

AUSTRALIAN CYCLING

An economic overview

CYCLE TOURISM

\$254 million

Events and tourist trails generate \$254 million a year in Australia⁽¹⁾.



INFRASTRUCTURE

\$40 million

\$40 million Commonwealth stimulus package generated \$60 million of local govt investment, and created 600km of bike paths and 1314 jobs⁽²⁾.



CONGESTION

\$13 billion

Congestion is projected to cost Australia \$13 billion in 2011⁽³⁾. 50% of car trips are less than 5 km.



The National Cycling Strategy aims to double the numbers of Australians riding by 2016.

PARTICIPATION

4 million

18% of Australians cycle in a typical week, 1.6 million use their bikes for transport⁽⁴⁾.



INACTIVITY

\$13.8 billion

Inactivity costs Australia \$13.8 billion a year⁽⁵⁾. Everyday cycling can provide recommended activity levels and reduce this cost.



MARKET

\$1 billion

Bike and accessories are worth \$1 billion a year, generating \$100 million gst revenue⁽⁶⁾.



ENVIRONMENT

\$9.6 billion

Car trips cost 5.9¢ a km in CO2, air, water and noise pollution⁽⁷⁾. In 2010 we drove cars more than 163 million kms⁽⁸⁾.



EMPLOYMENT

10,000

The Australian bicycle industry employs 10,000 people and generates \$139 million income tax revenue⁽⁹⁾.

LOCAL BIKE SHOP



WORK PERFORMANCE

\$61.9 million

Regular bicycle riders take one less sick day than non-riders⁽¹⁰⁾, saving businesses \$61.9 million a year⁽¹¹⁾.



OWNERSHIP

4.2 million households

More than half of Australian households⁽¹²⁾ have at least one bike.

