



BIKE/SYDNEY 

Annual Report 2008

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About BIKESydney

BIKESydney was formed in 2000 to lobby for better conditions for cyclists in the City of Sydney Local Government Area.

Supporter membership is free and open to anyone interested in cycling including residents, commuters, couriers and businesses. We currently have about 250 supporter members and the number is growing each week.

We want Sydney to be a city where:

- everyone, from 8 to 80, can enjoy bicycling
- streets in every part of town are bike friendly
- bike parking and showers greet us where we work
- we can lock our bikes safely all over town and have them valet parked at events, and
- people on bikes, pedestrians and motorists share the streets.

The main focus of our work is advocacy and community development. The vast majority of our activities are run by a core group of volunteer cycling advocates. We occasionally employ a marshal to run our bicycle valet parking service for events. BIKESydney relies on grants, sponsorship, donations and income from bicycle valet parking to run its activities. This year our income was \$28,500 and expenditure was \$22,500.

www.bikesydney.org



President's Report

What a year!

The 2007-2008 year for BikeSydney has been big, it has been challenging and it has been rewarding. For BikeSydney, and indeed cycling in NSW, there has been a number of firsts (who can forget Bike Valet Parking on King St, Newtown). Over the past year I believe a lot of people have heard the name BikeSydney and are now taking notice of what we do. We have support at the Council level, and our network of supporters and volunteers is growing.

BikeSydney has also made headway in bringing the cultural side of cycling into the main stream, with the parties, film festival and art exhibitions that we have been involved in.

Advocacy

Advocacy is, and continues to be, our main focus. We have begun to coordinate the successful composition of documents via such tools as Google Docs. We have responded to the City of Sydney's call for submissions in regard to new cycle paths. We have also lodged submissions to the State Government on a variety of topics, the main ones being the removal of bike lanes in Park Street, and submission into the development to the NSW State Government Bike plan.

Of course we can get better at this, and we need to. We face challenges ahead, especially in the City of Sydney residential areas, where separated bike paths will mean the occasional removal of car spaces; we have to help the Council win these people over.

Bike Valet Parking

BikeSydney is successfully running Bike Valet Parking as a service for events. As more councils and event organisers want to encourage people to ride their bikes to events and discourage them from driving, this will become a growth area, and one which BikeSydney is well placed to run with.

We ran a number of BVPs for festivals last year, and we utilise a paid contractor for the day to help manage the site and the volunteers.

I see a day where we will need to pay people on the day -that is how popular I see this service becoming.

Events

Over the past two years, BikeSydney has successfully run the Bicycle Film Festival. Thankyou to all, who have put in the hard work to make it such a success. As it stands, this event would not survive in Sydney without people putting in their own free time and expertise. It is an amazing weekend and one which helps bring all the cycling tribes together in Sydney.

BikeSydney has also run cycling related parties and fashion parades which have been enjoyed by hundreds.

In the world of art, one of our most successful areas - we have helped organise a series of art exhibitions and art related rides throughout Sydney.

Rides

BikeSydney's rides continue to grow in popularity, with the Twilight Rides once per month, the Full Moon Rides and the Solstice Rides.

BikeSydney continues to try and challenge people's imagination when it comes to a group ride.

Other Pieces

The City of Sydney Council contracted BikEast and BikeSydney to consult on the initial rollout of bike rings around the council area (which is now almost finished), and we are seeing those rings being installed around Sydney.

BikeSydney have successfully received a grant to supply maps of rides around Sydney.

State Government is still lagging behind when it comes to its commitment to cycling. We will need to start talking to the opposition over the next year.

Conclusion

There is great opportunity for BikeSydney, and this coming year will be the year we become more organised, more structured and we need to challenge people and have them ask "Why am I not riding?"

This is also my last Presidents report as after eight years I am stepping down as President.

Andrew Dodds
President, BikeSydney



Achievements + Activities

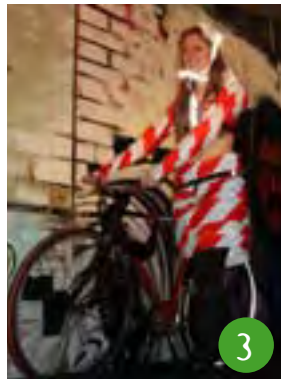
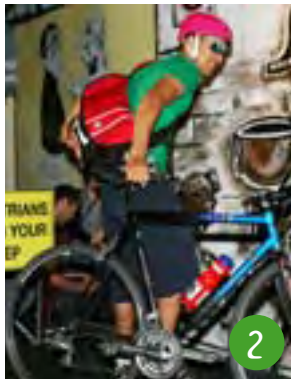


BIKESydney aims to develop a strong sense of community amongst people who ride bikes in Sydney. Sydney's roads can seem unfriendly and just living in a big city can feel isolating. Over the last three years BIKESydney has worked on a series of events to bring the cycling community together in a celebration of what it means to ride a bike. This year's main celebration, the Big Bike Love Festival, was held in November. The events included a host of art, fashion, music, parties, social rides and the International Bicycle Film Festival. Most events were free and included:

ROAD: ART | 1-30 Nov

BIKESydney coordinated eight bike related art exhibitions. Bicycles are expressions of fashion, convenience, economics, environmentalism, activism, subversion, health, tribalism, design and competition. Bike riders are painters, poets, animators, sculptors, designers, performers, street and multimedia artists. Road brought bikes and artists together in a cultural and artistic expression and included:

- **Road: Edge**, held in May Lane, St Peters on November 1, included street art and an irreverent laneway fashion show curated by bike messenger Flash. The colourful show drew a crowd of about 200 cyclists.
- **Road: Ciclismo**, held at the James Powditch Gallery Marrickville, projected extracts from the 1950s Italian cycling magazine Ciclismo onto a spaghetti western soundtrack.
- **Road: Rode**, held at At The Vanishing Point Newtown, incorporated work from more than 30 participating artists. Road:Rode celebrated the bicycle as a means of transport, recreation, sustainable practice and culture and covered diverse mediums including painting, sculpture, jewellery, installation, video, photography and interactive new media. The exhibition attracted more than 750 people through the doors – a record for the gallery. BIKESydney's financial support allowed the gallery to employ and develop an upcoming curator for the exhibition, Mitra Jovanovic.
- **Road: Mystery Tour** showed bike touring photographs with a twist at Cheeky Transport Newtown. The opening night saw about 100 people squeeze into the shop and enjoy the show curated by Stephen Burstow and Michelle French.
- **Road: Works** displayed painting and prints by Gilbert Grace showing the beauty and personalities of the proposed Sydney Greening Cycleway. Regard Gallery is on the cycle superhighway Wilson Street, Darlington. The opening night drew a gathering of about 50 cyclists.
- **Road: Radical Incursion** was a photographic exhibition from the bike messengers' perspective. The images were projected onto a huge canopy at the Bikes Rocks Party at Sydney Park and curated by Simon McKenzie. About 200 people attended the party.
- **Road: From Deadhorse Down** was a small, photographic snapshot from the top of the world. In July 2008, Rob Barton, Andrew Walker and Michael Carroll left Sydney to ride their bicycles on a 3000 kilometre trip from Deadhorse, an Arctic oil field base, to Alaska's southern border. Rob's unique bespoke photo viewers were a hit with the 60 or so cyclists who rolled up to the opening night.
- **Road: Ride thru** was a one night event showcasing the work of Jamie Madden, Araby Steen, Jackie Lau and Niomi Couell held at The Trophy Room in Surry Hills. With a crazy and colourful cast and an original live soundtrack, Niomi's documentary BALI BOYS is a showcase of creativity that is expressed through the young boy's weird and wacky eco-friendly bicycle designs. Jackie Lau's exquisite miniature bike portraits provided an interesting contrast to Jamie Madden's full sized knitted bike.





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ROAD: MAP | ART RIDES | 1-30 Nov

To help the cycling community explore the Road art exhibitions and other gallery and art spaces in the city, BIKESydney organised art social rides nearly every weekend in November. The rides included a fashion hop ride, three gallery crawls and an experimental Oulipo ride that was guided by the use of a logarithmic spiral as a way to explore the city by bike.

BIKES ON SHOW AT NEWTOWN FESTIVAL | 9 Nov

Newtown Festival is one of Sydney's largest community festivals. BIKESydney coordinated a bicycle area – the first time bikes played a feature role at the festival. The events included a social art ride touring local art galleries, trick bike and unicycle riding demonstrations, free information about riding in the inner west and city, and free bike valet parking. About 80,000 people attended the festival. We parked more than 200 bikes for participants and drew huge crowds to the trials area.

BIKES ROCK (+ ROLL) | 13 Nov

BIKESydney threw the Bikes Rock party to gather the cycling tribes under the stars at Sydney Park in celebration. Festivities included bike polo, unicycle hockey, film and still canopy projections, and music by bling-a-ling DJs HOOPS. A roll down to the party through the back streets of Newtown and made a spectacular splash with unicyclists, cyclist and body art riders. About 200 cyclists partied into the evening.

INTERNATIONAL BIKE FILM FESTIVAL | 14-15 Nov

Curated by Brendt Barbur, the Bicycle Film Festival showcases cycling across the world and including shorts, documentaries and feature films. BIKESydney organised the Sydney leg of the film festival including venue, promotions, programs, merchandising, sponsorship and free bicycle valet parking. Three of the seven film sessions sold out and about 1,000 cyclists joined us for films.

BIKE SWAP MEET | 15 Nov

Bike Swap Meets enjoy huge popularity in the US and Europe -this was Sydney's first. The unique opportunity to swap or sell excess gear and get some great bargains drew a crowd of about 400 people despite bucketing rain. BIKESydney supported Deus Ex Machina with promotion for the event and Deus donated the gate takings to BIKESydney.

SUSTAINABLE TRANSPORT PICNIC | 16 Nov

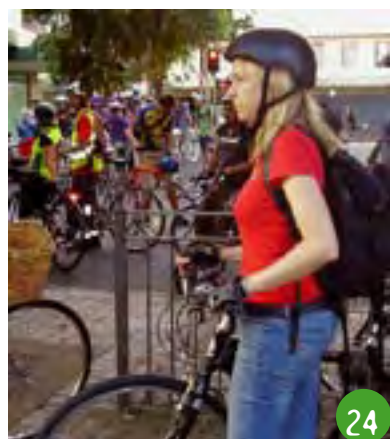
The sustainable transport picnic let Bike Film Festival participants wind-down with a picnic at Pyrmont Park on Sydney Harbour. The local bicycle shop, Cheeky Transport, supported the event with catering and bicycle blended cocktails. The picnic gathered a 200 strong crowd and included games of football and street bike polo.



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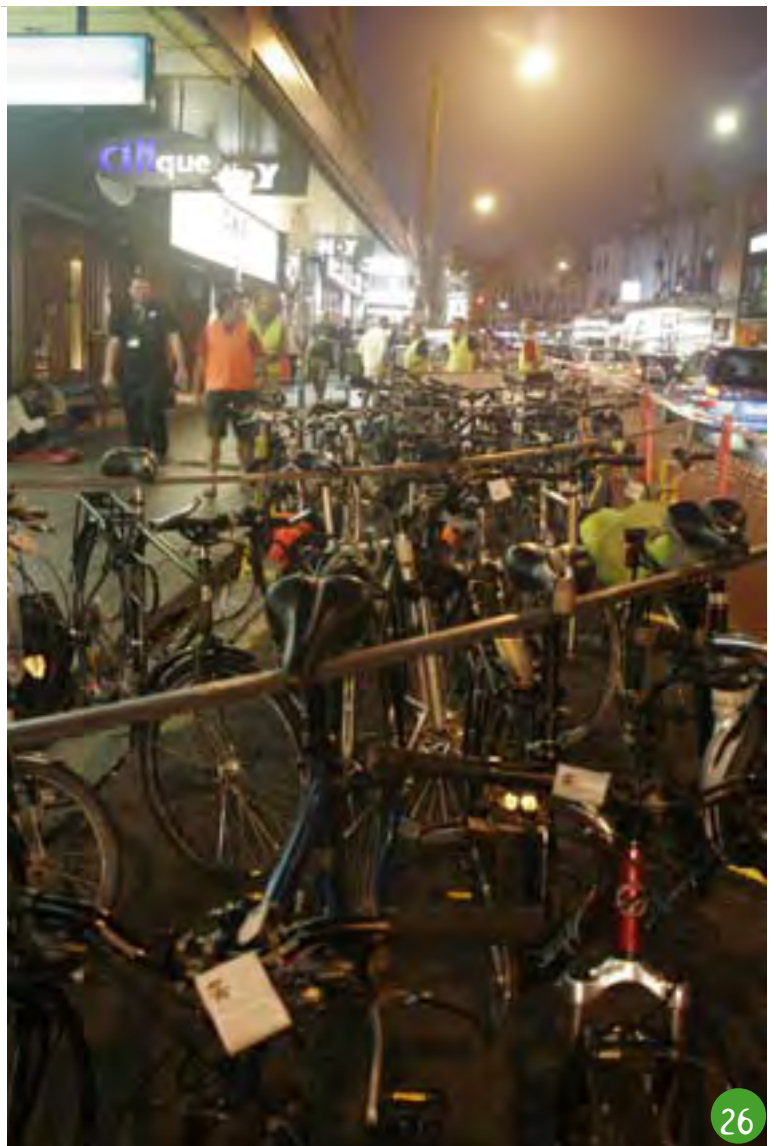
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BIKESydney relies on the energy and enthusiasm of its small voluntary team. In the past 12 months the committee of about eight people has:

- attended the City of Sydney's monthly Traffic Management Committee and the bimonthly Bicycle Steering Committee providing feedback on traffic and bicycle planning
- provided written submissions to the Redfern Waterloo Authority about planned residential and commercial developments in Redfern which have the potential to impact the popular Wilson Street cycleway
- provided written submissions the NSW Minister for Transport about the removal of the Park Street bike lanes
- provided written submissions the NSW Roads and Traffic Authority about the NSW Bike Plan and reducing the speed limit on Wilson Street
- provided written submissions to the City of Sydney about the Union Street Cycleway Upgrade, the Missenden Road Cycleway Proposal and the Bourke Street Cycleway Proposal
- provided written submissions to State Water about the impact of the desalination pipeline on cycling infrastructure
- provided written submissions to Botany Council on its Draft Botany Bay Planning Strategy 2031 and Hale Street Heavy Vehicle Interchange plan
- provided a written submission to the Sydney Airports Corporation on its Draft Management Strategy 2009
- developed a bicycle valet parking service for events and provided that service at Leichhardt Acoustica Music Festival, Leichhardt Festiva, Leichhardt Big Bike Day, Newtown Festival and the International Bicycle Film Festival
- contacted candidates for the City of Sydney local government elections with a questionnaire about their plans for cycling in the city and published their responses
- surveyed City of Sydney village precincts for short term bicycle parking – the new parking rings are now in place in Surry Hills with Glebe, Newtown, Erskineville, Chippendale and the CBD to follow.
- held three film nights – one celebrating the Tour de France, one showcasing films from Portland's Filmed by Bike Festival, and one in partnership with Willoughby Council to celebrate Bike Week
- held information stalls about cycling in the city and the inner west at the Live Green Festival, Newtown Festival, Chippendale SmartArts Festival, Macquarie University Sustainability Fetsival and Spring Cycle
- secured a City of Sydney Environmental Grant to develop three self-guided ride maps exploring the city's hidden green spaces, Glebe's historic architecture and the city's public art
- run monthly twilight social rides and summer and winter solstice rides
- developed the Sydney Green Ring trail concept and liaised with Massbug, BIKEast, City of Sydney Council, Botany Council and the Sydney Airport Corporation
- assisted the Sydney Harbour Foreshore Authority with promotions and logistics for an upcoming event Rider Spoke, and
- in December we published our first monthly newsletter which has been distributed electronically and through local bicycle shops.



Partnerships

BIKESydney has forged partnerships in some likely and unlikely places including businesses, artists, gallery owners, government, community organisations and other cycling groups.

We formed strong links with local businesses through sponsorship and the visibility and promotion of the Big Bike Love Festival. We raised \$15,000 in sponsorship for the event. Our sponsors included small local businesses and bike shops to large multi national brands such as Adshel and Crumpler.

The festival and other advocacy work has allowed us to form good relationships with government agencies and bodies. We worked closely with the NSW Roads and Traffic Authority to secure bicycle valet parking on King Street in Newtown for the Festival and close the laneway in St Peters for Road:Edge. We also received support from the NSW Police Service. We have an excellent working relationship with the City of Sydney and are in regular communication with staff and elected representatives. We have also developed very good working relationships with Marrickville Council and Leichhardt Council – two of the local government areas bordering the City of Sydney – and regularly provide Leichhardt Council with bicycle valet parking for their events.

We have developed supportive partnerships with other cycling groups. Other Sydney based Bicycle User Groups helped us promote the Big Bike Love Festival and source volunteers for the bicycle valet parking and the Bicycle Film Festival. The Sydney Bicycle Messengers Association helped us curate the Road: Edge fashion show, and the Road: Radical Incursion photography and bicycle polo at Bikes Rock. The online cycling community SydneyCyclist.com helped promote events. The Australian Unicyclists Association coordinated unicycle hockey at Bikes Rock and the unicyclists for trial demonstrations at Newtown Festival. Sydney Trials coordinated the bicycle trial riders and the course for Newtown Festival. The Sydney Body Art Ride provided painted riders for Bikes Roll. BIKEast and BIKESydney continue to work together surveying Sydney for short term bicycle parking.

Challenges

BIKESydney has faced a number of challenges this year including finding sponsorship, funding and time to successfully co-ordinate an ambiguous program of activities and events with a limited number of unpaid cycling advocates and volunteers. The committee has been immersed in co-ordinating events, liaising with government and other stakeholders, manage finances and sponsorship, and finding volunteers.

BIKESydney has faced a number of setbacks during the year, such as not getting approval to run the Bike's Rock street parade on King Street, Newtown despite preparing a traffic management plan and meeting with all relevant bodies (including the City of Sydney, Marrickville Council, Newtown Police and Roads and Traffic Authority). BIKESydney was however successful in gaining approval to run a Bike Valet Parking service on King Street, Newtown during the International Bicycle Film Festival and this was highly successful.

To achieve all of our goals in 2008, BIKESydney has a small committee of eight people who have run fortnightly meetings from Feb-September and then weekly meetings in Oct-Nov. BIKESydney has been able to achieve so much because of the commitment of these advocates who dedicate their time and talents to support cycling within the City of Sydney.



Treasurer's Report

For a small volunteer organisation BIKESydney is in good financial state and we enjoyed a financially successful year.

We finished 2008 with surplus of close to \$7,000. This was largely due to the Bicycle Valet Service we developed throughout the year which brought in about \$3,500 of income. We were also fortunate to receive more than \$2,700 in donations. A large percentage of the donated funds came from Gilbert Grace who donated half the sale price of a painting to BIKESydney. We also made just over \$1,000 by participating in the City of Sydney short term bicycle parking survey.

Some of the expenses from the 2007 International Bicycle Film Festival rolled into the 2008 financial year and in early 2009 we paid the last of the expenses from the 2008 Festival. We are attempting to recover \$3,700 outstanding invoiced income from Bicycle Film Festival sponsors. Some of this may need to be written off as bad debt.

In 2009 BIKESydney will continue to pursue opportunities to develop its Bicycle Valet Parking Service. At this early stage in the year we have about \$3,000 income secured for upcoming events.

We have also received a \$7,500 grant from the City of Sydney to produce a postcard promoting our social rides and three self guided ride maps. The grant amount is not sufficient to cover production costs and so we will need to source additional income to support these projects.

I have every expectation that with careful management and ongoing development of our income making projects BIKESydney will continue to be financially viable into the future.

Elaena Gardner
Treasurer

Financial Report

Income

Events

Bicycle Film Festival	\$17,184.50
Other	\$500.00
Total events	\$17,684.50

Professional Services

Bicycle Valet Parking	\$6,233.00
Short Term Bicycle Survey	\$1,066.38
Total professional services	\$7,299.38

Donations **\$2,706.80**

Merchandise sales **\$783.00**

Membership **\$10.00**

Bank Interest **\$20.00**

TOTAL INCOME **\$28,503.68**

Expenditure

Events

Bicycle Film Festival	\$17,449.72
Other	\$105.00
Total events	\$17,554.72

Professional Services

Bicycle Valet Parking	\$2,741.23
Short Term Bicycle Survey	-
Total professional services	\$2,741.23

Insurance **\$2,241.25**

Merchandise **\$469.00**

Banking fees **\$11.00**

TOTAL EXPENDITURE **\$22,548.20**

Photo captions

- 1-5. *Road: Edge* fashion parade and art exhibition opening
6. *Road: Ciclismo* by James Powditch, a well established Sydney artist who had work in the 2008 Archibald, Sulman and Wynn prizes.
7. *Road: Rode* photography of the Sydney Body Art Ride
8. Opening of *Road: Works*
9. Portrait of Bruce Ashley by Gilbert Grace in *Road: Works*
10. Painting from *Road: Rode* art exhibition
11. *Road* art exhibition A3 poster
12. Court Williams 'Special Affects' featured 45 free standing screen-printed cut-outs of the artist as a child riding around accompanied with an inflatable E.T. figurine, all individually hand-coloured by the artist's friends. Shown as part of *Road: Rode*
13. DJs Ollo kept the crowd hopping at *Road: Edge*
14. A colourful collection of bikes at *Road: Edge*
- 15-17. Sydney's first Bike Swap Meet held at Deus Ex Machina in Camperdown
- 18-20. Bikes Rock (+ Roll) gathered about 200 cyclists at Sydney Park
21. Rob's unique bespoke photo viewers were a hit with the 60 or so cyclists who rolled up to the opening of *Road: From Deadhorse Down*
22. Gilbert Grace made our *Road* markers. These large timber bikes were placed at each of the art exhibition venues.
23. Looking back at the city on the Oulipo *Road: Map* ride
24. Gathering for the Bikes Roll to the Bikes Rock party
- 25-26. Bicycle Valet Parking on King Street Newtown for the International Bicycle Film Festival
27. Opening night crowd at the International Bicycle Film Festival
28. Unicycle trails at Newtown Festival
29. Bicycle Film Festival poster
- 30-31. Sustainable Transport Picnic at Pyrmont Park
32. BIKESydney coordinated and sourced the films for Willoughby Council's Bike Week Film Evening
33. BIKESydney's stall at Macquarie University's Sustainability Fair
34. We design special spoke cards for each of our social rides
35. BIKESydney's Art and About Twilight Ride held in October
36. BIKESydney's bicycle valet parking at Leichhardt Council's Acoustica Festival
37. BIKESydney's Bike Shorts Film Night held in April
38. BIKESydney's social ride from the city to the Bikes Shorts films



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