

## **Bicycle NSW Environment Trust Management Committee Report to BNSW AGM 11<sup>th</sup> November 2009**

Firstly, on I am pleased to provide a brief update on the activities of the Environment Trust on behalf of the Management Committee of myself, Hilary Wise (who is based in Northern NSW ) and Alex Unwin who has resigned from his position on the Committee today.

For those of you who don't know, the Environment Trust was established in 2003 under a deed of trust which sets out in detail the trust objects around protecting the natural environment through the promotion of bicycle riding as an environmentally beneficial means of transport. It received tax deductibility status in 2004.

Donations to date have come largely through members renewing their BNSW membership and with one or two significant donations from time to time. Through the generosity of the latter, the Trust received \$63,000 in donations in 2008 and then back to \$14,000 in 2009. Diversity of fundraising is improving, although clearly, significant individual donors will always be vital to fund the Trust.

Over the past 12 months, the BNSW renewal process has been improved to help encourage direct online donations to the Trust at the same time. Furthermore, the Trust has been set up as a nominated charity on the Every Day Hero website making it easy for people and teams to nominate the Trust across various Australian fundraising events. This helped the 15 riders (including myself) in September to raise over \$12,000 in the Pengana Goullburn to Citi Charity Ride, although I must admit, the 33kms average speed per hour over 150kms was definitely the hard bit. This is likely to be an annual event and an increase source of funding. Together with regular member donations, the Trust can look forward to a regular \$20,000 to \$30,000 fundraising per year – the more significant amounts are achieved through more significant individual donations, an area we are looking to develop further.

The Trust has been in a position to put these funds towards work, and in the last 12 months has invested in 2 programs.

The first program is the provision of a grant of \$75,000 to help fund (together with BNSW) a position in BNSW and associated marketing and promotion costs, over the period of May 2009 to May 2010. Bicycle NSW has appointed a suitably qualified person, initially for a 12 month period, with specific responsibility to engage with the community on a regular basis, promoting all numerous cycling programs in collaboration with the BUG network and other channels in the community via specialist marketing/PR communications – to help achieve the stated Trust's aim of protecting the natural environment through the promotion of bicycle riding as an environmentally beneficial means of transport.

Some key deliverables of this role to date have been:

- BNSW website redesign and re-write (with about 40% increase in traffic)
- Promotion of the opening event for BNSW's new premises – substantially building the profile of the organization and its objectives to key stakeholders
- Promoting the Spring Cycle to get more people cycling more often – overall a massive increase in numbers

Future work includes:

- Promotion of cycling through the Gay & Lesbian Mardi Gras in 2010 and the profile across community, the media and government
- Collaborative work with the Bicycle Recycling Network
- Increase cycling participation of women through Gear up Girl and the profile across community, the media and government

Our second project was to contribute funding of \$5,000 towards a commissioned submission on behalf of BNSW to the Independent Public Inquiry Into Long Term Public Transport Plan for Sydney as well as the NSW Transport Blueprint. This was researched and prepared by Dr Chloe Mason.

Our funds at the end of the 2008/2009 financial year were \$46,000, and with the above commitments in progress, together with influx of the minimum expected range of donations, we would expect a balance of \$25,000 to \$35,000 by June 2010, assuming no further project expenditure.

At our most recent meeting in October, the Management Committee has agreed that we would like to target our expenditure also towards greater single focus issues, such as the abovementioned submissions, where we will get a higher profile and targeted return against our stated objectives

The Trust also would like to diversify application of donor funds to programs outside of BNSW, which align to our Trust objectives. Whilst the following examples are purely illustrative, and do not constitute any approval of any form, these could include, say, grants to the Greenway Project in Sydney's Inner West, or development of the Rail Trail concept within Regional NSW.

I thank Alex Unwin for his great guidance and contribution to the Trust in an official capacity on the Management Committee over the past few years. Alex and BNSW will continue to help facilitate and administer the Trust, but Alex feels the abovementioned strategy of seeking out worthy projects to fund outside of BNSW is best supported by diversifying members on the Committee. Ongoing makeup is ultimately at the discretion of the BNSW Board.

For those of you in the room today who have contributed towards the Trust's objectives – thank you very much – we look forward to further funding from more and more donors and the responsible management of these funds to achieve our mission.

Geoff Martin  
Management Committee