

Australian Bicycle Council

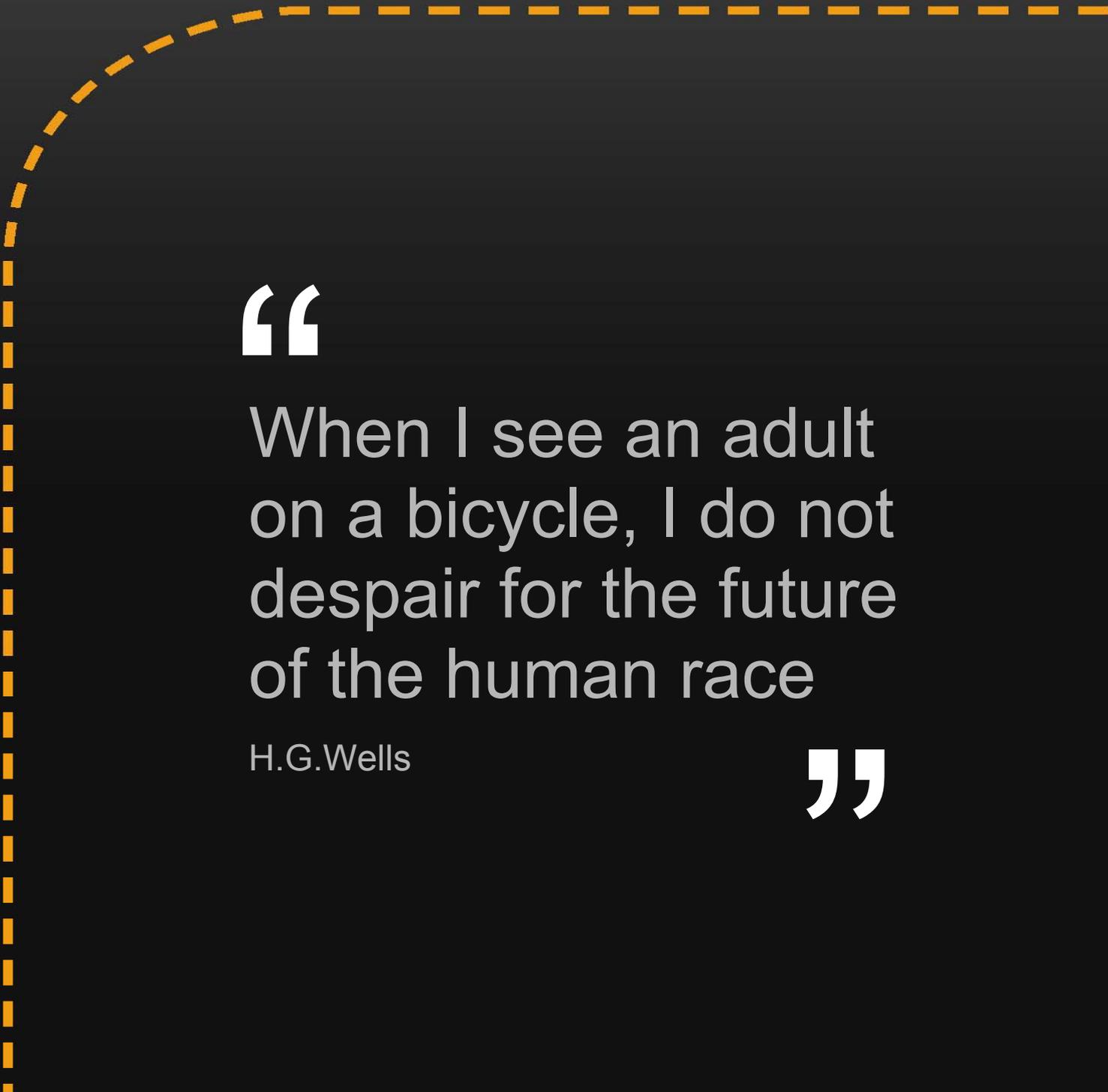
Gearing up for active and
sustainable communities

National Cycling Strategy

2011 – 2016



Austroads



“

When I see an adult
on a bicycle, I do not
despair for the future
of the human race

H.G.Wells

”

The Australian National Cycling Strategy 2011-2016

Published in September 2010

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The Australian National Cycling Strategy 2011-2016

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Austrroads profile

Austrroads' purpose is to contribute to improved Australian and New Zealand transport outcomes by:

- providing expert advice to SCOT and ATC on road and road transport issues
- facilitating collaboration between road agencies
- promoting harmonisation, consistency and uniformity in road and related operations
- undertaking strategic research on behalf of road agencies and communicating outcomes
- promoting improved and consistent practice by road agencies.

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Austrroads membership comprises the six state and two territory road transport and traffic authorities, the Commonwealth Department of Infrastructure and Transport, the Australian Local Government Association, and New Zealand Transport Agency. Austrroads is governed by a Board consisting of the chief executive officer (or an alternative senior executive officer) of each of its 11 member organisations:

- Roads and Traffic Authority New South Wales
- Roads Corporation Victoria
- Department of Transport and Main Roads Queensland
- Main Roads Western Australia
- Department for Transport, Energy and Infrastructure South Australia
- Department of Infrastructure, Energy and Resources Tasmania
- Department of Lands and Planning Northern Territory
- Department of Territory and Municipal Services Australian Capital Territory
- Commonwealth Department of Infrastructure and Transport
- Australian Local Government Association
- New Zealand Transport Agency.

The success of Austrroads is derived from the collaboration of member organisations and others in the road industry. It aims to be the Australasian leader in providing high quality information, advice and fostering research in the road sector.

Ministerial foreword

Learning to ride a bike is for most people a defining moment in childhood – a first step towards independence and a moment of dawning excitement at being able to go further and faster than you ever could on your own two feet.

Children in Australia love riding their bikes, with 60% of children cycling regularly.¹ Some take that experience into adulthood, and continue to enjoy their bikes as a cheap, healthy and fun way of getting around.

Too many people, however, move on to cars and abandon their bikes to rust away in garages, whether for lack of opportunity, lack of facilities, or simply lack of interest.

The fact is that cycling has never had so many benefits – for the health of the population, its bank balances or for the planet; there are many reasons why it makes sense to cycle.

This strategy is the next step in helping more people to realise those benefits. Building on the National Cycling Strategy 2005 - 2010, it identifies a series of actions to help more people get on their bikes, and start riding for a better life.

This strategy sets out a series of actions that will help to deliver its overarching vision which is to double the number of people cycling in Australia over the next five years. This will require the commitment and support of governments and non-government organisations across the country.

The Hon Anthony Albanese MP
Minister for Infrastructure and Transport,
Commonwealth

The Hon Catherine King MP
Parliamentary Secretary for Infrastructure and
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The Hon John Robertson MLC
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Minister for Infrastructure, TAS

The Hon Gerald McCarthy MLA
Minister for Transport, NT

Mr Jon Stanhope MLA
Minister for Transport, Chief Minister, ACT



Acronyms

ABC	Australian Bicycle Council
ABS	Australian Bureau of Statistics
ACT	Australian Capital Territory
ATC	Australian Transport Council
CBA	Cost benefit analysis
CBD	Central Business District
COAG	Council of Australian Governments
CRC	Cycling Resource Centre
NCS	National Cycling Strategy
NSW	New South Wales
PBN	Perth Bicycle Network
RTA	Roads and Traffic Authority
SCOT	Standing Committee on Transport

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Introduction

1

1 Introduction

Gearing up for active and sustainable communities provides an exciting opportunity to extend the benefits of cycling to all.

More people in Australia are cycling than ever before. Whether it is for getting from a to b, for keeping fit or for having fun, over 1.9 million people now cycle in Australia and 2008 saw the largest ever increase in people riding their bikes.²

This increase is welcome – and to be encouraged. More people on bikes means a more active, healthier population. It means fitter citizens who can live in cleaner, less congested cities. And it means more people who can travel or enjoy themselves while leaving only a fraction of the carbon footprint of other modes of transport.

In addition to being a pleasurable and healthy way to get around, cycling offers a unique opportunity to tackle a host of pressing issues facing Australia. In particular, all countries need to face up to their responsibilities to reduce their carbon emissions, traffic congestion is a significant issue in Australia's cities and there is a particular need to focus on preventative health measures in light of the ever increasing rate of obesity.

There is also a strong economic case to ensuring cycling continues to play an integral role in any sustainable transport strategy. Not only does cycling offer commuters the opportunity to save time, increasing cycling can also reduce traffic congestion in peak periods and support the country's flourishing bicycle industry.

More significantly for the country as a whole, a healthier, more active population misses fewer days at work and places fewer burdens on the health and social care services – those who take regular exercise

are less likely to develop a number of serious illnesses, including heart disease, type 2 diabetes and some cancers.

In order to drive forward progress on cycling and coordinate activity across the country, the Australian Bicycle Council (ABC) was established in 1999 and is made up of representatives from the Commonwealth Government, each state and territory, as well as the cycling industry and cyclist user groups. A key role of the ABC has been to oversee and coordinate the implementation of the National Cycling Strategies (NCS) 1999 – 2004 and 2005 – 2010.

The NCS 2005 – 2010 represented a significant step forward in setting out a coordinated framework for the development of cycling in Australia and reaffirming the governments' commitment to cycling as both a mode of transport and as a recreational pastime.

There has been significant progress over the past 5 years and a raft of initiatives at all levels of government and non-government organisations to encourage more people to ride and to create a safe environment for them to do so. The landmark King George Square Cycle Centre in the Brisbane CBD is just one such example and shows what can be achieved when stakeholders join together to make cycling a priority.

However, there is still a long way to go. Australia does not yet have a cycling population the size of many of its international counterparts and the success of other countries shows that it is possible

to do more to make cycling an easy choice for citizens.

To inform the development of *Gearing up for active and sustainable communities*, a consultation exercise has been conducted with people representing all aspects of cycling in this country. This has involved talking to people in every state and territory and has included stakeholders from the three tiers of government, non-government organisations, the voluntary sector, the bicycle industry and cycling participants among others.

This consultation highlighted concern amongst stakeholders that many of the initiatives over the past 5 years had not been a direct result of the national strategy and that the strategy had been more of a compendium of existing activity than a driver of progress.

In response to these concerns, this strategy focuses firstly on those areas where it is critical that all jurisdictions maintain momentum and secondly those areas where a national strategy can add real value, for example taking action at a national level, the co-ordination of information on who is cycling and why they cycle.

While there has been significant activity across the previous strategy's priorities, it is critical that states, territories and local governments continue to promote the benefits of cycling and run campaigns encouraging people to get on their bikes.

Developing high quality networks and facilities for cyclists, as well as ensuring that all local planning and transport plans are fully integrated and address the needs of cycling are also critical components of any cycling strategy.

It is clear that road safety remains a significant concern for many people and more must be done to address these concerns and make people feel safe getting on their bikes.

While there have been a range of initiatives, cycling has not been supported by a high level of investment. To help counter this, *Gearing up for active and sustainable communities* aims to develop a robust and consistent approach to data to demonstrate the impact of cycling initiatives on a range

of outcomes. This will provide essential tools to help states, territories and local governments make the case for increased investment, a crucial step in realising this strategy's goal.

Another area where it is clear that a national approach can add value is in the development of national guidance to provide consistency across jurisdictions and to share experience and expertise. This document sets out a number of action points to achieve this.

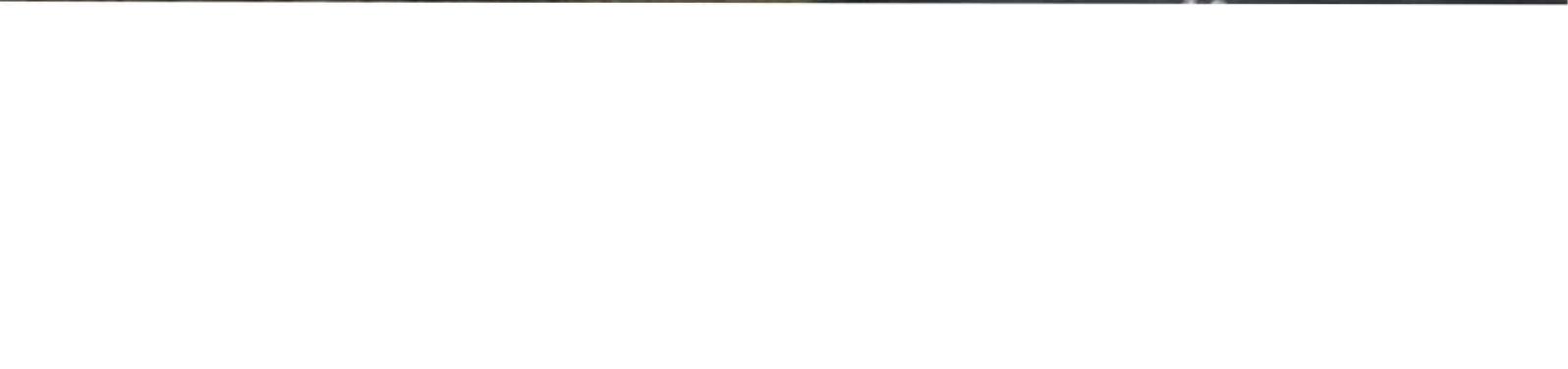
Underpinning this goal, *Gearing up for active and sustainable communities* sets out 6 clear priorities and objectives, each of which is underpinned by a number of action points set out in more detail in chapter 4.

Priorities and objectives:

- ▶ **CYCLING PROMOTION:**
Promote cycling as both a viable and safe mode of transport and an enjoyable recreational activity
- ▶ **INFRASTRUCTURE and FACILITIES:**
Create a comprehensive network of safe and attractive routes to cycle and end-of-trip facilities
- ▶ **INTEGRATED PLANNING:**
Consider and address cycling needs in all relevant transport and land use planning activities
- ▶ **SAFETY**
Enable people to cycle safely
- ▶ **MONITORING and EVALUATION:**
Improve monitoring and evaluation of cycling programs and develop a national decision-making process for investment in cycling
- ▶ **GUIDANCE and BEST PRACTICE:**
Develop nationally consistent technical guidance for stakeholders to use and share best practice across jurisdictions

The overarching vision for this strategy is to realise a step-change in attitudes to cycling and in the numbers of riders in this country. In the short term, the goal is to double the number of people cycling over the next five years.

This is an ambitious goal, and rightly so given the numerous benefits that cycling can bring. While the ABC will continue to oversee implementation of the strategy, achieving this goal will require all those involved in cycling to play their part.





What cycling can
do for Australia

2

2 What cycling can do for Australia

Against the backdrop of a growing population, the highest ever obesity levels and significant environmental challenges – cycling offers a wealth of benefits.

Increased cycling offers a host of benefits to both society and individuals, not least because it is a fun and enjoyable activity, as well as a form of exercise and a sustainable mode of transport.

The cycling agenda presents both challenges and opportunities because it impacts across many aspects of society. An integrated approach with input from the many key stakeholders is essential to capitalise on the potential societal benefits.

Societal benefits

Urban spaces and traffic congestion:

Increasing cycling can reduce traffic congestion and improve the quality of life in Australia's cities.

Australia is renowned for the quality of life in its cities; notably the Economist Intelligence Unit's *Global Liveability Report* in January 2010 ranked four Australian cities (Melbourne, Sydney, Perth and Adelaide) in the top ten most liveable cities in the world.³

However, traffic congestion remains a significant issue, with the Bureau of Transport and Regional Economics having recently predicted that the annual avoidable cost of traffic congestion in Australian cities will rise to over \$20 billion by 2020.⁴

In recognition of the problems facing Australia's cities and the importance of urban planning, the Council of Australian Governments (COAG) has recently set out that all states must plan to address the strategic planning of its capital cities by 1 January 2012.

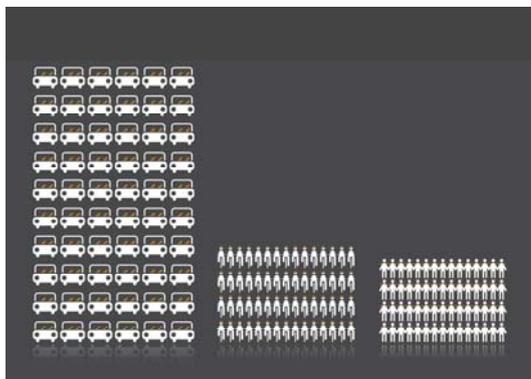
The objective of this planning requirement is 'to ensure Australian cities are globally competitive, productive, sustainable, liveable and socially inclusive and are well placed to meet future challenges and growth' and the Commonwealth intends to link future infrastructure funding decisions to meeting these criteria.

The heavy reliance on motor vehicles in many of Australia's cities is responsible for traffic congestion and has made Australia's urban transport system vulnerable in the face of increasing oil prices.⁵ Bicycles are considered to impose 95% less traffic congestion than an average car.⁶ Furthermore, many people tend to overestimate travel times by bicycle, and when travel time is measured door to door, distances up to 5km on congested roads are often quicker on bicycle than in a motor vehicle.⁷ Currently, up to 20% of trips in Australia are less than 5km,⁸ so there is tremendous scope for increased cycling.

Cycling offers an attractive, low cost solution to reducing traffic congestion as well as offering increased mobility to those without a car.

Figure 1 illustrates the significant impact that encouraging people to switch from cars to bicycles can have on urban spaces by showing the relative space required for 60 cars, 60 people and 60 cyclists. This diagram is to scale and is an accurate representation of the space occupied by the various transport methods.

Figure 1: Comparison of space utilisation of 60 cars, cyclists and people⁹



The environment

Switching from motor vehicles to bicycles can dramatically reduce our carbon footprint.

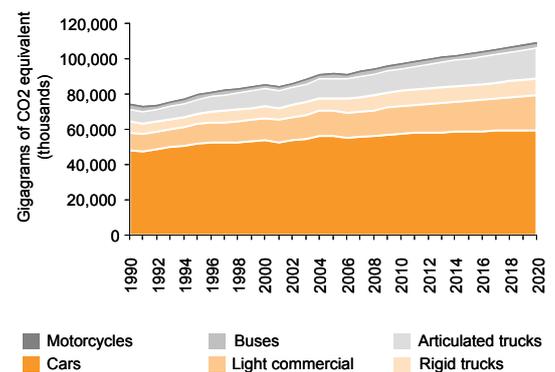
Climate change is arguably the most pressing issue facing the world today. To help tackle this crisis, the Australian Government currently has a target to reduce the country's carbon emissions by between 5% and 15% below 2000 levels by 2020. If a global agreement on a an ambitious deal to stabilise levels of greenhouse gases in the atmosphere at 450 parts per million CO₂ equivalent or lower is reached, the Government has committed to increase its carbon emissions target by an additional 10%.¹⁰

In either scenario, these are ambitious targets and all members of society need to play their part in helping Australia achieve them. By reducing reliance on transport options with a larger environmental footprint, such as motor vehicles, cycling offers a low cost mechanism for reducing emissions that can be readily deployed.

Between September 2008 and 2009, transport was responsible for almost 15% of Australia's carbon emissions, a total of 79 Mt CO_{2-e} and an increase of 5% since 2000.¹¹ As a zero emission mode of transport, cycling should be a key component of any future emissions reduction strategy. Even a small reduction in short vehicle trips can generate a significant reduction in emissions; shifting 5% of car trips to bicycle could reduce emission impacts by up to 8%.¹²

As shown in Figure 2, motor vehicle emissions are projected to increase significantly over the next ten years. Furthermore, motor vehicles are major contributors to the production of air pollutants, such as carbon oxides and sulphur oxides, which are widely known to contribute to chronic disease and respiratory ailments.

Figure 2: Past and projected vehicle emissions



Health:

By increasing people's physical activity, cycling can help to reduce pressure on health services.

Globally, physical inactivity is estimated to cause two million deaths each year, representing between 10 and 16% of cases of breast cancer, colon cancers, and diabetes, and over 20% of heart disease cases.¹³ The scene in Australia is similar, with approximately 16,000 deaths each year attributable to physical inactivity.¹⁴

In 2007-08, 72% of Australians aged 15 years and over were classified as sedentary or having low exercise levels. Of these, just under half (49%) recorded no or very little exercise in the previous two weeks (sedentary exercise level) and 51% recorded a low level of exercise.¹⁵

Inactivity and obesity are linked, and in 2007/08 one quarter, or 600,000, of all Australian children aged 5-17 years were overweight or obese. This figure is even higher among adults – up to 61% are overweight or obese.¹⁶

As well helping to address overweight and obesity, regular physical activity can reduce the risk of cardiovascular disease, type 2 diabetes and some forms of cancer. It can also improve mental wellbeing by reducing feelings of stress, anxiety and depression.¹⁷

Cycling to work or study offers people an excellent opportunity to undertake regular exercise while continuing with their day to day business and not cutting into precious free time.

Specifically, getting children out of cars, and using active transport instead, is believed to be the single most effective way to improve physical activity rates and reduce obesity in children.¹⁸

As well as having a direct impact on health and well-being, physical inactivity has significant implications for broader society. In 2008, Medibank Private estimated the total economic cost of physical inactivity to the Australian economy to be \$13.8 billion each year.¹⁹ High levels of obesity and inactivity place additional burdens on the already strained health system.

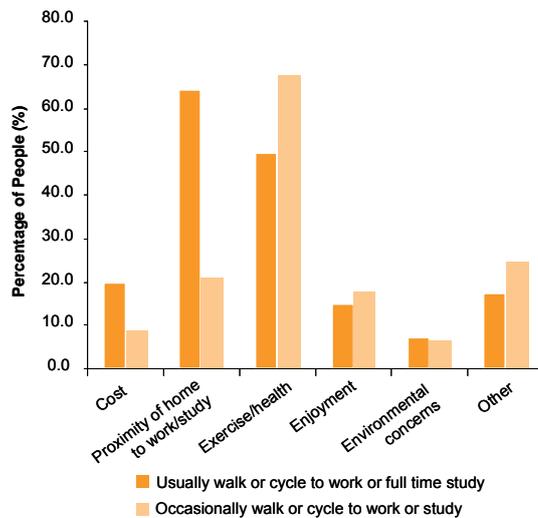
To address the rising prevalence of lifestyle related chronic diseases, the Council of Australian Governments established a National Partnership Agreement on Preventative Health in November 2008. The Commonwealth Government is providing \$872.1 million over 6 years to the Partnership. Initiatives will address lifestyle risks associated with chronic disease, including physical inactivity, through healthy lifestyle programs in workplaces, communities and childhood settings.

This agreement represents an important step forward in encouraging healthy living as a pre-emptive measure to address future challenges and it is important to build on this progress. Cycling is already the fourth most popular physical activity in Australia and offers a practical and enjoyable way that individuals can increase their physical activity, while travelling to work or study.²⁰

Personal benefits

Individuals cite a variety of reasons to use bicycles but, as shown in Figure 3, the key determining factors are exercise/health reasons and proximity of home to work/study.

Figure 3: Reasons to cycle to work or full time study by user type²¹



Convenience and Freedom

Cycling can save people time.

It is often argued that cycling is a slower method of transport than motor vehicles. However, vehicle speeds in peak hour are often similar to (or lower than) cycling speeds.

In addition, those that cycle to work typically commute over short distances and, particularly by combining their commute with exercise, may actually save time.

Another important factor is the availability of parking – bicycles can typically be stored within many workplaces, while car parking may be a significant distance from the intended destination, especially in busy periods.

Cost

Cycling can save people money.

As shown in Figure 3, cost is also a significant factor in encouraging people to cycle. Cycling is attractive as a form of transport when individuals consider the cost of cycling compared with operating a motor vehicle, given that vehicle operating costs range from 41.8 to 84.5 cents per kilometre.²²

It has been estimated that the costs of operating and maintaining a bicycle are around 5% of the equivalent costs for a motor vehicle.²³ Combined with the significant health drivers and wider societal benefits, switching to cycling can therefore dramatically reduce an individual's expenditure on transport. Furthermore, this incentive is only likely to grow in light of a probable rise in petrol prices.

New opportunities

Cycling can provide an opportunity to meet new people and help build a community's social capital.

As a fun activity, cycling offers a range of social benefits. Cycling clubs across the country offer people the opportunity to meet new people with a common interest as well as visit interesting new places across Australia.

A number of states have also introduced innovative cycling-related initiatives to engage young people. Bicycle SA in South Australia, for example, runs the Team BSA Challenge to provide an alternative to the standard curriculum for school pupils.

While it is clear that there is a wealth of reasons to get on bikes, the low numbers of people cycling in Australia indicate that individuals are still reticent to do so. It is critical that the ease and benefits of cycling are highlighted and that investment in infrastructure is supported by a range of behavioural change strategies to encourage people to cycle, such as the hugely successful Ride2Work and Ride2School initiatives.





Progress over
the past 5 years

3

3 Progress over the past 5 years

The 2005-2010 National Cycling Strategy offers important lessons for future cycling developments

Background

The National Cycling Strategy (NCS) 2005 – 2010 was published in June 2005 with the vision of *'More cycling, to enhance the well-being of all Australians'*. In order to develop *Gearing up for active and sustainable communities*, it has been important to assess the success of the previous strategy and consider the role it has played. This process has involved analysing a range of relevant literature, as well as consultation with stakeholders in every state and territory.

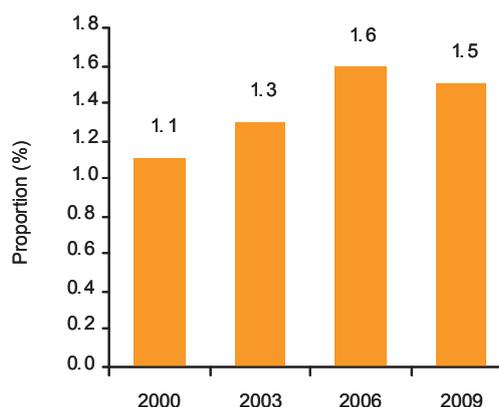
Cycling in Australia

A key barrier in assessing progress against the NCS 2005 - 2010 has been the lack and poor quality of data in this space. While the Australian Bureau of Statistics (ABS) does publish some relevant data and a number of states have made efforts to collect useful and relevant data, there is a significant lack of consistent and robust data across the country, an issue which must be addressed.

Taking these limitations into account, there are some key statistics that can be used to give a broad indication of the prevalence of cycling.

As an indicator of cycling as a mode of commuting, the ABS publishes data on the different modes of transport used to get to full-time work or study. As shown in Figure 4, this data set shows that the modal share of cycling has increased from 1.1% in 2000 to 1.5% in 2009. However, it is important to note that the modal share actually declined between 2006 and 2009 from 1.6% to 1.5%.²⁴

Figure 4: Main form of transport used on usual trip to work or full-time study, 2000 to 2009²⁵

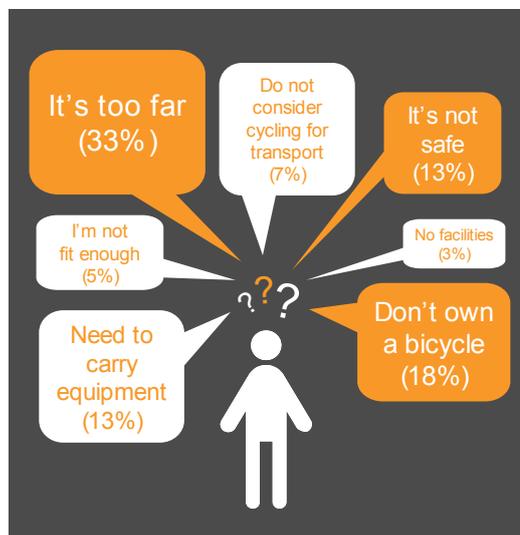


As a recreational pursuit, the results of the 2008 'Exercise, Recreation and Sport Survey' show that 1.93 million people cycled in 2008, representing a 21% increase in cycling participation since 2005 and a 34% increase since 2001.²⁶ Cycling is now the 4th most popular physical activity behind walking, aerobics and swimming²⁷.

In terms of ownership, half of Australian households now own one or more bicycles, with the ACT as the state with the highest ownership at over 65%.²⁸ For the tenth consecutive year, bike sales exceeded motor vehicle sales in 2009.²⁹

Research indicates there is a range of reasons for participating in cycling. Based on 2009 Australian Bureau of Statistics data, Figure 5 below highlights the main reasons Australians are hesitant to cycle.³⁰

Figure 5: Reasons Australians do not walk or cycle to full time work or study



There is a significant disparity in participation between genders. Female participation in cycling is significantly lower in Australia than many other countries – the rate of female commuter cycling is less than one third of the male rate.³¹

While the data shows mixed results in terms of progress over the past five years, the evidence suggests that cycling is growing in significance as a legitimate mode of transport in Australia. For example, ABC data showed a 47% increase in cycling on the top five commuter routes into capital city centres between 2005 and 2008.³²

Despite this progress, the share of cycling as a means of getting to full-time work or study is still at a low level and Australia continues to lag behind many of its international counterparts.

While there is no internationally consistent data set on cycling, it is possible to cautiously conclude that, with around 1% of trips taken by bicycle, Australia's performance is comparable to the UK, Canada and the USA.

Progress against priorities

Turning specifically to the NCS 2005 – 2010, it is clear that there has been a significant amount of activity under all of the strategy's priority areas.

NCS 2005 2010: Priority 1 – Improved Coordination

The strategy has played an important role in providing coordination across states, territories and local governments, with many consultees valuing the significant role of the ABC. The Cycling Resource Centre (CRC) website was heralded as a great success of the ABC and continues to attract around 3,000 visitors each month.

A key indicator of progress is that the majority of states (NSW, Victoria, Queensland, Western Australia, South Australia and the ACT for Canberra) now have their own cycling strategies.

The 2007 *'Cycling Survey of Australian Local Governments'* highlighted the significance of local government in the cycling agenda and showed that 64% of all authorities that responded have a current bicycle strategy or plan.³³ In response, the ABC has established a LinkedIn network for local government officials involved in cycling.

NCS 2005 2010: Priority 2 – Integrated Planning

There have been a number of effective initiatives across the country to integrate cycling with residential and commercial developments.

A key achievement under the NCS 2005 – 2010 has been the publication of the new series of Austroads Guides and *'The Guide to Road Design – Part 6A: Pedestrian and Cyclist Paths'* in particular. As a result, updated guidance is now available for road designers and other practitioners on the design of paths for safe and efficient walking and cycling.³⁴

The ABC has also driven forward a strategic research and guidance program on emerging issues relevant to cycling, including the 2006 publications *'User guide to bicycle and shared path selection – using whole-of-life costing'* and *'Prioritisation of Bicycle Infrastructure Proposals'* (joint ventures between the ABC and the Commonwealth Department of Transport and Regional Services).

NCS 2005 2010: Priority 3 – Infrastructure and Facilities

While there has been a significant amount of investment in cycling related infrastructure over the lifetime of the strategy (including \$40 million as part of the Commonwealth Government's stimulus package in 2009), consultees consistently reiterated the need for further investment to facilitate real progress on the cycling agenda.

In certain areas, there has been considerable investment in cycling networks, but this has not had a major impact on participation, suggesting that infrastructure is necessary, but not sufficient. A holistic approach is needed, including cultural and behavioural change strategies to encourage people to use the network and to realise the benefits of this investment.

NCS 2005 2010: Priority 4 – Road Safety

A reduction in cyclist road deaths of almost 3% between 2004 and 2009 indicates that there has been progress on the road safety agenda.³⁵ Contributing to this, there have been a number of road safety initiatives, including *'Share the Road'* campaigns in many jurisdictions and the *'A Metre Matters'* campaign and the publication of *'Safe riding: A guide to safe cycling'* by the NSW Roads and Traffic Authority (RTA).

However, both safety and perception of safety remain major barriers to people taking up cycling, particularly amongst women, and it is essential that road safety remains a focus.

NCS 2005 2010: Priority 5 – Cycling Support and Promotion

Encouraging people to cycle is an essential component of any cycling program and there have been a number of marketing campaigns and initiatives to promote cycling as a viable method of transport. These include TravelSmart programs across the country, the now national Ride To Work day, the 'Tour Down Under' and the Australian Bicycling Achievement Awards, all of which have raised the profile of cycling in Australia.

While there has been progress in this area, consultees felt that there needed to be significantly more to realise a step-change in cycling.

NCS 2005 2010: Priority 6 – Increased Professional Capacity

Another priority of the strategy was to develop the skills needed to increase cycling.

A key achievement has been the development of the nationwide 'AustCycle' cycle proficiency training scheme, which is a joint venture between the Amy Gillett Foundation, the Bicycle Federation of Australia and Cycling Australia and aims to deliver high quality cycling training. Furthermore, Certificates 2 and 3 of the bicycle mechanics training scheme have been revised and promoted.

While there is not yet a nationwide cost benefit analysis (CBA) approach for cycling, there have been significant contributions in this area, including PwC's work for the NSW RTA on developing a methodology for quantifying the costs and benefits of cycling,³⁶ the Cycling Promotion Fund's publication *'Cycling: Getting Australia Moving'*³⁷ and Cycling England's work.³⁸

Impact of NCS 2005 – 2010

While consultees welcomed the existence of the ABC and a national strategy for cycling, there were mixed views about the success of the strategy. This was accompanied by a general sense that a number of key initiatives had not been a direct result of the NCS and that states and territories had led rather than followed the cycling agenda.

Furthermore, while the strategy was a useful document in showcasing the benefits of cycling, consultees felt it had not been promoted to full effect. The \$40 million of funding as part of the Commonwealth Government's stimulus package was welcomed although its connections with the NCS was not evident.

The lack of funding associated with the strategy was highlighted as a key concern and consultees felt that a stronger case needed to be made to attract investment. Linked to this, a number of consultees commented on the absence of a rigorous CBA framework to demonstrate the relative value of investment in cycling over other programs.

Given the concern around the impact of the previous strategy, the development of *Gearing up for active and sustainable communities* has focused on areas where it would add value to coordinate and take action at the national level.

Progress over the past 5 years
Gearing up for active and sustainable communities





Our vision

4

4 Our vision

The strategy's aim is to double the number of people cycling in Australia by 2016.

While there has been good progress on the cycling agenda, the success of other countries shows a lot more can be achieved. In 2001, nearly one fifth of all journeys to work in Denmark were made by bike³⁹.

The goal for this strategy is to double the number of people cycling. This is an aspirational aim. But it is right to be ambitious. A step-change in the number of people cycling offers an unmissable opportunity to improve the quality of life for all Australians in terms of a healthier, more active, and more mobile population, with greater knowledge in the future about who cycles and why.

To realise this ambition, it is necessary to build on the success so far and go further. *Gearing up for active and sustainable communities* recognises that a huge amount of activity goes on across the country that is not a direct result of, but is an important contributor to, the national strategy and should continue to do so.

The strategy's goal is underpinned by six key priorities and objectives. These are not intended to be a comprehensive list of all those activities that need to happen to achieve this goal, but are aimed at supporting and complementing other national strategies like the National Road Safety Strategy 2011 - 2016.

All levels of government, voluntary organisations, employers, schools and the community have a role to play in getting people onto bikes. There is a wealth of activity going on across the country which is having a real impact. This needs to continue. The programs and initiatives that are being implemented in each state and territory all contribute to the success of the national strategy and it is right that those who work in, live in and understand a local area make decisions about the right approach for that area.

The objectives of this strategy highlight a number of issues where focus needs to be maintained and issues where there needs to be specific and new actions taken at the national level, supported by the ABC, to drive progress. The areas where it makes sense to take action at the national level include data collection and analysis, consistent decision-making, guidance and sharing best practice.

The following section describes each priority and objective in more detail.

Priority 1: Cycling promotion

Objective: Promote cycling as both a viable and safe mode of transport and an enjoyable recreational activity

A key priority for any cycling investment should be to target cultural change as the 'interventions that change the environmental context to make healthy options the default choice, regardless of education, income, service provision, or other societal factors... (are the strongest and most sustainable i.e.) individuals would have to expend significant effort not to benefit from them'.⁴⁰ The strategies and campaigns need to convince people that cycling is a good and safe thing to do.

Promoting the benefits of cycling and encouraging people to get on their bikes can and should be carried out by all tiers of government and non-government organisations. That is why a key action point is for all jurisdictions and non-governmental bodies is to develop and implement marketing and education programs that help people realise that cycling is a viable option.

The success of behavioural change strategies, as demonstrated by the two case studies below, show the impact that focused campaigns can have, not only in generating interest but in leading to sustained habitual behavioural change.

Case study: Cycle Instead

The Cycle Instead social marketing campaign was established by the Western Australia Department of Transport in October 1999.

Both quantitative and qualitative formative research was used to examine motivators and detractors for cycling among people who did not cycle but had a positive attitude towards cycling. This information was used to develop two television advertisements focused on the health and fitness benefits of cycling. Merchandising and community events were used to support the media component of the campaign.

Post-campaign evaluation indicated that the majority of people exposed to the campaign correctly interpreted the main messages and who they were designed for. The pre- versus post-campaign research revealed significant differences in cycling behaviour, intentions to cycle and intentions to purchase a bicycle.⁴¹

Case study:

National Ride To Work Day

The annual Ride To Work Day, part of the national Ride to Work program, aims to encourage more people across Australia to commute by bicycle and embrace this healthy, affordable mode of transport.

Ride to Work Day was established by Bicycle Victoria in Melbourne and was rolled out as a national event in 2007. In 2009, over 95,000 people and 3,000 workplaces participated and attended 137 community breakfasts across the country.

A recent follow-up survey for the Ride to Work Program shows 35% of first time commuters are now riding to work at least once per month and 51% of survey participants are riding more often than this time last year.

Research shows that a number of groups, such as females and children, are far less likely to cycle regularly and campaigns should focus on these underrepresented groups to achieve maximum impact. Building on national and international experience, jurisdictions should implement a range of innovative behavioural change strategies such as bike hire schemes and the provision of information on routes in the cycling action plans.

A major barrier to people cycling is the lack of appropriate facilities in their workplaces. To help counter this, jurisdictions and other bodies should work with local employers to encourage the development of cyclist-friendly workplaces, specifically through the provision of bike parking spaces, showers and lockers.

As well as encouraging people to cycle for commuting purposes, jurisdictions and other bodies will also take action to encourage people to cycle as a recreational activity.

Action points:

- 1 Marketing and education programs that promote the benefits of cycling and encourage people to cycle for short personal trips will continue to be developed and implemented. These programs should target:
 - i) underrepresented groups, such as school children, seniors and female commuters; and
 - ii) both cyclists and other road users, including motorists.
- 2 Marketing and education programs that encourage people to take up cycling as a recreational activity will continue to be developed and implemented. These programs should target both local residents and visitors to the area.
- 3 Key stakeholders will continue to work with employers to develop cyclist-friendly workplace facilities and projects.

Priority 2: Infrastructure and facilities

Objective: Create a comprehensive and continuous network of safe and attractive routes to cycle and end-of-trip facilities

Those countries that have achieved significant levels of cycling activity have benefitted from extensive and sustained investment in their cycling networks and facilities. While there has been significant investment in cycling infrastructure and facilities in Australia, this momentum must be maintained if a substantial increase in cycling numbers is to be achieved. *Gearing up for active and sustainable communities* therefore makes the continued development of a safe, attractive cycling network to key destinations and associated facilities the first key objective.

In addition to cycle routes, a lack of end-of-trip facilities has been identified as a key barrier to making cycling a viable option for commuters. This includes both facilities at an individual's destination for work or study as well as transport interchanges. The success of the King George Square Cycle Centre shows the demand for appropriate and high quality facilities.

Case study:

King George Square Cycle Centre

Brisbane City Centre now has state of the art facilities for commuters wanting to cycle to work – the Cycle2City Cycle Centre. As part of the King George Square station in the heart of the Brisbane CBD, Brisbane City Council and Queensland Transport jointly funded the construction of Centre, which provides facilities for 420 cyclists on a membership or daily basis. Membership provides daily access to secure bike parking, a fresh towel, air conditioned locker rooms, and plenty of showers and toilets. The Centre also provides an optional laundry service and contains a full service workshop.

The first action is therefore for the Commonwealth, state, territory and local governments to continue to invest in cycling networks and associated facilities. Specifically, each jurisdiction should commit to the identification of dedicated funds for cycling in the relevant budget process, in addition to funds for cycling contained in other spending, for instance funds to build cycle lanes alongside new roads.

States, territories and local government should continue to invest in and develop new on-road and off-road cycle routes, appropriate end-of trip facilities and routes specifically for cycling tourism, as well as maintaining existing routes and facilities.

Given the importance of end-of-trip facilities, there should be a particular investment focus on these facilities, alongside active consideration of regulations to promote such facilities, for example, planning policies and building standards for new offices to incorporate sufficient bike parking and showers.

To ensure that non-cycling developments do not hinder cyclists, the ABC will ensure that all new Austroads guides recognise and promote best practice in the design and provision of cycling infrastructure and facilities.

Case study:

Trails and Bikeways Funding Program, Tasmania

As part of the Trails and Bikeways Program, the Tasmanian Government has allocated \$4 million over three years for the construction of trails and city bikeways, in conjunction with councils and community organisations. Among others, these trails and bikeways will incorporate components of the Hobart Regional Arterial Bicycle Network Plan, the Launceston Arterial Bike Route Network and the Burnie cycleway.

Action points:

- 1 All jurisdictions will continue to invest in developing local on-road and off-road cycling networks to key destinations in both urban and rural areas that are consistent with national standards, and should commit to the identification of required funds in the relevant budget processes.
- 2 States, territories and local government will continue to develop end-of-trip facilities that make it possible for people to cycle, including considering the introduction of regulations, such as planning policies and building standards, to mandate the provision of facilities.
- 3 Austroads will ensure that its guides recognise and promote best practice in the design and provision of cycling infrastructure and facilities.

Priority 3. Integrated planning

Objective: Consider and address cycling needs in all relevant transport and land use planning activities

The needs of cyclists cannot be addressed in isolation. They must be considered in conjunction with wider land use and transport planning issues. It is important that local communities are developed in such a way that makes it convenient, safe and attractive to cycle.

To achieve a holistic approach and commitment to cycling across the country, as part of this strategy all states, territories and local governments will publish a cycling action plan. This should set out a target for increasing the number of people cycling, a clear road map to achieve this, including specific actions, and a commitment to integrate cycling across its portfolios.

A significant number of jurisdictions already have an action plan in place and it is intended that, by July 2012, this will be true of all states, territories and local governments. This will be a new activity for many local governments and that is why the ABC is committed to publishing guidance on how to develop an effective cycling action plan for local governments (set out under Priority 6 – Guidance and Best Practice). The nature and scope of this plan will vary for different types of jurisdictions. While states, territories and large councils will be expected to have a comprehensive action plan in place, a policy statement may be more appropriate for smaller councils.

It is important to share the wealth of national and international knowledge and expertise regarding integrated planning. Melbourne, for example, has taken its lead from various European cities with plans to introduce a bike hire scheme later this year and Darwin has led the way in developing its cycle tourism industry.

Case study:

Cycle tourism in Darwin, Northern Territory

Darwin's flat terrain and tropical climate lend themselves to cycling as a pleasant recreational pursuit and Darwin City Council has made great efforts to expand its tourism offering by investing in a series of cycle bike paths to enable visitors to explore Darwin's attractions on bicycles.

Visitors can go on guided bike rides, which provide an informative commentary about Darwin and North Australia's interesting history, whilst enabling people to get active.

Guide companies provide Avanti hybrid bicycles that are designed for city touring, as well as tag along kids' bikes and infant seats.

To build on this expertise and guidance, this strategy also includes a specific action point for all states, territories and local governments to ensure that all land use planning and infrastructure strategy documents address active transport needs. For smaller more remote local governments this maybe a brief statement within a planning document. While for a large metropolitan local government this would mean the development of a comprehensive and integrated sustainable transport plan linked to their other planning documents and instruments.

An integrated cycling plan will support the requirement for strategic planning set out in COAG's plan for capital cities. The needs of cyclists should be embedded in the mainstream business of transport organisations in each jurisdiction. For example, the New South Wales RTA integrated cycling into the design of the M7 corridor project.

A particular highlight in this sphere has been the development of the *'Healthy Spaces and Places'* planning guide, a joint venture between the Planning Institute of Australia, the Australian Local Government Association and the National Heart Foundation, and funded by the Commonwealth Department of Health and Ageing.

Case study:

Healthy Spaces and Places

Healthy Spaces and Places is a national guide for planning, designing and creating sustainable communities that encourage healthy living.

The guide has been developed in partnership by the Planning Institute of Australia, the Australian Local Government Association and National Heart Foundation and with funding from the Commonwealth Department of Health and Ageing.

The initiative includes both a guidance document and a website which provides a single source of easy-to-find, practical information from experts in health, planning, urban design, community safety and transport planning.

Active transport, including cycling, is a key area of focus in the guide, with design principles and planning recommendations to encourage participation.

Action points:

- 1 All states and territories will develop and publish state or territory cycling action plans. Action plans will include:
 - i) a target or set of targets consistent with a national target (see Priority 5 Action point 1) for increasing the number of people cycling in their area;
 - ii) a clear road map to achieve this, including specific actions; and
 - iii) a commitment to integrate cycling actions across its portfolios.
- 2 Local governments will take into account the state and territory plans together with community aspirations, priorities and available resources when developing local area cycling action plans. Where necessary states and territories will provide local government support to develop their action plans.
- 3 All states, territories and local governments will ensure that all their land use planning and infrastructure strategy documents take into account active transport needs.

Priority 4. Safety

Objective: Enable people to cycle safely

Despite the wide range of road safety initiatives and the reduction in cyclist road deaths of 3% over the lifetime of the NCS 2005-2010, there are still too many road crashes involving cyclists and concerns about safety remain a key barrier to more people taking up cycling. That is why tackling road safety, with a focus on the responsibilities of cyclists, motorists and pedestrians, remains a focus for this strategy.

Fully understanding the frequency and causes of cycling crashes is critical to developing an effective prevention strategy and jurisdictions are therefore required to continue monitoring and reporting on crashes that involve cyclists, as well as counter-measures.

To support jurisdictions in their work, the ABC will seek to partner with research institutions to continue and expand on current work to analyse the data received from states and territories to assess the causes of crashes and injuries and make recommendations about how to increase the safety of cyclists.

Building on this information and the measures in the National Road Safety Strategy 2011 – 2020 (including the promotion of reduced speed limits), jurisdictions will continue to develop and implement road safety educational campaigns and programmes to help people understand and minimise the risks associated with cycling.

Case study:

Way2Go, South Australia

The South Australian Department for Transport, Energy and Infrastructure assists primary schools to develop School Travel Plans through the **Way2Go** program.

Way2Go encourages safer, greener and more active travel through classroom based teaching, skills development (particularly through **Way2Go Bike Education**), a partnership with local government to address engineering and infrastructure, and resources for school communities to self-manage initiatives such as *Ride to School Day* and walking groups to result in more children safely using active travel modes for their school related journeys.

Research indicates that individuals perceive cycling to be less safe than it is in reality and programs should therefore also focus on how to shift individuals' perceptions of the risks associated with taking up cycling.

Case study:

Social cycling in Canberra, ACT

There are numerous events hosted in and around Canberra on a regular basis to give people an opportunity to take up cycling. Pedal Power (a cycling advocacy organisation) organises the "Come 'n Try" easy rides that are targeted at beginners and those returning to cycling. The rides are led by experienced cyclists and typically finish with a social gathering at a local café or restaurant.

For more experienced cyclists, the Fitz's Challenge, which is in its 23rd year this year, is a long-distance ride that includes some of the most challenging climbs in the Canberra Region.

Concerns over safety and aggression from motorists are seen as key deterrents, particularly for female participation,⁴² and it is important that road safety campaigns do not just target regular cyclists but also target motorists and pedestrians to increase their awareness of the rights of cyclists and understanding of how to interact with cyclists.

The Amy Gillett Foundation, the Bicycle Federation of Australia and Cycling Australia have worked closely together to develop the Austcycle cycle proficiency training scheme which offers an invaluable framework to all jurisdictions to deliver high quality cycling training to all.

Building on this work, states and territories will support the roll out of a nationally consistent community bicycle skills training program.

Targeting children specifically will play an important role in ensuring a generational change in how people view cycling. To achieve this shift in people's mindset, states and territories should aim to provide cycling proficiency and road safety training to all school students aged between 10 and 14.

Action points:

- 1 All states and territories will monitor and report on crashes involving cyclists, identifying type, number and severity of crashes for rural, regional and metropolitan areas.
- 2 All states and territories will identify appropriate counter measures for bicycle crashes for rural, regional and metropolitan areas.
- 3 The ABC will seek to partner with research institutions to continue and expand on current work to analyse the data received from states and territories to assess the causes of crashes and injuries and make recommendations about how to increase the safety of cyclists.
- 4 All jurisdictions will continue to develop and implement programs that target road safety and people's perception of the safety of cycling.
- 5 States and territories will facilitate the roll out of a nationally consistent community bicycle skills training program, including trials where appropriate.
- 6 States and territories should aim to support the delivery of cycling proficiency and related road safety training for all school students aged between 10 and 14.

Priority 5: Monitoring and evaluation

Objective: Improve monitoring and evaluation of cycling programs and develop a national decision-making process for investment in cycling

Cycling is viewed as having a number of potential benefits across a range of key portfolios. Furthermore, anecdotal evidence suggests that cycling programs are having an impact and are helping to increase the number of people cycling in Australia. However, cycling is not underpinned by the robust data sets and robust investment appraisal tools that are widely used by the road and rail industries.

In particular, while there are a range of data sources available, a consistent picture of the numbers of people cycling across the country is not available. Developing this picture is critical to understanding current cycling levels and how much progress needs to be made to achieve the vision of doubling cycling participation.

The first action point under this objective is to agree on the key data sets (such as numbers cycling to work/study, numbers cycling for recreational purposes and cycling incidents) that will be collected and a consistent nationwide approach to collecting this data.

Based on this data collection approach, ABC members will be required to develop and agree a baseline for the number of people cycling and set a clear and specific target to achieve the strategy's aim of doubling the number of people cycling over its lifetime. Given the limitations of existing datasets (such as the frequency of ABS data), this target should be structured as a composite indicator, reflecting cycling for the purpose of travelling to work/study, recreational cycling and bicycle ownership.

Once a consistent data collection approach has been developed, ABC representatives will be required to submit the data collection results to the ABC annually, thus giving a clear picture on a regular basis of progress against the strategy.

Furthermore, there is not yet a consistent approach to measuring the potential impact of investments in cycling. While there have been a range of initiatives, cycling has not been supported by high level investment – a crucial tool to realising real change.

The ABC will therefore develop a national decision making process for cycling, including a robust basis for assessing the costs and benefits of cycling. This will set out a range of criteria against which investment proposals can be assessed.

This could include criteria such as user time savings, traffic congestion impacts, connectivity, and environmental impacts.

Supported by such a process, advocates and decision makers in the cycling sphere will be far better equipped to make the case for cycling and therefore provide a stronger justification for attracting the funding required to create the infrastructure to underpin future growth in cycling.

Providing these tools will also help decision-makers give credence to applications for funding and consider them equally alongside applications for other forms of transport as they will be able to clearly demonstrate and quantify the potential benefits of cycling.

RTA's work on developing a methodology for quantifying the costs and benefits of cycling in NSW offers a valuable framework for further work.

Case study:

Evaluation of the costs and benefits of cycling initiatives in NSW, NSW Roads and Traffic Authority (RTA)

NSW RTA commissioned a CBA of financial investment in cycling programs and projects in NSW. This review for the NSW BikePlan Project Team estimated the monetary value of the benefits of investing in the 12 major missing links of the Sydney regional cycle network. This included estimating the health impacts associated with increased cycling for specific groups in the community, decongestion, environmental, and social capital benefits.

This assessment concluded that there were net benefits from investing in these cycling initiatives and provided an important contribution to the development of a nationally accepted CBA framework.

Action points:

- 1 States and territories will agree a baseline and target for measuring progress against the goal to double cycling participation across Australia. This target should be structured as a composite indicator, reflecting cycling for the purpose of travelling to work/study, recreational cycling and bicycle ownership.
- 2 All states and territories will develop and implement a nationwide approach to data collection and will submit annual monitoring reports to the ABC Secretariat.
- 3 The ABC will develop an agreed decision-making process, including a robust basis for assessing the costs and benefits of investment in cycling.

Priority 6: Guidance and best practice

Objectives: Support the development of nationally consistent guidance for stakeholders to use and share best practice across jurisdictions

While it is important that states and territories have the flexibility to determine key priorities in their areas, there are some issues on which coordinated action at the national level is required. This is either because it is important to have a consistent approach (for instance for import standards) or simply because it is more efficient for states and territories to work together rather than undertake separate sets of research and develop eight policies (for instance accreditation standards).

Such issues tend to come up on an ad hoc basis and it is recommended that these issues should be considered as they arise and taken forward as appropriate. The ABC, and its members, will horizon scan to identify such issues as they arise and take action.

However, during the consultation process, a number of issues were identified where ABC members would welcome some guidance at the national level and it is therefore recommended that the ABC support the development of nationally consistent guidance on the following issues as part of this strategy:

- developing standardised cycle route classification and web-based cycle route mapping;
- how best to integrate cycling and public transport;
- reviewing the Australian Road Rules in relation to cyclists and promoting amendments to make cycling safer, for example regarding roundabouts and on-road cycle lanes;
- information in bike shops on local cycling matters, such as cycle routes, social groups and events; and
- low cost innovations (for example, lowering the speed limit increases safety and costs virtually nothing) that will enable or encourage increased cycling.

Local governments play a critical role in the planning and delivery of local services and it is important that the ABC recognises and supports this role.

In order to facilitate local governments in their delivery, the ABC will undertake the following activities:

- conduct a new local government survey in 2012, as part of the longitudinal study commenced in 2007;
- develop guidance for local governments on how to develop an effective cycling plan;
- engage with local governments on a regular basis in each state and territory; and
- further develop its relationship with Australian tertiary education institutions to build technical capacity in local governments by ensuring sustainable transport issues are reflected in research, vocational and academic programs.

This strategy highlights the creativity and innovation that are flourishing in the cycling industry across the country and it is critical that advantage is taken of those experiences and lessons, and avoid reinventing the wheel where possible.

The ABC provides an excellent forum by which state and territory representatives can share knowledge and ideas and the Cycling Resource Centre is widely heralded a great success. However, there needs to be a more consistent mechanism to share case studies and ensure that everyone can benefit from this experience and expertise.

A key action point emerging from this strategy is that all ABC representatives will provide detailed information about the content, outcomes and lessons from initiatives in their area and share these with the ABC Secretariat who can ensure that they are disseminated more widely via the CRC.

Action points:

- 1 The ABC will support the publication of nationally consistent guidance on the following issues:
 - i) developing standardised cycle route classification and web-based cycle route mapping ;
 - ii) how best to integrate cycling and public transport;
 - iii) reviewing the Australian Road Rules in relation to cyclists and promoting amendments to make cycling safer, for example regarding roundabouts and on-road cycle lanes;
 - iv) information in bike shops on local cycling matters, such as cycle routes, social groups and events; and
 - v) low cost innovations (for example, lowering the speed limit increases safety and costs virtually nothing) that will enable or encourage increased cycling.
- 2 To support local governments, the ABC will:
 - i) conduct a new local government survey in 2012, as part of the longitudinal study commenced in 2007;
 - ii) develop guidance for local governments on how to develop an effective cycling plan;
 - iii) engage with local governments on a regular basis in each state and territory, including organising forums; and
 - iv) further develop its relationship with Australian tertiary education institutions to build technical capacity in local governments by ensuring sustainable transport issues are reflected in research, vocational and academic programs.
- 3 The ABC will monitor cycling policy issues and identify new areas which require guidance.
- 4 Individual members of the ABC will provide detailed information about best practice case studies for inclusion on the Cycling Resource Centre, including lessons learned and details of relevant contacts.

Figure 6 outlines the *Gearing up for active and sustainable communities*' 6 objectives and the action points underpinning these. It also sets out the stakeholders with responsibility for delivering on these action points and the timeframe for delivery. This will be used for ongoing monitoring against the strategy's 6 priorities.

Figure 6: Strategy's objectives and action points

Priority	Objective	Action points	Responsibility	Timeframe
1. Cycling promotion	Promote cycling as both a viable and safe mode of transport and an enjoyable recreational activity	(i) Marketing and education programs that promote the benefits of cycling and encourage people to cycle for short personal trips will continue to be developed and implemented. These programs should target: a) underrepresented groups, such as school children, seniors and female commuters; and b) both cyclists and other road users, including motorists and pedestrians.	Commonwealth, state, territory and local governments (including transport, health and environment representatives) Non-government cycling organisations Members of the bicycle industry	Ongoing
		(ii) Marketing and education programs that encourage people to take up cycling as a recreational activity will continue to be developed and implemented. These programs should target both local residents and visitors to the area.	Commonwealth, state, territory and local governments (including transport, health and environment representatives) Non-government cycling organisations Members of the bicycle industry	Ongoing
		(iii) Key stakeholders will continue to work with employers to develop cyclist-friendly workplace facilities and projects.	Commonwealth, state, territory and local governments Non-government cycling organisations Members of the bicycle industry	Ongoing
2. Infrastructure and facilities	Create a comprehensive and continuous network of safe and attractive routes to cycle and end-of-trip facilities	(i) All jurisdictions will continue to invest in developing local on-road and off-road cycling networks to key destinations in both urban and rural areas that are consistent with national standards, and should commit to the identification of required funds in the relevant budget processes.	Commonwealth, state, territory & local governments	Ongoing
		(ii) States, territories and local government will continue to develop end-of-trip facilities that make it possible for people to cycle, including considering the introduction of regulations, such as planning policies and building standards, to mandate the provision of facilities.	Commonwealth, state, territory & local governments	Ongoing
		(iii) Austroads will ensure that its guides recognise and promote best practice in the design and provision of cycling infrastructure and facilities.	Austrroads	Ongoing

Priority	Objective	Action points	Responsibility	Timeframe
3. Integrated planning	Consider and address cycling needs in all relevant transport and land use planning activities	(i) All states and territories will develop and publish state or territory cycling action plans. Action plans will include: <ul style="list-style-type: none"> a target or set of targets consistent with a national target (see Priority 5 Action point 1) for increasing the number of people cycling in their area; a clear road map to achieve this, including specific actions; and a commitment to integrate cycling actions across its portfolios. 	Each individual state, and territory	States and territories to complete by December 2012, in line with the COAG's requirements
		(ii) Local governments will take into account the state and territory plans together with community aspirations, priorities and available resources when developing local area cycling action plans. Where necessary states and territories will provide local government support to develop their action plans.	Local governments	Local governments to complete by December 2013 following the publication of guidance
		(iii) All states, territories and local governments will ensure that all their land use planning and infrastructure strategy documents take into account active transport needs.	State, territory and local governments	Ongoing
4. Safety	Enable people to cycle safely	(i) All states and territories will monitor and report on crashes involving cyclists, identifying type, number and severity of crash and identifying appropriate counter measures for rural, regional and metropolitan areas.	State and territory governments	Ongoing
		(ii) The ABC will seek to partner with research institutions to continue and expand on current work to analyse the data received from states and territories to assess the causes of crashes and injuries and make recommendations about how to increase the safety of cyclists	ABC members	Ongoing
		(iii) All jurisdictions will continue to develop and implement programs that target road safety and people's perception of the safety of cycling.	States, territories and local governments	Ongoing
		(iv) States and territories will facilitate the roll out of a nationally consistent community bicycle skills training program, including trials where appropriate.	State, territory and local governments	Ongoing
		(v) States and territories should aim to support the delivery of cycling proficiency and related road safety training for all school students aged between 10 and 14.	State and territories	Ongoing
5. Monitoring and evaluation	Improve monitoring and evaluation of cycling programs and develop a national decision-making process for investment in cycling	(i) States and territories will agree a baseline and target for measuring progress against the goal to double cycling participation. This target should be structured as a composite indicator, reflecting cycling for the purpose of travelling to work/study, recreational cycling and bicycle ownership.	States and territories	Baseline and target to be agreed by July 2011
		(ii) All states and territories will develop and implement a nationwide approach to data collection and will submit annual monitoring reports to the ABC Secretariat.	State, territory and local governments	Approach to be agreed by & implemented from December 2011
		(iii) The ABC will develop an agreed decision-making process, including a robust basis for assessing the costs and benefits of investment in cycling.	ABC members	Completed by December 2011

Priority	Objective	Action points	Responsibility	Timeframe
6. Guidance and best practice	Development of nationally consistent guidance for stakeholders to use and share best practice across jurisdictions	(i) The ABC will support the publication of nationally consistent guidance on the following issues: <ul style="list-style-type: none"> developing standardised cycle route classification and web-based cycle route mapping; how best to integrate cycling and public transport; reviewing the Australian Road Rules in relation to cyclists and promoting amendments to make cycling safer, for example regarding roundabouts and on-road cycle lanes; information in bike shops on local cycling matters, such as cycle routes, social groups and events; and low cost innovations (for example, lowering the speed limit increases safety and costs virtually nothing) that will enable or encourage increased cycling. 	ABC members	Completed by December 2012
		(ii) To support local governments, the ABC will: <ul style="list-style-type: none"> conduct a new local government survey in 2012, as part of the longitudinal study commenced in 2007; develop guidance for local governments on how to develop an effective cycling plan; engage with local governments on a regular basis in each state and territory. Including organising forums; and further develop its relationship with the Australian tertiary education institutions to build technical capacity in local governments by ensuring sustainable transport issues are reflected in research, vocational and academic programs. 	ABC members	Completed by December 2012
		(iv) The ABC will monitor cycling policy issues and proactively identify new areas which require guidance.	ABC members	Ongoing
		(v) Individual members of the ABC will proactively provide detailed information about best practice case studies for inclusion on the Cycling Resource Centre, including lessons learned and details of relevant contacts.	ABC members	Ongoing

Our vision
Gearing up for active and sustainable communities





Governance & monitoring

5



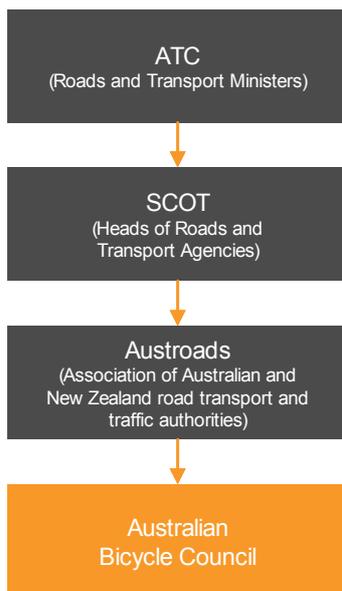
5 Governance & monitoring

The strategy needs to be regularly monitored to assess progress.

Governance

The ABC will be responsible for overseeing the implementation of the strategy. The Commonwealth Government has committed to funding Austroads to provide the secretariat support for the ABC. As set out in Figure 7, the ABC ultimately reports into the Australian Transport Council (ATC) via the Standing Committee on Transport (SCOT) and Austroads.

Figure 7: Governance arrangements for Gearing up for active and sustainable communities



Australian Bicycle Council Membership

A chair nominated by Austroads

Australian Government

- a representative from the Department of Infrastructure and Transport
- a representative from the Department of Sustainability, Environment, Water, Population and Communities
- a representative from the Department of Health and Ageing

State and territory road / transport agencies

- a nominee of each Austroads state/territory member organisation

Local Government

- a nominee of the Australian Local Government Association

Bicycle industry

- a representative of Bicycle Industries Australia Inc.
- a representative of Retail Cycle Traders Australia Inc.

Cyclist user groups

- a representative from a national body for bicycle users

Observers

- a nominee of New Zealand Transport Agency.

Terms of reference for the ABC

Role and reporting arrangements

- a The role of the Australian Bicycle Council is to:
 - oversee and coordinate implementation of the Australian National Cycling Strategy 2011-2016
 - provide a forum for the sharing of information between stakeholders involved in the implementation of the Strategy
 - maintain a repository of information and resources relevant to providing for and promoting increased cycling in Australia.
- b The Council will report annually to ATC, through Austroads and SCOT, on the implementation of the Australian National Cycling Strategy 2011-2016.
- c The Council will act as a jurisdictional forum providing input to Austroads on technical matters, and will provide a cycling perspective on Austroads research and the development of Austroads publications.
- d The Council will draw on input from road agencies, the cycling industry and bicycle users on cycling issues, and will take appropriate account of the views of the ATC and Austroads.

Meeting arrangements and support

- e The Council will meet at least two times per year.
- f The Council will be chaired by a nominee of Austroads – it is anticipated that this would be the relevant Austroads program manager (or delegate if unavailable).
- g The Commonwealth Department of Infrastructure and Transport will fund Austroads to provide the Council secretariat.
- h Meetings will be hosted by participating organisations. The location of meetings will vary accordingly.
- i Meeting attendance costs will be borne by attendees.
- j There will be no sitting fees paid to members.

- k The Council may convene a technical committee comprised of its jurisdictional representatives to facilitate input on technical matters; it may also convene working groups, comprising members of the Council and other stakeholders, to address specific issues.
- l The Council may invite participation from others from time to time on specific issues.

Monitoring and evaluation

It is important that this strategy is continually monitored to see how progress is tracking.

All state and territory representatives will be asked to submit annual reports to the ABC Secretariat. This is not intended to be a burdensome process and the ABC Secretariat will work with colleagues to develop a light touch, yet comprehensive, report template.

ABC representatives will be asked to provide information on progress against each of the strategy's priorities, including investment in cycling across the state/territory and key initiatives that have been developed or implemented.

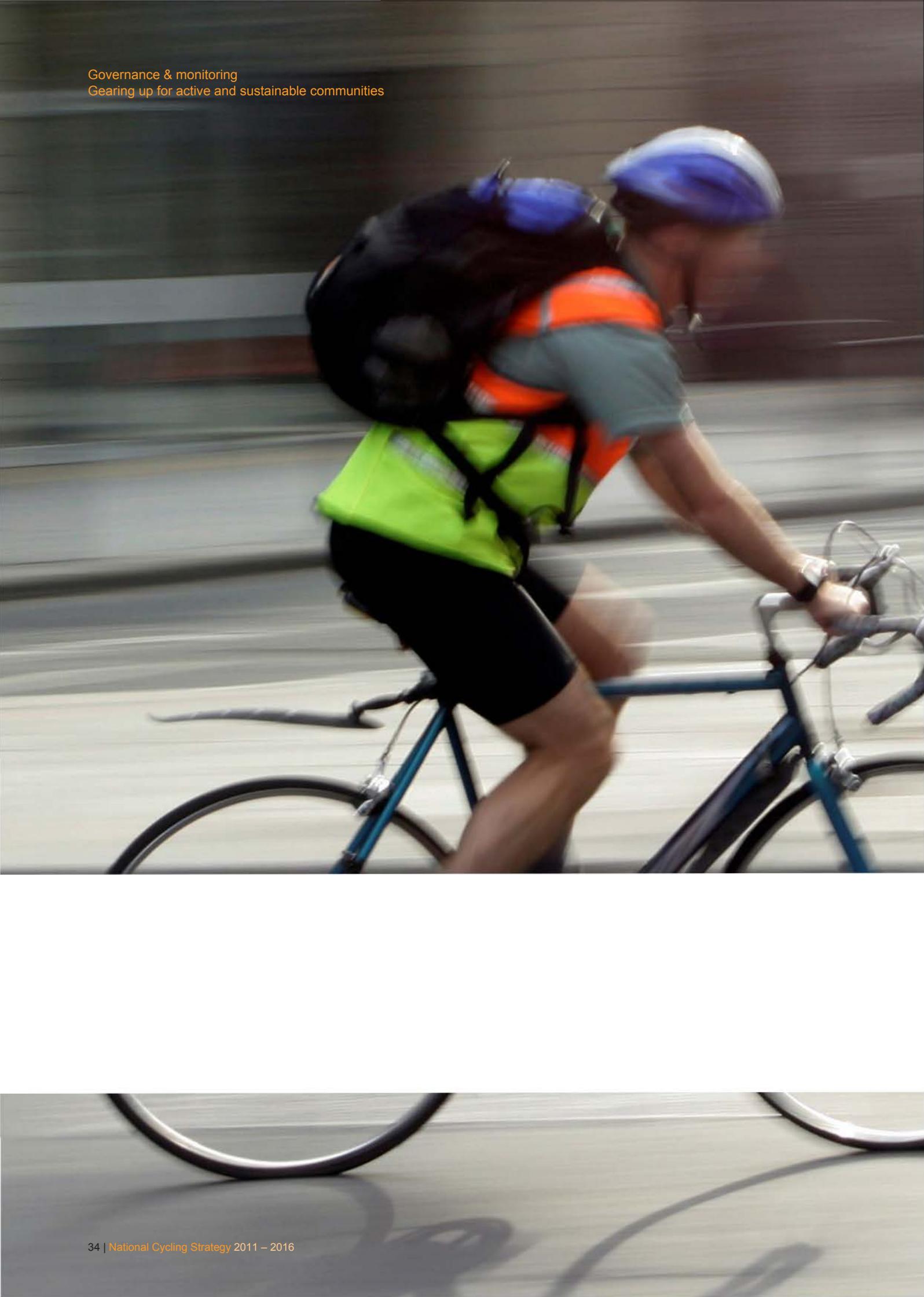
Once a consistent data collection approach has been developed and implemented, ABC representatives will be required to submit the data collection results to the ABC, thus giving a clear picture on an annual basis of progress against the strategy.

The ABC and this strategy will be reviewed and the review reported to the Australian Transport Council before the end of the period of the Strategy.

Key contacts

For further information about the strategy or the Australian Bicycle Council, please contact the ABC Secretariat at abc@austrroads.com.au

For further information about cycling in your area, please contact the relevant ABC member in your jurisdictions. All contact details are provided on the ABC's website at <http://www.austrroads.com.au/abc/>





End notes

6

6 End notes

- 1 Australian Bureau of Statistics (2009): *Children's Participation in Cultural and Leisure Activities*, Cat. No. 4901.0
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