this period, with improved behaviour management among students and positive interaction between students from different family groups. One parent also volunteered to become involved in school workshops, which was viewed as a huge success by the school who were working hard to engage parents. Strong partnerships and community participation also kept running costs low, enhancing long-term sustainability.

[www.mmhr.org.au](http://www.mmhr.org.au)

### Nominees



**IAIN CUMMINGS**  
SENIOR TRANSPORT FUTURES TECHNICAL  
OFFICE, GOLD COAST CITY COUNCIL, QUEENSLAND

Iain is a passionate advocate for cycling on Queensland's Gold Coast. He is recognised far and wide for his contribution and encouragement and has been a key catalyst for the installation of on road

cycleways, shared paths and the provision of kerb ramps linking the two. Iain also manages the end of trip facilities for the engineering section of Council and was a key stakeholder in the employment of an Active Transport Officer.

[www.goldcoast.qld.gov.au/activetravel](http://www.goldcoast.qld.gov.au/activetravel)



**MARK CRIDLAND**  
DEPUTY DIRECTOR GENERAL, DEPARTMENT OF  
TRANSPORT AND MAIN ROADS, QUEENSLAND

Mark Cridland is the Queensland Department of Transport and Main Road's (TMR) official "Cycling Champion". Mark has actively managed the positioning of cycling within the Department to become a core element of the department's planning and operations. Cycling has a significantly higher profile thanks to Mark's efforts in his role as Deputy Director General.

He has personally made many key decisions that favour cycling in a multi-modal planning and policy context. For example, he has led the development of the new Queensland Cycling Strategy and has ensured that cycling has a key role in the SEQ 2031 transport plan. He is the Queensland representative on the Australian Bicycle Council and is the Chairman of the Asia Pacific Cycling Congress Board.

[www.tmr.qld.gov.au](http://www.tmr.qld.gov.au)



**DR CAMERON MUNRO**  
SENIOR TRANSPORT PLANNER, SINCLAIR  
KNIGHT MERZ PTY LTD, VICTORIA

Dr Cameron Munro is a leading cycling planning consultant. Since joining Sinclair Knight Merz (SKM) in 2007 he has quickly established a reputation for delivering groundbreaking planning studies. He led the planning and design of Melbourne Bike Share. He advises state and local governments in Victoria,

New South Wales, Queensland and Tasmania on cycling policy and engineering. He is a strong advocate of increased cycling and better conditions for cyclists and is well respected by clients and stakeholders, including Bicycle Victoria. He also led a resurgence in cycling amongst SKM's own staff by successfully championing better facilities at their new Melbourne CBD office.

[www.skmconsulting.com](http://www.skmconsulting.com)



**CAMERON HUGHES**  
ACTIV CYCLE COACHING, QUEENSLAND

Cameron through his expertise, passion and enthusiasm for cycling has created an environment at Activ Cycle Coaching, West End, that is making a significant contribution to the cycling community. Cameron's commitment is demonstrated in his tireless efforts to ensure that his knowledge and

skills are communicated to cyclists of all levels, in a forum that is both educational, encouraging and promotes the highest safety standards. Cameron ensures that cycling in the community continues to grow through beginner and skills courses where focus is placed on bike handling, improving confidence, bike maintenance and enjoyment.

[www.activcyclecoaching.com.au](http://www.activcyclecoaching.com.au)



**MARILYN JOHNSON**  
MONASH UNIVERSITY ACCIDENT RESEARCH  
CENTRE (MUARC), VICTORIA

Marilyn Johnson's research into cyclist safety provides scientific evidence about issues related to the safety of cyclists who ride on the roads in Australia. Her findings have provided new insights into how cyclists and drivers interact and challenged assumptions

about cyclists on the road, the role of drivers and the role of the road network in cyclist safety. Marilyn is the inaugural recipient of the Safe Family Research scholarship provided by the Amy Gillett Foundation and the Monash University Accident Research Centre.

[www.amygillett.org.au/safe-family-research-scholarship](http://www.amygillett.org.au/safe-family-research-scholarship)



**IAN WEE**  
OCCUPATIONAL THERAPIST, PERTH INTEGRATED  
HEALTH CYCLING GROUP, WESTERN AUSTRALIA

Ian Wee is an Occupational Therapist at Perth Integrated Health Cycling Group (PIHCG) and treats musculoskeletal conditions either from injury or as preventative body maintenance for persons from all walks of life and various

sporting disciplines. Ian's passion for cycling began as a young child living in Singapore. He has used his personal enjoyment for cycling and his professional passion for exploring various mediums of physical activities to promote health and wellness to create the PIHCG.

[www.pihc.com.au](http://www.pihc.com.au)



**HELIUS VISSER**  
DIRECTOR, TRANSPORT AND MAIN ROADS,  
(REGIONAL PARTNERSHIPS), QUEENSLAND

Through the efforts, direction and inspiration of Helius Visser, Cairns and the Far North Queensland region are being transformed for cycling. In the last ten years, Helius has worked in both state and local government as the driving force behind a rapidly expanding network of cycling facilities – a notable 60% increase

in 2008. Helius has made Cairns a "hot-house" for innovative bicycle treatments. Remarkably, in the main, Helius has managed to do this without a specific cycling budget or program, taking opportunities through other programs. Super Tuesday counts are now showing a trebling of bicycle numbers in the last two years in some locations around Cairns.

[www.tmr.qld.gov.au](http://www.tmr.qld.gov.au)

## Bicycling Achievement of the Year Award Honorary Category

This award is for individuals who has been acting on their own behalf, or for an organisation, in an unpaid or voluntary role. The nominee has shown commitment to bicycling issues through education, promotion, policy development, infrastructure design, encouragement or advocacy.

### Winner



#### DAMIAN MCCROHAN PRESIDENT, RAILTRAILS AUSTRALIA

Railtrails Australia is a small, not-for-profit volunteer group which encourages the development and maintenance of disused railway corridors, transforming them into cycling, walking and horse riding trails throughout Australia. Damian has been involved with Railtrails Australia for 15 years including 12 years as secretary and now president, tirelessly giving his time, knowledge and experience to further this development.

Damian commits to many hours of voluntary work juggling this with his commitment to his family and three young children. He has a full time job as an electrical engineer. Because he has a young family, he sees the benefit of developing safe, family-friendly riding trails through the countryside for all to use. Walking or cycling on rail trails has become a very popular past time for individuals and families in regional areas, due in no small part to Damian's

railway knowledge, inspired vision and unbelievable enthusiasm over many years as the trails have been developed.

Damian is currently involved in trying to save railway corridors in NSW from being sold or reverting to bush land. He is in contact with Bicycle NSW, relevant Government Departments and politicians, and groups of people with a similar vision. His interest extends to visiting the areas involved as needs arise to ensure authorities are made aware of the benefits that come to regional areas when rail trails are developed.

Damian's tremendous dedication, passionate advocacy and stoic determination to preserve Australia's rail heritage whilst creating eco-friendly, community assets, rail trails, for walking, cycling and horse riding has and continues to be untiring and effective.

[www.railtrails.org.au](http://www.railtrails.org.au)

### Nominees

#### MARK MATTHEW SOUTH AUSTRALIA

Mark has used cycling to fundraise tens of thousands of dollars for eight charities for the last seven years. His efforts have not only transformed the previously unfit and unhealthy rider, but have raised the profile of cycling so much that he has been asked by one team to stop recruiting for them after they ran out of

jerseys! He has been asked to organise rides with the Premier of SA and has cycled alongside Lance Armstrong twice and is now about to embark on the biggest ride of his life - 1100 km from Melbourne to Adelaide to raise even more money, this time for the LiveStrong Cancer Centre.

[www.adelaidecyclists.com/profile/MarkMatthew](http://www.adelaidecyclists.com/profile/MarkMatthew)

#### MURRAY WYNNE WESTERN AUSTRALIA

Murray organises volunteers every weekend to build MTB trails. When they don't arrive he builds by himself. He liaises with the government and gets correctional facilities prison labour to do the bush clearing. Since starting his voluntary trail building Murray has developed 15 kilometres of new

sanctioned single track in Perth in an area which up to that point had very little on offer. The Department of Conservation and local clubs now support his efforts and funding has been found to help complete the "Kalamunda Circuit", a 25km loop of single track which transforms the riding experience at this popular destination.

[www.trailtalk.com.au/profile/MurrayWynne](http://www.trailtalk.com.au/profile/MurrayWynne)

#### BARRY SKINNER NORWOOD CYCLING CLUB, SOUTH AUSTRALIA

Barry Skinner is the vice-president of the Norwood Cycling Club, the oldest cycling organisation in the southern hemisphere. He has been a committed cyclist and cycling advocate for over 60 years, winning the SA Cycling Championship 14 times before his retirement in 1977. He was the president of the Australian Professional Cycling Council in

1998, won an Order of Australia Medal for his commitment to the sport, managed 11 teams over his career and spent 35 years promoting the Tour of the River Land event. Despite his many achievements, Barry still considers his biggest achievement as being the rejuvenation of his beloved Norwood Cycling Club.

[www.norwoodcc.on.net](http://www.norwoodcc.on.net)

### Nominees



#### DAVE SHARP SAFE CYCLING AUSTRALIA, QUEENSLAND

Dave started Safe Cycling Australia in response to the Queensland Transport Minister's rejection of his two petitions in 2010 that called for a 1 metre overtaking rule to be made law in Queensland. His website is putting pressure on transport and

infrastructure ministers Australia wide in an effort to see this rule adopted nationally. A new hi-vis jersey is being launched nationally in a joint partnership with BikePure which will ensure the message of how to pass cyclists safely on our roads will receive a much broader audience.

[www.safecyclingaustralia.org](http://www.safecyclingaustralia.org)



#### CORY BOARDMAN INDEPENDENT ADVOCATE, VICTORIA

Cory is active in promoting cycling via social media. His photographs, articles and general campaign-orientated mindset are a constant source of inspiration. Cory is untiring in his efforts to demonstrate how cycling can be an active part of

society and people's lives. He encourages people to use bicycles as a method of transport, from childhood onwards. He is always positive, supportive and leads by example. He supports politicians, local, state and federal, who have sound policy with respect to bicycles and provides active feedback to them.

[www.flickr.com/photos/baudman/collections/72157616580372830/](http://www.flickr.com/photos/baudman/collections/72157616580372830/)



#### BRIAN KENNEDY WESTERN AUSTRALIA

Brian Kennedy is a former professional cyclist and an inspirational 77-year-old cancer survivor who dedicates countless hours promoting cycling in the South West of Western Australia. In October 2010, Brian was honoured as the West Australian Senior of the Year. Every year Brian organises South West Bike

Week and in doing so, raises thousands of dollars for the Balya Cancer Retreat - a cause close to his heart. Through this event Brian encourages people of all ages to come together and take on a cycling challenge for a cause.

<http://southwestcycleclub.com.au>



#### RACHEL HODSON BUCKLE WITH CARE, SOUTH AUSTRALIA

Rachel Hodson founded her business, Buckle With Care, in 2010 to improve buckle-up safety for children, developing an innovative new product, "BucklePodz ~Mini~" fostering firm-fitting helmet

straps. It cleverly fits onto most small buckles to act as a protective barrier between the harsh SNAP of the buckle and the rider's delicate skin, so young learners can be safety conscious without the fear of a painful buckle-up pinch.

[www.bucklepodz.com.au](http://www.bucklepodz.com.au)  
[www.bucklewithcare.com.au](http://www.bucklewithcare.com.au)



#### TONY (ANTHONY) BARTER WARBY - VOLLUNTEER BICYCLE VICTORIA DECEASED 28TH NOVEMBER 2010 VICTORIA

Tony Barter had a vision of creating a team of riding volunteers on the Great Victorian Bike Rides. A team who could help riders on the road fix punctures, do basic maintenance to keep riding on the day, words of comfort and inspiration for new riders when the

hills, heat or constant riding was too much, and even a snack. Tony suggested the idea to Bicycle Victoria and the WARBY TEAM ("We are right behind you") was borne in 2003. Sadly Tony was diagnosed with bladder cancer in September 2008. Despite this, when Tony was not able to work, he volunteered to teach adults to ride through a neighbourhood program. Tony passed away in November 2010.



#### JEREMY MILLER CHAIR, BICYCLE INSTITUTE OF SA, SOUTH AUSTRALIA

Jeremy Miller is an outstanding and enthusiastic member of the Adelaide cycling-as-transport community. Jeremy is known for his passion for cargo bikes and spreading that passion by talking on the subject at community markets and other sustainable events. While he is most often seen on

his Xtracycle, he is also known to transport kids about in a box bike. Jeremy is the Chair of the Bicycle Institute of SA and has been a member for more than half his life. He works tirelessly to highlight the benefits and opportunities to get people out of cars and onto cargo bikes

[www.bisa.asn.au](http://www.bisa.asn.au)



#### SUSAN ABBOTT NEW SOUTH WALES

Sue Abbott has worked tirelessly to make cycling an everyday activity in Australia. Sue's focus is current Australian laws directing the use of helmets while riding a bicycle.

[www.freedomcyclist.blogspot.com](http://www.freedomcyclist.blogspot.com)

## Nominees



**TONY SHIELDS**  
ADVOCACY TEAM MEMBER, PEDAL POWER ACT,  
AUSTRALIAN CAPITAL TERRITORY

Tony Shields friendly, professional, persistent approach has impressed many ACT politicians, advisers, officials and journalists he has worked with over the past decade. To weld Pedal Power ACT's Advocacy Team into one of the country's most effective cycling advocacy groups, Tony's motivating mantras as leader included, preparation leads to seduction and present

solutions-not problems. Tony's expertise and inspiration were crucial in gaining on-road cycle lanes, making cycling political mainstream at ACT election forums, securing Roads ACT's bicycle projects priority list as well as getting Civic Cycle Loop, a CBD encircling separated cycle lanes alongside ACT's cycling and walking priority works list.

[www.pedalpower.org.au](http://www.pedalpower.org.au)



**ANGUS KINGSTON**  
ADELAIDECYCLISTS.COM  
SOUTH AUSTRALIA

Angus Kingston is passionate about cycling. He has translated this passion in a positive and creative way by sharing and fostering his love of cycling amongst the wider community. In 2009, using his own resources, Angus established the "Adelaide Cyclists" website which has grown into a diverse, community-focused forum and resource for its estimated

1400 members. Angus's vision has produced unforeseen connections between cyclists from diverse backgrounds that have produced a surprising range of social and health benefits. Angus is an accidental community capacity builder but his commitment to cycling is central to the success and continuing growth of the site.

[www.adelaidecyclists.com](http://www.adelaidecyclists.com)



**ROD CHARLES**  
VICTORIA

Rod has, over the past few years, been instrumental, not only in assisting with his Club activities, but has been compiling a "History of Cycling" prioritising the Geelong region but also covering other areas of the

state of Victoria. He also actively collects and restores classic bicycles.

[E rodcharles@westnet.com.au](mailto:Rodcharles@westnet.com.au)



**BONNIE DOWLING**  
SOUTH AUSTRALIA

Bonnie is a cycling enthusiast who passes her love of wheels on to all who meet her. She organises events through social networking sites, promoting cycling and raising awareness of cycling in the community

with style and panache. Her encouragement of all people to join parades and other community events on bikes creates joy in the community.



**GARRY TAUNTON**  
NEW SOUTH WALES

Garry has been instrumental in co-ordinating an all inclusive bicycling strategy within Bathurst, NSW which will see a multi-million dollar complex being built on the fringes of Mt Panorama including a 250 meter track, criterium circuit, BMX track and downhill mountain bike track. Linked to this complex will be a series of bicycle pathways catering for the general public.

Garry has also been the driver and promoter of the annual B2B CycloSportif Challenge event which is in its eighth year attracting close to 2,000 participants and providing much needed funding for the Headspace charity and the Rotary Club of Bathurst Daybreak.

[www.b2b.asn.au](http://www.b2b.asn.au)



## Bicycling Organisation/Groups Achievement

**Bicycle organisations of all kinds have been fundamental in raising awareness of cycling issues, lobbying for improved conditions for bicycle riders, promoting cycling and providing support for riders. This award seeks to recognise excellence, innovation and special achievement in promoting and encouraging cycling and in achieving improved conditions for bicycle riders.**

### Winner



#### ST KILDA CYCLING CLUB VICTORIA

The St Kilda Cycling Club has always been at the forefront of the encouragement and the development of women in cycling. The club currently has the highest female membership in Victoria, a result of the club's strong Women's Committee which is devoted to both identifying and meeting the needs of female cyclists and the importance of providing options for all levels of fitness and riding skills. SKCC Women's Committee Mission is to encourage, support and provide opportunities for women of all ages and abilities to reach their cycling goals.

The SKCC committee realised that they were being complacent thinking that other women cyclists, not attached to clubs, knew all about SKCC and the women's program, so the club produced a new promotional brochure and programs aimed at reaching even more of Melbourne's female cycling community. Cycling is a male dominated sport and the club has

worked hard at providing a nurturing and supportive environment for women entering the sport, whether they are competitive or recreational cyclists.

The Club provides programs and support for any women who are looking to build confidence in bunch riding and learn etiquette and general skills in a non-threatening environment and even those who want to experience competitive cycling but aren't quite sure how to go about it.

[www.skcc.com.au](http://www.skcc.com.au)

### Honourable Mention



#### BMX AUSTRALIA NATIONAL

BMX Australia (BMXA) is Australia's official association for BMX racing. The organisation has grown dramatically over the past three years under the direction of President Barry Knight. All committee members have committed to work tirelessly for the sport of BMX and have been responsible for taking BMX in Australia to the professional level required as an Olympic sport. BMXA has developed to become a sustainable national organisation which has led to

the development of its own training programs and new professional staff and coaches. BMXA is working closely with Cycling Australia to further enhance to quality of cycling in Australia

[www.bmxaustralia.com.au](http://www.bmxaustralia.com.au)

### Nominees



#### AUSTCYCLE NATIONAL

AustCycle is a nationally consistent system of cyclist training using accredited instructors and licensed providers, delivering training supported by an accredited national curriculum. It is designed to teach children, teenagers, adults and older Australians of all ability levels how to ride a bicycle safely and provide people with the necessary knowledge and skills to manage traffic hazards in a road environment.

AustCycle was established to encourage and enable more Australians to cycle safely, for health and fitness, enjoyment, to increase the viability of bicycling as a form of commuter transport and to benefit the environment.

[www.austcycle.com.au](http://www.austcycle.com.au)



#### AUSTRALIAN TIME TRIALS ASSOCIATION WESTERN AUSTRALIA

Australian Time Trials Association (ATTA) is an association of bike riders who promote and pursue their sport of road time-trialling with regular, organised events on a range of courses varying in the sort of challenge each offers and at distances ranging from 16km to 160km. ATTA was founded in 1988 by a group of riders who saw the need for a specialist

club to cater for Time Triallists in Western Australia. ATTA subscribes to and endeavours to promote the principles of 'Health in Sport': active participation in Cycling is related to its potential to contribute to a healthy lifestyle.

[www.atta.asn.au](http://www.atta.asn.au)



#### BIKE ON AUSTRALIA PTY LTD QUEENSLAND

Bike on Australia Pty Ltd (BOA) is a cycling business that incorporates Noosa Bike Hire, Sunshine Coast Bicycle Hire and Noosa Mt. Bike Adventure Tours. BOA specialises in bike education, school adventure camps, adventure cycling holidays, community bicycle workshops and coaching. BOA has developed a range of products to meet the needs of their varied

cycling market, whether it's hire, tours or rides for international or interstate visitors or custom bicycle education programs for school and council workshops. They have a variety of product lines to suit the individual needs of all their customers.

[www.bikeon.com.au](http://www.bikeon.com.au)



#### BICYCLE TASMANIA (BT) TASMANIA

Bicycle Tasmania is made up of cyclists with interests in all forms of cycling. Membership of Bicycle Tasmania is open to anybody living in Tasmania who cycles, or has an interest in cycling. Corporate Membership is open to any businesses or Government authorities with an interest in cycling in the state. BT

is Tasmania's volunteer, non-profit, statewide bicycle advocacy organisation, founded to promote cycling to all levels of the community and work in a watchdog role with government agencies to look out for the interests of all cyclists.

[www.biketass.org.au](http://www.biketass.org.au)

## Local Government

Local Government plays a vital role in promoting and encouraging cycling through planning, design, traffic management, investment and other relevant initiatives. This award seeks to recognise innovative approaches by Local Government in making their communities more bicycle friendly and/or in promoting and encouraging cycling.

## Winner



### SOUTHERN FLINDERS REGIONAL TOURISM AUTHORITY (SFRTA) SOUTH AUSTRALIA

From its inception, one of the goals of the Southern Flinders Regional Tourism Authority (SFRTA) has been to create sustainable communities through tourism development, and cycle trails have been identified as one way in which this can occur.

As stated in the Southern Flinders Ranges Cycle Tourism Master Plan, 'Our vision is for the Southern Flinders Ranges to become the pre-eminent cycle friendly destination in Australia that is renowned for its range of cycling opportunities including world class mountain biking.' 2010 was a year of major cycle related development in the region, of which SFRTA are both excited by and proud of.

The members of the Southern Flinders Regional Tourism Authority are the Northern Areas Council, District Council of Mt Remarkable, District Council of Ororoo Carrieton, Port Pirie Regional Council, Regional Development Australia Yorke and Mid North, South Australian Tourism Commission, National Parks and Wildlife Service and the Southern Flinders Tourism and Tastes Association – the local tourism, food and wine operator group.

[www.southernflindersranges.com.au](http://www.southernflindersranges.com.au)

network with 197km planned. Free bicycle education courses, free bike hire (VeloVision), a free cycling related film festival, a regular Sunday Cycle ride and established a small Council bike fleet with upgraded end of trip facilities for staff are planned.

[www.gosford.nsw.gov.au](http://www.gosford.nsw.gov.au)

for carrying items where a car is normally considered necessary, reduce greenhouse gas emissions through decreased car usage and increased cycling in the local area and enable people to 'try before they buy' by providing public access to specialist bikes and equipment.

[www.cityofsydney.nsw.gov.au/environment/thewatershed/Default.asp](http://www.cityofsydney.nsw.gov.au/environment/thewatershed/Default.asp)

## Nominees

### GOSFORD CITY COUNCIL NEW SOUTH WALES

Gosford City Council has been proactive in recognising the benefits of cycling within the local community and has made significant progress in developing cycling infrastructure, providing education and opportunity and in establishing strategic partnerships with relevant organisations to identify the local priorities, needs and expectations of the Gosford LGA. Council has provided over 66km of established shared path/cycle ways

### CITY OF SYDNEY & MARRICKVILLE CITY COUNCIL - THE WATERSHED BIKE LIBRARY NEW SOUTH WALES

The Watershed Bike Library is a fleet of cargo bikes and trailers that local residents can borrow for free or very low cost. It has been operating for six months. The Bike Library aims to expand the community's imagination when it comes to the type of activities that can be done by bicycle, increase local bicycle usage

## Nominees

### GOULBURN MULWAREE COUNCIL NEW SOUTH WALES

During 2010 NSW Bike Week, Goulburn Mulwaree Council hosted the Goulburn Grand Prix Cycle Challenge. This event incorporated three distinct rides to cater for all ages and abilities and was a positive promotion for cycling in the Goulburn Mulwaree Community. 2010

was the first year this event was held and it attracted over 200 participants (from Goulburn, Sydney, Canberra and across the state) consisting of professional cyclists, amateur cyclists and members of the community who wanted to try a new challenge and have a fun, active day out with their family.

[www.goulburn.nsw.gov.au](http://www.goulburn.nsw.gov.au)

### PARRAMATTA CITY COUNCIL PARRAMATTA STORIES, CITY CULTURE, TOURISM AND RECREATION, NEW SOUTH WALES

Parramatta City Council has continued the challenge of building a top class recreational path from Parramatta to Sydney Olympic Park. The Council

is open to feedback from local cycle users while understanding the resource constraints in building a bike path. Residents are positive with the local council's efforts in building a cycling-friendly city.

[www.discoverparramatta.com](http://www.discoverparramatta.com)

### MARIBYRNONG CITY COUNCIL VICTORIA

Maribyrnong City Council has recently completed a shared path that provides a safe and attractive bike and pedestrian route that makes key destinations in Melbourne's west more accessible. The path is part of a Principal Bicycle Network route that is a critical transport link for the western suburbs of Melbourne:

at the western end to Sunshine Central Activities District (CAD) and ultimately out to Watergardens; at the eastern end into Footscray CAD as well as into Melbourne CBD. The path is also proving to be popular with recreational walkers and riders in this area that has a shortage of open space.

[www.maribyrnong.vic.gov.au](http://www.maribyrnong.vic.gov.au)

### TOWN OF KWINANNA WESTERN AUSTRALIA

The Town of Kwinana and its many departments has worked on improving cycling options for residents and staff on numerous projects. Key projects have been the Kwinana Loop Trail, a purpose built bush trail around the area that can be used by walkers and cyclists alike. Further development of the Kwinana

Bike Plan will provide council with a five year model to work within their rapidly expanding community. Other initiatives include a Healthy Lifestyle Plan, that promotes cycling as a healthy means of transport for the local community and staff alike and installation of various end of trip facilities around the community to encourage cycling.

[www.kwinana.wa.gov.au](http://www.kwinana.wa.gov.au)

### WYONG SHIRE COUNCIL NEW SOUTH WALES

Wyong Council's vision is for the Shire to be recognised as a bicycle and pedestrian friendly community. The LGA has over 150 km of bicycle lanes and shared pathways providing connections from urban areas to a range of open space, recreation and community facilities. To achieve this vision of cycling, Wyong Shire Council has recently developed an On-Road Bicycle and Shared Pathway Strategy.

The Strategy sets the direction and policy framework required to provide a safe and connected network and identifies a range of infrastructure, such as cycle lanes, bicycle parking and behavioural requirements, e.g. education and promotional activities

[www.wyong.nsw.gov.au](http://www.wyong.nsw.gov.au)

### RURAL CITY OF WANGARATTA, ALPINE AND INDIGO SHIRE COUNCILS VICTORIA

The Rural City of Wangaratta, Alpine and Indigo Shire Councils have worked collaboratively for the past four years to progress the development of cycle tourism as a key product strength for Victoria's North East region. This has involved the engagement of a Cycle Tourism Officer to identify and implement initiatives. Cycle Tourism was identified as a key economic driver in the

Hume Strategy for Sustainable Communities and its enhancement is noted in the Plans and Visions for the three participating municipalities.

[www.murraytomountains.com.au](http://www.murraytomountains.com.au)

## Nominees



### **RANDWICK CITY COUNCIL** NEW SOUTH WALES

Randwick City Council got 'on its bike' in 2010, promoting cycling through a mixture of infrastructure, education and resources. Council's first ever program of workshops enabled participants to learn basic bike mechanics and gain confidence when cycling on-road. A Cycling & Walking map and three pocket-sized Transport Access Guides were produced and distributed widely. The Randwick City Plan commits

Council to promoting and supporting sustainable transport options, containing outcomes relating to Integrated and Accessible Transport. Randwick Council's updated Bicycle Plan identifies existing and proposed key bicycle routes in the City of Randwick with a yearly action plan to implement new routes and upgrade existing routes.

[www.randwick.nsw.gov.au](http://www.randwick.nsw.gov.au)



### **CITY OF PROSPECT** SOUTH AUSTRALIA

The Pedal Power in Prospect Program is City of Prospect's newest cycling initiative and builds on previous cycling collaboration projects undertaken by Council. This program has been designed to take a grassroots level approach to providing residents with the skills, knowledge and local infrastructure necessary to feel confident choosing cycling as a practical and safe alternative mode of transport. The Program was launched in July 2009 beginning with a community

survey and, based on the results of this survey Council has developed a range of innovative resources, including a 'how to' cycling video, route maps, cycling workshops and has incorporated cycling friendly infrastructure into current Master Planning.

[www.prospect.sa.gov.au](http://www.prospect.sa.gov.au)



### **CITY OF STIRLING** WESTERN AUSTRALIA

The City of Stirling is the largest local government authority in Western Australia by population, with nearly 200,000 residents living within its boundaries covering approximately 100 square kilometres and is only 11 kilometres from Perth CBD. The City is predominantly flat and the Mediterranean climate lends itself to a cycling culture. To promote and facilitate residents adopting cycling for commuting and recreational purposes, the City is setting a new

standard in local government delivery of sustainable transport options for the staff and community by combining the delivery of behaviour change programs like the innovative 'Women on Wheels Program' with award winning cycling infrastructure planning.

[www.stirling.wa.gov.au](http://www.stirling.wa.gov.au)

## Educational Institution

**This award recognises commitment and innovation in promoting and encouraging cycling to school/educational institution during 2010. Cycling provides an opportunity for increased physical activity, encourages independence, improves self-confidence, reduces congestion and fosters social interaction.**

## Winner



### **HEALTHY MOVES PROGRAM** VICTORIA

The HEALTHY MOVES program raises awareness within the community about cycling. Increases in students, Routes to School signage and community events have increased the profile of cycling. Local businesses, Police, VicRoads, cycling clubs, schools, South West Healthcare, Rotary, seniors groups and mental health/disability agencies have been involved in the program in 2010 with the networking improving understanding of the skills required to cycle as transport and providing a stronger base of advocacy to promote the changes required to improve driver/cyclist understanding.

HEALTHY MOVES school co-ordinators working with the Warrambool City Council Travel Smart Officer meet and plan to ensure support for cycling to school. The impact is clear in 5 schools with between 40% and 50% of

students regularly "leaving their cars at home" and an extra 10-15% of students now cycle.

The HEALTHY MOVES program pays for training of 10 Bike Ed Assistants (parents, university students and local volunteers) to help out at local schools with Bike Ed and during community bike rides. Three schools now hold Bike Ed training for grade 3-6. The increase in cyclists on the streets has allowed new infrastructure to be installed along several routes into schools. The stand out achievement is the face of a seven year old that has cycled for the first time with a parent to school and proudly parks their bike; that is a HEALTHY MOVE!

[www.healthymoves.net.au](http://www.healthymoves.net.au)

## Nominees



### **BIKEBUS** QUEENSLAND

Mark Allen has been a driving force behind a bike bus program which he has implemented and developed over ten years at three different schools. The Bikebus concept is a solution to many of today's problems – it reduces traffic congestion and enables children a chance to get fit – while having fun with their friends on the way to school. The Bikebus also builds

independence – and teaches children vital road safety skills. Route selection is the key – the Bikebus route must be safe and travel through the most densely populated areas. The Bikebus route is well known to the entire school community and accessed by numerous children and their families.

[www.trinitybeachss.eq.edu.au](http://www.trinitybeachss.eq.edu.au)



### **BRUNSWICK SOUTH WEST PRIMARY SCHOOL** VICTORIA

Brunswick South West Primary has incorporated walking, cycling and other forms of physically active travel into many parts of the primary school curriculum. Every student in grade 4 does a 20 hr Bike Ed program that includes on road, off road and

bike path cycling, bike maintenance, fitness, the law and long 1/2 day rides. Having every student Bike Ed qualified allows the school to run senior school excursions by bike, reducing reliance on school buses and creating options like golf as a senior school sports elective. On a typical school day around 30 students ride to school and well over 150 students walk.

[www.brunswicksw-ps.vic.edu.au](http://www.brunswicksw-ps.vic.edu.au)



### **ST. MONICA'S PRIMARY SCHOOL ACTIVE KIDS COMMITTEE** NEW SOUTH WALES

The St. Monica's Primary School Active Kids committee is an initiative of the City of Wodonga's Streets Ahead Project. The entire Active Kids Committee is made up of dedicated volunteers from the school community and led by the Streets Ahead Parent Champion. The committee has been

responsible for developing a number of highly innovative and successful initiatives which have achieved a significant increase in active transport, primarily cycling. These initiatives continue to grow and have remained sustainable due to the inexpensive nature of the initiatives and the enormous good will, enthusiasm and commitment of the volunteer committee.

[www.activekids.org.au](http://www.activekids.org.au)



“We are encouraging healthier and more sustainable lifestyles in local communities by providing safe and accessible cycling infrastructure”

The Hon Anthony Albanese  
Minister for Infrastructure and  
Transport, 28 October 2009



“When people ride bikes,  
good things happen”

Tim Blumenthal,  
Bikes Belong



## Cycling Friendly Business

Businesses can encourage cycling by providing a cycle friendly workplace. Those that cater for the needs of bicycle riders by offering services, end of trip facilities or incentives specially designed for riders, and/or assisting in the promotion of cycling by providing relevant information not only encourage cycling but also gain loyal customers and staff.

## Winner



### RBWH CYCLE CENTRE QUEENSLAND

Royal Brisbane Women's Hospital Cycle Centre is located at the Royal Brisbane Women's and Children's Hospital in Brisbane, Queensland and provides cyclists, joggers and pedestrians with access to a state-of-the-art end of trip facility. The facility is open to staff and the public. It provides an opportunity for people to commute while embracing a healthy and active lifestyle. Features include 750 bike storage spaces, showers, lockers, drying rooms, ironing facilities, blow dryers, a towel service, dry cleaning service, basic stock shop, 24 hour access and CCTV security system.

- The Cycle Centre had 20 members sign up in September 2009 (before the November opening) and sign-ups have continued strongly to reach the 30% capacity milestone after only 4 months of operation.
- Since opening, 442 members have used the facility across all forms of memberships.

- 90% of members are Queensland Health employees while members have also joined from the RBWH business precinct.
- This Cycle Centre has enabled members to combine fitness and commuting with the added health benefits that help meet Queensland Government priorities – improving health, decreasing congestion and reducing carbon emissions.
- Support for active transport projects is increasing throughout TMR and QLD Health and the focus has shifted towards positively providing for cyclists on new transport projects.

[www.health.qld.gov.au/rbwh\\_cycle\\_centre](http://www.health.qld.gov.au/rbwh_cycle_centre)

## Nominees

### MUNDA BIDDI TRAIL FOUNDATION (MBTF) CYCLE FRIENDLY BUSINESS WESTERN AUSTRALIA

Over the past three years the Munda Biddi Trail Foundation (MBTF) has been working to develop cycle tourism and cycle friendly businesses and towns along each of the Munda Biddi Trail communities. 2010 has seen a massive jump towards this goal

with a new staff member coming on board solely dedicated to this role and the launch of the Cycle Friendly Business (CFB) Program. The CFB program is an exciting initiative helping businesses become cycle friendly, promoting to cycle tourists and developing opportunities between other cycle-friendly businesses'.

[www.mundabiddi.org.au](http://www.mundabiddi.org.au)

### WOODFORD FOLK FESTIVAL QUEENSLAND

The organizers of the annual Woodford Folk Festival encourage attendees to cycle to the festival. Cycling to the festival is supported in keeping with the environmental principles of the festival. The festival organisers provide the incentives for attendees to travel to the festival by bicycle with a brochure

detailing cycle routes to the festival, priority for cyclists at the festival entrance, a designated cyclist camping area, a marquee providing secure undercover bicycle parking, mechanical support, free luggage transport for the cyclists and an area to socialise.

[www.woodfordfolkfestival.com](http://www.woodfordfolkfestival.com)

## Nominees



### CYCLE EDUCATION ACT

Now in its fourth year of operation, Cycle Education is continuing to expand into Canberra's cycling market. Already a renowned cycling town, Cycle Education has been able to create awareness and cycling safety by providing technical knowledge on safely riding a bicycle in and around Canberra's on and off-road environments. As a commitment to Canberra's cycling

community Cycle Education now has a number of passionate, part time cycling staff accredited through Cycling Australia's coaching courses. In 2010 Cycle Education taught 571 individuals in various cycling disciplines.

[www.cycleducation.com.au](http://www.cycleducation.com.au)



### BIKE PARK MELBOURNE VICTORIA

BikePark™ has been created by passionate cyclists for keen cycling commuters. BikePark™ is Melbourne's first Commuter Destination Centre™ within 0.3km of Flinders Street Station. Opened in 2009, BikePark™ is committed to achieving its sustainable social and environmental objectives.

BikePark™ aims to be the largest Commuter Destination Centre operator in Australia by 2012. It will develop cyclist end-of-trip services for over 5,000 cyclists located in major cities and suburban transport interchange hubs.

[www.bikepark.com.au](http://www.bikepark.com.au)



### MOBILE BIKE RENTAL NEW SOUTH WALES

Mobile Bike Rental is a unique business providing bike hire combined with cycling skills and road safety courses delivered through Austcycle qualified coaches. The group reaches community members who might otherwise be excluded from cycling if they don't have access to a bike or cycling hasn't

been part of their upbringing or cultural background. Nobody is too old or young to participate in the cycling courses and the friendly business is providing cycling opportunities for many that would not normally have access to cycling opportunities.

[www.mobilebikereental.com.au](http://www.mobilebikereental.com.au)



### BACKSTAND BICYCLES VICTORIA

Backstand Bicycles provides a new and unique home based bicycle business in Melbourne.

The business is an independent bicycle shop and offers genuine and often free professional skills. Glen's commitment to cycling is providing many people the access to quality workmanship who would otherwise not be able to afford visiting a more commercially

orientated business. He offers free check-ups and advice, using recycled parts when available. His business model offers a genuine price alternative to those cyclists who would normally be unable to access proper maintenance and advice due to their social circumstances.

[www.backstandbicycles.com.au](http://www.backstandbicycles.com.au)

## Contribution by a Politician

Politicians at Local, State and Federal Government levels can make a vital contribution by acting as a champion for bicycle initiatives and projects in their electorates or during Government policy formation. This award recognises a special achievement by a politician who has by their own example, or by the implementation of a project or policy, promoted bicycle riding.

### Winner



**CLOVER MOORE MP**  
LORD MAYOR CITY OF SYDNEY,  
NEW SOUTH WALES

Clover Moore has been the leader in the development of the hugely important Sydney cycleways. As Lord Mayor, she led the Council to undertake the most extensive public consultation in its history and develop Sustainable Sydney 2030, a strategy to secure Sydney's future as one of the world's leading green livable cities.

Sustainable Sydney 2030 implementation is now underway, with ambitious projects underway to create a safe, usable 200km cycling network among other measures.

Her leadership has been crucial in the improvements for cycling in Sydney, with the construction of a number of important Sydney cycleways either commenced or delivered that will allow people of all abilities into and across the very heart of the city.

[www.clovermoore.com.au](http://www.clovermoore.com.au)  
[www.sydneycycleways.net](http://www.sydneycycleways.net)



### Honourable Mention



**CR. JACKIE FRISTACKY**  
VICTORIA

A commuting cyclist for 30 years, Jackie Fristacky, as Yarra Councillor (2002-2011, and Mayor 2005/06), has actively promoted cycling. She has had an impact through cycling to meetings and approximately 100 km to work each week, presenting on cycling and advocating for cycle facilities. Involved in the City of Yarra Bicycle Advisory Committee, she contributed to the content of Yarra's Bicycle Strategy 2010-2015 and formally launched this Strategy in March 2010.

Jackie represents the Victorian Local Governance Association (VLGA) on the Victorian Bicycle Advisory Council, appointed by the Minister 2008-2011; chairs the Metropolitan Transport Forum (MTF) of 21 Melbourne councils which advocates for sustainable transport including cycling and has participated as a local government member judging Australian Bicycling Achievement Awards.

Through Jackie's leadership bicycle lanes are marked on all streets in the City of Yarra, where possible. She also moved the resolution: "That when town planning applications for building developments are considered by Council officers, they must include provision for bicycle facilities and related infrastructure. Jackie is a strong advocate for cycling and many within the inner Melbourne area have benefited from her vision and leadership.

[www.yarracity.vic.gov.au](http://www.yarracity.vic.gov.au)

## Nominees

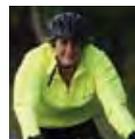


**STEVEN MARSHALL**  
SOUTH AUSTRALIA

Steven was elected to the seat of Norwood in 2010 and has since remained dedicated to improving cycling infrastructure in Adelaide and improving the relationship between cyclists and drivers. Although only a newly elected MP, Steven has reinvigorated local debate about the place of cyclists in South Australia.

Although only a newly elected MP, Steven has reinvigorated local debate about the place of cyclists in South Australia. He remains committed to creating a truly 'cycle friendly' environment in the Norwood electorate, so that many more people may view cycling as a legitimate form of transport.

[www.stevenmarshall.com.au](http://www.stevenmarshall.com.au)



**KRISTINA KENEALLY**  
NEW SOUTH WALES

Kristina Keneally has provided both model and practical support for cycling as a high-profile cyclist and NSW Premier. As a cyclist she has provided a normalised model of utilitarian cycling and cyclists – a no-fuss approach to sustainable transport for herself and her family. As Premier with an awareness of town planning issues, her well-known cycling stance has carried significant weight in challenging the car-dominant approach to transport. Even the

roads bureaucracy and its lobbyists have been forced to defend planning decisions and budgets and develop new skills in infrastructure design. As Premier she delivered (with Mayor Clover Moore) a memorandum of understanding to create an integrated and connected city centre which will enable further economic growth.

[www.parliament.nsw.gov.au](http://www.parliament.nsw.gov.au)



**CR. NOEL WHITTLE**  
WESTERN AUSTRALIA

Working from the ground up with vision and determination to drive sustainable cultural change sums up Cr Noel Whittle's story. Elected into local government in Bunbury, WA, in late 2008 Cr Whittle set to work by instigating the review of a 23 year-old bike plan. He was later a founding member of a Bicycle Users Group for Bunbury and was instrumental in setting up a regional bicycle planning taskforce.

Noel uses every meeting, policy review and planning forum to educate and promote bicycling as a transport alternative and a mark of best practice urban design. "It is my goal to permanently increase the breadth of vocabulary, thinking and design scope for transport, recreation and urban planning in Bunbury."

[www.bunbury.wa.gov.au](http://www.bunbury.wa.gov.au)

## Bicycle Retailer

**Bicycle retailers play an important role in promoting and encouraging cycling through providing excellent service, being consumer responsive, by providing information and encouragement as well as by supporting local initiatives. This award seeks to recognise bicycle retailers that have shown commitment and innovation in encouraging cycling.**

## Winner



### DUTTON CYCLES QUEENSLAND

Scott and Kurt Dutton opened Dutton Cycles in 2007 following their long held vision of what a bicycle retailer should be. Cycling has been a constant in the Dutton family for four generations and the owners recognise how much they've benefited from the sport. It was for this reason that they formed Dutton Cycles Racing & Recreation Club as a way for their family to give back to the sport that has shaped their lives.

The first Club bunch ride was held in March 2008, with the original 4 riders growing to over 250, making DCRR one of the fastest growing cycling Club's in QLD.

The Club membership is approximately 40% racing licenses and 60% recreation and DCRR is proud to have a large proportion of women members. The owners

The Club offers a series of weekly rides that offer a pathway for progression from beginners to elite racing. Well known in the local community, the Dutton's "Get Home from School" program offers children the ability to come to the shop to have any bike issues addressed so they can get home from school safely.

The owners assist with the local school's annual fun run, acting as top and tail riders for each race and are involved in the local Council and State Government programs promoting health and active lifestyles.

Dutton Cycles actively seeks to be an advocate for cycling in the local area, working closely with businesses, including suburb developer Stockland.

[www.duttoncycles.com.au](http://www.duttoncycles.com.au)

## Nominees

### VENTURE CYCLES QUEENSLAND

Ex brick-layer and elite mountain biker Jeremy (Jez) Peterson and wife Lisa opened Venture Cycles in Noosaville in 2008 at the peak of the financial crisis. Despite this they have managed to establish a thriving business utilising cutting edge marketing strategies. Jeremy and his trademark dreadlocks (featured in the

company logo) have seen him become a recognised and sought after cycling expert in the local community called on by media and key Government organisations to help design riding trails in the area and advocate important community initiatives such as the annual Ride to Work Day and Bike Week.

[www.venturecycles.com.au](http://www.venturecycles.com.au)

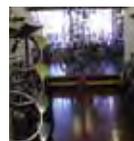
### BIKE N BEAN VICTORIA

Bike n Bean, from Paul's initial concept 14 months ago, has evolved into a personalised retail experience. Paul's passion for cycling helps to promote the sport to every age group and gender and is evident to his customers. His passion extends to sponsoring a number of local cyclists from novice to Pro and

organising shop rides. Unique relationships with the local Council, Primary School, Cycling Club and Bicycle User Group has also helped promote cycling to residents of the newly built suburbs of Whittlesea.

[www.bikenbean.com.au](http://www.bikenbean.com.au)

## Nominees



### GLEN PARKER CYCLES WESTERN AUSTRALIA

Dennis is a community-orientated, highly professional bicycle tragic! There is no query or hurdle too difficult; from the A graders to the kids getting their first bike. He is welcoming, friendly and is an asset to the growing Perth cycle family.

He is happy to help out with any issues and enthusiastically throws himself at tours and travels with the Glen Parker "family".

[www.glenparker.com](http://www.glenparker.com)



### SINGLETON BIKE RACK NEW SOUTH WALES

Singleton Bike Rack is a family business offering excellent customer service to cyclists in a rural area. They stock an extensive range of bikes and accessories catering for all types of cyclists and price ranges. BMX'ers through to serious road cyclists are all made welcome and their bikes treated with

care. Being the only bike shop within a 100km radius of the Upper Hunter they are always happy to post accessories or let friends passing by pick up parts to help out rural cyclists. All the bike maintenance and servicing is carried out in the shop for a high level of personalised care and commitment.



### VELO CYCLES VICTORIA

Velo Cycles provide a high level of service and support for the local cycling community. In addition to stocking a broad range of products, they are active in supporting local events with donated merchandise, they have established a free community billboard to publicise community events and encourage safe and

enjoyable cycling by providing a free air and lube service to all cyclist outside of the retail premises.

[www.velocycles.com.au](http://www.velocycles.com.au)



### OVER THE EDGE SPORTS SOUTH AUSTRALIA

Over The Edge Sports in Melrose is a destination bike shop in the Southern Flinders Ranges. With a population of only 100 people it is a shop dedicated to the thrill of bike riding rather than a commercial bottom line. The folk there do it all, they build the tracks, design and print the maps and they also supply the right equipment for enhancing the fun of

riding those trails. They like to share the trails so they invite everyone to come along to their Fat Tyre Festival they organise June long weekend. Movember rides are a highlight with school holiday rides and daily rides from the bike shop a feature of their commitment to riding a bike in the Southern Flinders Ranges.

[www.otesports.com.au](http://www.otesports.com.au)



### CLARENCE ST CYCLERY WOMEN'S NEW SOUTH WALES

Clarence St Cyclery Women's is the first female specific bicycle store in Australia. It was the foresight of the team at Clarence St Cyclery, a family owned and run business since 1975, who responded to the increase of female bike riders for sport and also for leisure and sustainability reasons. The concept is one

of a kind and an important progression for an industry that has previously been more male dominated. The highly anticipated store was officially opened by The Lord Mayor of Sydney, Clover Moore, MP on the 21st of May 2010.

[www.cyclery.com.au/womens](http://www.cyclery.com.au/womens)



### CONCORD SPORTS STORE NEW SOUTH WALES

Customers of Concord Sport Store recommend it for their expertise, helpfulness and friendly advice. It has made my cycling experience so satisfying knowing I have a bike store I can rely on. Established in 1943, Concord Sports Store services Sydney's inner west by providing expert advice, sales and repairs for everyones bicycling needs. The shop is known as the leading Malvern Star Bike dealer in Sydney.

The staff provides the highest level of customer service and have a wealth of cycling knowledge which will assist you in purchasing the right bike and accessories for your needs. Concord Sports have trained and professional bicycle repair mechanics to service and repair your bike back to its original condition.

[www.concordsportsstore.com.au](http://www.concordsportsstore.com.au)

## Special Initiative or Event to Promote Cycling

This award seeks to recognise an initiative or event that has shown strong innovation and commitment to create interest and support for cycling during 2010. Individual initiatives and events play a critical role in the overall promotion of cycling. These events can either be one-off or annual to gain support and create improved environments for cycling.

### Winner



#### PEEL REGION CYCLE INSTEAD BIKE WEEK (PRBW) WESTERN AUSTRALIA

For the past 10 years the South Metropolitan Public Health Unit has implemented the Peel Region Cycle Instead Bike Week (PRBW) initiative in collaboration with local government agencies, businesses and clubs/groups. The initiative supports the Department of Transport's Cycle Instead Bike Week by stimulating community action in the provision, maintenance and/or development of quality cycling opportunities, environments and facilities in the Peel Region. In 2010, 17 organisations collaboratively planned and implemented 10 events during PRBW (March 21-28), attracting 961 participants (370 riders and 591 spectators) across the community.

##### Objectives

- To promote the 'Cycle Instead' messages and strategies (health, transport, recreational and environmental benefits)
- To promote safe cycling to increase and retain participation levels in physical activity

- To provide low cost opportunities for the community to try cycling
- To acknowledge and reward community members who already cycle
- To promote existing cycle clubs, agency services, environments and facilities in the community
- To utilise existing State-wide campaigns.

Underpinning the success of this unique regional event is the collaborative approach involving multiple organisations, thus broadening the range of events to appeal to all community members and resulting in increased participation by non-regular cyclists and/or novices. This model works well to achieve sustainable physical activity initiatives built on current state-wide campaigns. Many program partners now independently provide additional low cost physical activity options for Peel residents, e.g. bike clubs offer ongoing community cycling activities such as a grandchildren's ride day.

[www.transport.wa.gov.au/cycling/20200.asp](http://www.transport.wa.gov.au/cycling/20200.asp)

### Nominees

#### MELBOURNE METROPOLITAN FIRE BRIGADE CYCLING CLUB - PEDAL4PROSTATE VICTORIA

In October 2010, the Melbourne Metropolitan Fire Brigade Cycling Club cycled 15,000 km around Australia in 25 days to promote cycling and raise money and awareness for prostate cancer. The E.J. Whitten Foundation raised \$80,000 which went

towards prostate cancer research in Australia. Along the way club members engaged groups, individuals and schools promoting prostate awareness, a healthy lifestyle and the benefits of cycling. Over the 25 days many interviews were conducted with various media which resulted in many cyclists joining the fire fighters along Highway 1 around Australia.

[www.pedal4prostate.com](http://www.pedal4prostate.com)

#### BIKE AROUND BANKSTOWN NEW SOUTH WALES

The Bike Around Bankstown was a unique event as it enabled non and novice cyclists to participate by providing cycling and road safety skills before participation in the event and free bike hire if they

didn't have access to a bike. One hundred and thirty participants attended and it attracted many members from cultural and language diverse backgrounds from the Bankstown Local Government Area.

[www.bankstown.nsw.gov.au/bikearoundbankstown](http://www.bankstown.nsw.gov.au/bikearoundbankstown)

#### NEWCASTLE BIKE ECOLOGY CENTRE NEW SOUTH WALES

Dan has set up the Newcastle Bike Ecology Centre where community volunteers promote pushbikes as fun, healthy, and safe sustainable transport. The centre helps fix and check bikes for free, recycles

bikes through repair, hosts a bike library and provides riding skills workshops. The centre accepts donations of bikes and parts and sells part and bikes for very cheap rates. It is open Mon- Wed and Fri- Saturday.

<http://newcastlebikeecologycentre.blogspot.com>

### Nominees

#### AUSTRALASIAN SCHOOLS CYCLING CUP VICTORIA

The Australasian Schools Cycling Cup is a 3-day multi-discipline cycling event aimed at 10-18 year olds. The event includes track, BMX, MTB and road cycling. It is a major event offering purpose-built courses and an enjoyable event experience in the sport of cycling. The ASCC has achieved positive

promotion of cycling by offering a professionally conducted major event to the youth demographic. The innovative approach of the event is to grow participation within a school framework. A key outstanding achievement of the event has been gaining recognition through the Victorian State Government Significant Sporting Event program.

[www.schoolscyclingcup.com.au](http://www.schoolscyclingcup.com.au)

#### AUSBIKE AUSTRALIA-WIDE

Ausbike has contributed a valuable calendar event that is accessible to the entire cycling community. Attendance at Ausbike has facilitated valuable growth, in an apollitan arena, for many wholesalers and community exposure for their brands. With

the expansion of the public component of Ausbike, the growth potential for consumer awareness and purchasing can only assist in supporting and contributing to the retail cycling environment.

[www.ausbike.com.au](http://www.ausbike.com.au)

#### BIKE MUSTER NEW SOUTH WALES

Bike Muster started in 2008 in Mudgee NSW and was specifically designed to be attractive to all generations of cyclists and family friendly. Bike Muster is non competitive featuring daily rides of various lengths and accessible to cyclists of all abilities. Participant's camp on site and lunch is

held at a different location each day and nightly entertainment is also provided. Bike Muster has seen rapid growth with high return visitation and is used by friends to get their non-cycling friends on the bike and families as a group activity. BUG's also use the event as a group social activity.

[www.bikemuster.com.au](http://www.bikemuster.com.au)

#### 'THE BIKE BIKE' - ALASDAIR NICOL NEW SOUTH WALES

'The Bike Bike' by Alasdair Nicol was created for City of Sydney's Art & About Sydney 2010 festival. This large-scale sculpture of a giant penny farthing bicycle made from pre-loved bikes was located at the top of iconic Martin Place in the heart of the CBD. The work was conceived to offer a larger than life reminder to

the tens of thousands of daily passing members of the public that this alternative means of transport offers considerable benefits to individuals, society and the environment. The Bike Bike' by Alasdair Nicol was commissioned by the City of Sydney for Art & About Sydney 2010. Photography © 2010 Matthew Venables.

<http://tendrill.net.au/>

#### AMY GILLETT FOUNDATION - A METRE MATTERS AUSTRALIA-WIDE

The 'A Metre Matters' behavioural change campaign promotes long term improvements to cycling and cycling safety. It provides bicyclists with the confidence to ride on the roads safely knowing that drivers are beginning to increase their awareness of

bicyclists and that they need to provide at least one metre clearance when passing bicyclists. With this increased awareness amongst motorists of what constitutes safe driving around bicycle riders, their numbers will continue to grow.

[www.amygillett.org.au/a-metre-matters](http://www.amygillett.org.au/a-metre-matters)

#### BIKEFEST MELBOURNE VICTORIA

The inaugural Melbourne Bikefest in November 2010 was a spirited, committed and creative triumph over scarce resources and miserable weather. The festival featured an inspired and diverse program of bike-loving entertainment and activities that celebrated and indulged cycling subcultures but also made

them accessible and welcoming. In this way Bikefest created links and fostered a sense of meta-community amongst the breadth of Melbourne cyclists as no other event has. Bikefest 2010 was an outstanding and inspired achievement and an enormous credit to the organising team. Like many Melbourne cyclists, the next Bikefest is eagerly awaited.

[www.melbournebikefest.com.au](http://www.melbournebikefest.com.au)

#### THE GIBB CHALLENGE WESTERN AUSTRALIA

The Gibb Challenge is a socially competitive team relay mountain bike event raising community awareness and money for WA Police Legacy and other charity partners. The event commences in Derby and traces the iconic stock route of The Gibb River Road to El Questro Wilderness Park, a distance

of 740 kilometres in five days. In four years the event has raised over \$1M for charity and witnesses the participation of hundreds of riders each year from every state and Territory in Australia and several international participants.

[www.thegibbchallenge.net.au](http://www.thegibbchallenge.net.au)



## National Media Award - Contribution towards Cycling by a Journalist or Media Personality

This award recognises commitment by a journalist, media outlet or media personality to actively promote cycling and the benefits associated with cycling during 2010. The Australian media plays a critical role in supporting cycling, by having the ability to influence people's attitudes towards cycling and their cycling behaviour.

### Winner



#### CHARLIE PICKERING VICTORIA



Edgy, polished and inventive, Charlie Pickering is one of the most exciting names in Australian comedy. Charlie is a political junkie, former lawyer and the voice of his generation as a regular team captain for Generation X on Network Ten's quiz show Talkin' 'bout Your Generation. He can also be seen there each weeknight on your screens as co-host of The 7PM Project where the days news is dissected, digested and re-constituted by some of Australia's funniest and smartest.

From the BMX he rode into a tree the first time his training wheels were taken off to the 20 bomb that got him through the Edinburgh Fringe Festival in 2007 Charlie has ridden a bicycle all his life. He now rides to work at The 7pm Project almost every day, come rain hail or shine and thinks that commuting by bike

is the best way to incorporate exercise into your life and burning off those extra kilos without taking up your time.

Charlie utilises his profile and current media roles to ensure that public discussions or debates on bicycle usage and riders are balanced and informed, advocating for greater cooperation by all transport users. With many in the media anti bikes, this has continued to be a challenge while maintaining a professional edge.

Charlie also publicly advocates for cycling through his roles as Celebrity Ambassador of Bicycle Victoria's Ride to Work Day and keen participant in the promotion of events such as 'Car Free Day'.

[www.charliepickering.com](http://www.charliepickering.com)

### Honourable Mention

#### LINDSAY SAUNDERS EDITOR, GOLD COAST BULLETIN'S PARADISE MAGAZINE, QUEENSLAND



Lindsay Saunders, Editor of the Gold Coast Bulletin's Paradise Magazine, has enthusiastically promoted Active Travel (specifically cycling to work and the benefits of doing so). His four week 'diary' style editorial in the Gold Coast Bulletin, The Gold Coast's predominant newspaper, not only followed his journey from non-cyclist to 'active traveller' but also provided vital information to the Gold Coast community such as shared roads etiquette, key bicycle road rules, shared path etiquette and the overall benefits of cycling, to assist the uptake of residents cycling on the Coast. Results of the campaign have included a 1585% increase in online traffic to the Active Travel website with people spending over 63% more time on the events and activities page.

Through his editorial, Lindsay has become a cycling ambassador on the Gold Coast and role model for residents and visitors considering 'getting back on their bike' and riding to work. His personal, humorous, light hearted editorial diary has simply showcased to the community that 'if I can do it, so can you'.

His editorial broke down traditional barriers between cyclists and motorists and outlined simple steps on how to become an 'active traveller'. Through his editorial he also supported local bike retailers (by trialling a range of bicycles including folding, electric and hybrid) and local community events such as Bike Week 'ride to work day' community breakfasts.

Lindsay has also worked tirelessly with the Gold Coast City Council to support key messages of the Gold Coast City Council Active Travel campaign to ensure a consistent 'active travel' message is being received by the community.

The outstanding achievement to date has been his ability to influence people's attitude towards cycling through his positive editorial which has showcased to the Gold Coast community how they too can become active travellers and why they should get back on their bikes!

[www.goldcoast.com.au](http://www.goldcoast.com.au)

### Nominees



#### SBS CYCLING CENTRAL AUSTRALIA-WIDE

SBS's commitment to coverage of cycling has been helping to mainstream cycling for many years. Alone among Australian media, SBS has dedicated significant resources and built a team to intelligently cover both international and local competitive cycling, in a media environment of documented hostility towards cycling. Its format, depth and breadth of coverage has engaged both enthusiasts and, through

extensive panoramic Tour coverage, those who enjoy the trappings rather than the competition per se, and presented a positive world view of cycling, particularly its legitimacy and widespread, fanatical support elsewhere.

[www.sbs.com.au/cyclingcentral](http://www.sbs.com.au/cyclingcentral)



#### GENNIE SHEER CYCLING AUSTRALIA NEW SOUTH WALES

Gennie Sheer is the Cycling Australia Marketing and Communications Manager. Gennie has worked in media, marketing and public relations since 1981. During that time she has worked in all forms of media in various roles ranging from reporting to executive producer positions. Her company now

focuses on providing media management and marketing services to sporting authorities, major events and corporate clients. Over the past 25 years she has gained extensive experience across a range of communications and marketing portfolios and a reputation for excellence within both the sport and media industries.

[www.cycling.org.au](http://www.cycling.org.au)



#### AMBER HALLIDAY SOUTH AUSTRALIA

Amber Halliday is a World Champion and Olympic rower who downed oars after the Beijing Olympics in 2008 and took up competitive cycling. A year after her first race, she is a tour winner and national time trial champion. A journalist by trade, Amber combines writing with travelling the world in search of the next

sporting challenge. Amber is a gutsy & inspirational woman who has endeared herself to thousands of Australian cycling fans.

[www.amberhalliday.com](http://www.amberhalliday.com)



#### SUE WEBBER NEW SOUTH WALES

Sue Webber won a bicycle in a competition on the back of a Cornflakes packet when she was nine and she's been cycling ever since. Sue was the editor of Australian Cyclist magazine from 1998-2006, where she wrote about all aspects of cycling including reviewing products and bikes. Sue's also a Cycling

Australia certified Cycle Skills coach, an AustCycle registered provider and runs cycling courses for adults. She has competed in teams and as a solo rider in the MONT 24 hour and the Two Wheel Promotions 12 and 24 hour events.

[www.graftoncitycycles.com.au](http://www.graftoncitycycles.com.au)



#### SALLY DILLON NEW SOUTH WALES

Sally Dillon is one of Australia's foremost cycle touring writers, has a pannier-full of Lonely Planet guides to her credit. She has also written extensively for Australian Cyclist & Bicycling Australia magazines and freely gives her time and expertise to assist new & intending riders.

[E.Sally.Dillon@optusnet.com.au](mailto:E.Sally.Dillon@optusnet.com.au)



#### MIKE TOMALARIS NEW SOUTH WALES

Michael's experience on Tour, knowledge of and passion for cycling, has been brought into Australian homes as 'host of the live race stages and highlights program of the Tour de France. Michael's passion for cycling developed in 1992 when he was seconded to cover the Commonwealth Bank Cycle Classic. A

few years later it reached new heights when he was asked to travel to Europe for the start of the 1996 Tour de France, his first experience at the most gruelling but enthralling annual sporting event in the world. He hasn't missed a Tour since.

[www.sbs.com.au/cyclingcentral/blog/107834/Mike-Tomalaris](http://www.sbs.com.au/cyclingcentral/blog/107834/Mike-Tomalaris)

## Nominees



### THE WHEELER VICTORIA

The Wheeler is published by Coretext and brings together bikes, people, tradition and coffee – the colourful fabric of Melbourne's contemporary cycling culture. It captures the spirit of cycling in all its guises, from gritty competition, the mateship of the

lycra cafe scene, corporate bonding, commuting and recreation. Irrespective of the reason, people who cycle are connected, like spokes in a wheel. The Wheeler is the hub.

[www.thewheeler.com.au](http://www.thewheeler.com.au)



### TREADLIE AUSTRALIA-WIDE

Brought to you by the publishers of green magazine, TREADLIE is like no other bike magazine in Australia, filling a gap in the market for a passionate and discerning readership. It highlights the rapidly

growing, exciting and diverse cycling culture that exists around the country and internationally and is presented in a format that is eye-catching and unique.

[www.treadlie.com.au](http://www.treadlie.com.au)



### HUMBLE VINTAGE VICTORIA

The Humble Vintage is Melbourne's only vintage bike hire service, run by local multi-tasker and all-round nice guy Matt Hurst. One of the coolest things about The Humble Vintage is Matt's brilliant printed cycling guide map, entitled 'Melbourne for visitors and casual cyclists'. Designed to mimic old school

over-sized folded maps, it is beautifully designed and thoughtfully written. Matt writes the guide himself and Matt's intro - 'Welcome. Melbourne is a long way from anywhere else. Thank God it's a wonderful place to be.' expresses all of his love for cycling and his city.

[www.thehumblevintage.tumblr.com](http://www.thehumblevintage.tumblr.com)



### WADE WALLACE VICTORIA

Wade Wallace lives and breathes cycling. He loves it as a sport, as transportation and as a lifestyle. He offers his advice and views to help promote cycling culture in Australia. You can also follow Wade on

Facebook, Twitter, on his daily blog and column in The Age & Sydney Morning Herald. The significant readership of his Cycling Tips blog makes Wade an influential cycling voice.

[www.cyclingtipsblog.com](http://www.cyclingtipsblog.com)





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