

Queensland Cycling Strategy

2017–2027 (Re-released 2023)

more cycling, more often



Queensland
Government

The Queensland Cycling Strategy 2017-2027 was originally released in 2017. Updated versions were released in 2020 and 2023 with updated cover pages and forewords.

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Foreword

Updated 2023

We want more Queenslanders to experience all that bike riding has to offer. This might be as a convenient and environmentally sustainable form of transport to get to work, school or the shops, or as a fun way to improve health and wellbeing or to socialise with family and friends.

At the time of writing this updated foreword, we are more than halfway through delivering the 10-year *Queensland Cycling Strategy 2017–2027* and our vision for ‘more cycling, more often’. The strategy is helping achieve the Queensland Government’s objectives to create good jobs, better services and a great lifestyle.

Making the choice to ride is becoming easier and conditions for bike riders are changing for the better because of our investment in infrastructure, safety initiatives and bike riding encouragement programs across the state.

During the COVID-19 pandemic, the number of Queenslanders riding bikes surged as people looked to get out and about for fun and recreation. More people have also taken up riding e-bikes and personal mobility devices such as e-scooters for transport, increasing the demand for high quality infrastructure across the state.

Queensland is embarking on the biggest decade of infrastructure delivery in our history, with \$89 billion to be invested over four years as part of Queensland’s Big Build.

Infrastructure to support delivery of the Brisbane 2032 Olympic and Paralympic Games is being planned and built. Transport, particularly active transport to support spectator and workforce access to competition venues, will be essential to the success of Brisbane 2032. This is an exciting opportunity to showcase Queensland as a bike-friendly state and leave a legacy of safe and connected infrastructure for current and future generations of bike riders.

We will continue to focus on building bike infrastructure that is separated from motor vehicles and meets the needs of all users. There is also a growing appetite for riding experiences on recreational and rail trails. We must seize this opportunity to bring more visitors to our regions to boost local economies and jobs through bike tourism attractions and support services.

We have now released the *Queensland Cycling Action Plan 2023–2025*. It sets out 49 practical actions the Queensland Government will invest in across the next two years to capitalise on these opportunities and continue to tackle the barriers to getting more Queenslanders riding bikes.

The new action plan is joined by a report on the state of cycling in Queensland and our progress towards achieving our vision.

I look forward to continuing to work with Queenslanders to implement the *Queensland Cycling Strategy 2017–2027*, to support more people to take advantage of the convenience of riding a bike and the important health and environmental benefits it brings now and into the future.



Hon. Mark Bailey MP
Minister for Transport and Main Roads
and Minister for Digital Services

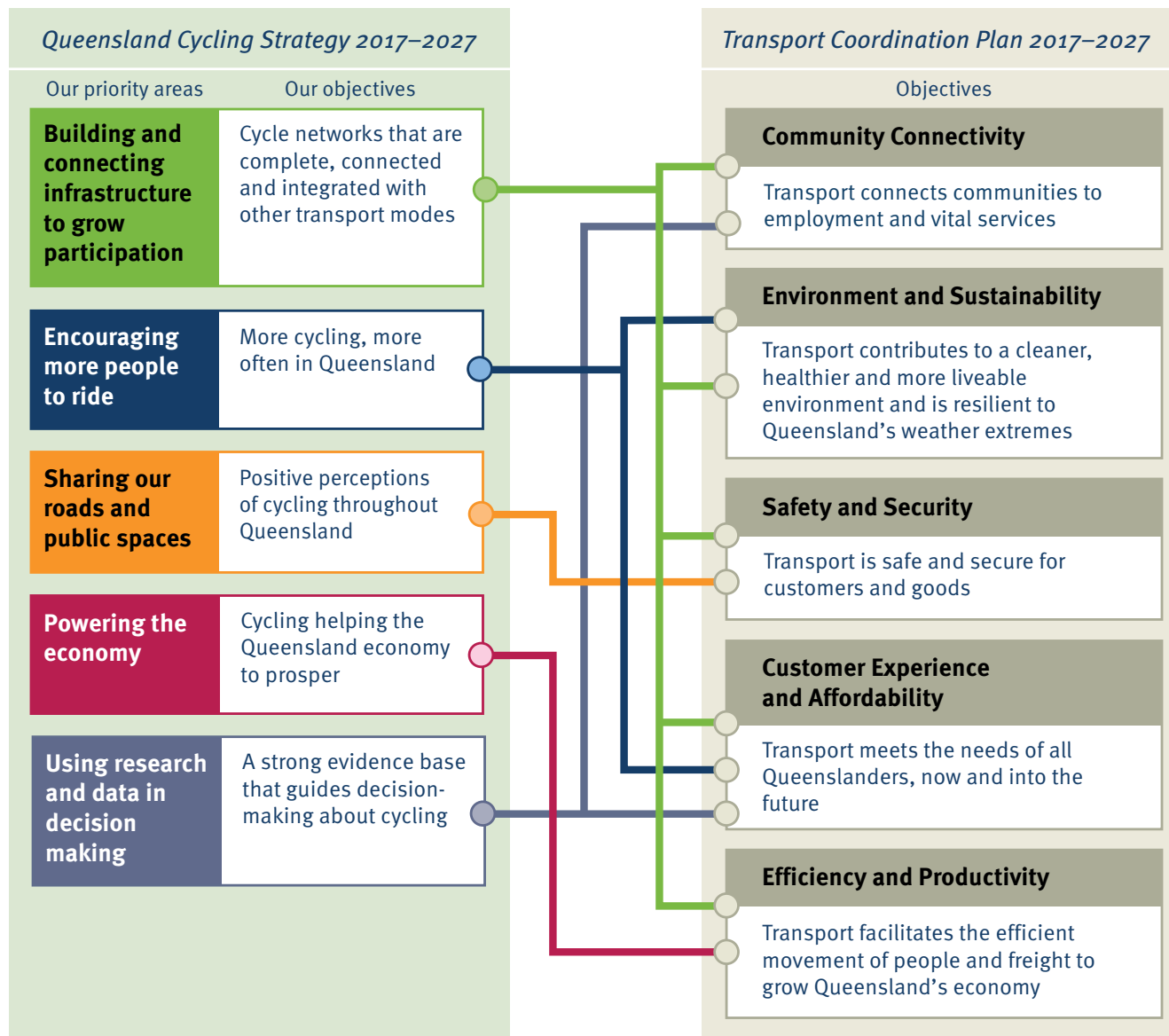


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Bike riding as part of the transport system

The *Transport Coordination Plan 2017–2027* sets the strategic framework for planning and managing our transport system. *The Queensland Cycling Strategy 2017–2027* contributes to its objectives including connecting communities, reducing environmental impacts, enhancing the sustainability and efficiency of the transport system, and creating a safe and secure transport network.



Queensland's priorities

The *Queensland Cycling Strategy 2017–2027* encourages Queenslanders to enjoy and take part in bike riding—for transport, fun and health.

It is an important part of the Queensland Government's priorities for transport, infrastructure, road safety, health and wellbeing, climate and tourism.

It goes hand in hand with our other strategies to encourage people to keep moving and choose more sustainable transport options. This includes the *Queensland Walking Strategy 2019–2029* and *Activate! Queensland 2019–2029*.

It is also a feature of:

- *Queensland Road Safety Strategy 2022–2031*
- *State Infrastructure Strategy 2022*
- *Queensland Climate Action*
- *Queensland's Zero Emission Vehicle Strategy 2022–2032*
- *Towards Tourism 2032*.

Many Queensland Government agencies are supporting the delivery of rideable environments and encouraging more people to ride through their work implementing these strategies and action plans.

We will continue to work across agencies to deliver a better integrated transport network and to make it easier to ride to work, school, or the shops, or for fitness and recreation.



Queensland Government's objectives for the community:



Good jobs

Good, secure jobs in our traditional and emerging industries

- » Supporting jobs
- » Backing small business



Better services

Deliver even better services right across Queensland

- » Keeping Queenslanders safe
- » Connecting Queensland



Great lifestyle

Protect and enhance our Queensland lifestyle as we grow

- » Protecting the environment
- » Growing our regions
- » Building Queensland

Summary

When people ride more often it contributes to making our transport system more sustainable, and helps us to maintain a healthy environment and more active lifestyle. High levels of cycling contribute to the vitality of our cities and towns, helping to encourage a sense of community and connectedness. This has benefits for all Queenslanders.

With Queensland's population expected to grow by almost one million over the next 10 years, there is no better time to get more people on their bikes.¹

Through the *Queensland Cycling Strategy 2017–2027*, the Queensland Government is taking action to ensure that, as the population grows, people are supported to choose cycling as a convenient, enjoyable and healthy way to travel and socialise.

This strategy sets the direction for cycling in Queensland over the next decade. It identifies what we need to focus on to make sure that riding a bike is enjoyable, comfortable, healthy and safe for people, no matter where you live in Queensland.

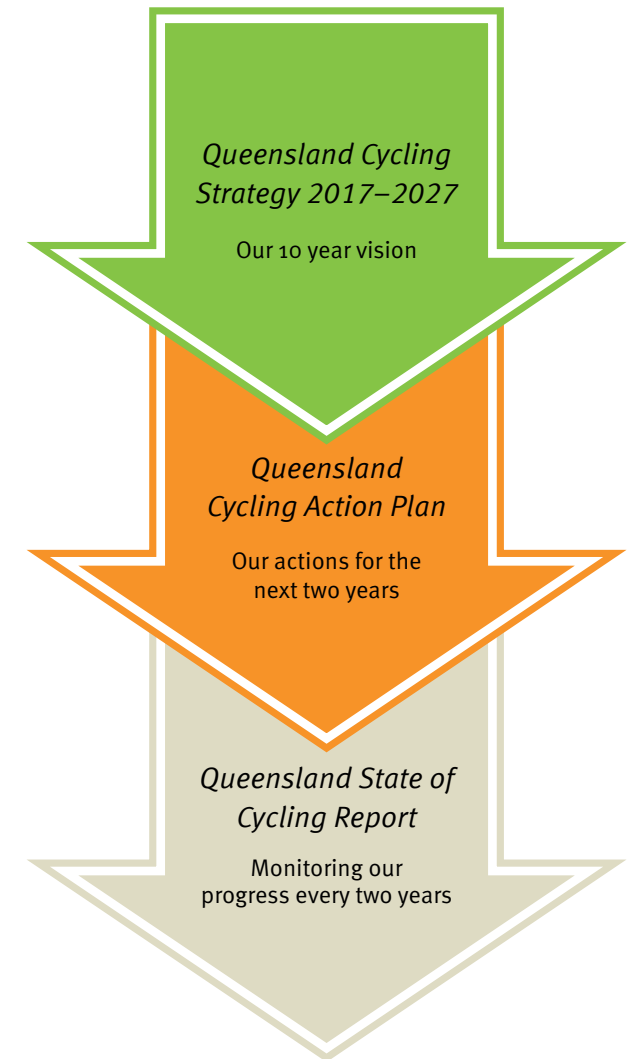
We listened to Queenslanders and looked to successful experiences for growing cycling in other communities across Australia and the world. We have identified five priorities:

- Building and connecting infrastructure to grow participation.
- Encouraging more people to ride.
- Sharing our roads and public spaces.
- Powering the economy.
- Using research and data in decision making.

This strategy goes hand in hand with an action plan that focuses on the practical things we need to do right now to get more people riding.

Every two years, the action plan will be updated and published alongside a new report on the state of cycling in Queensland. This will help us prioritise our efforts as cycling participation grows, adapt to new technologies and transport options, and ensure we respond when there are changes that have an impact on cycling.

Queensland Cycling Strategy Suite



Figures in this strategy are current at August 2017. For the latest information, visit: tmr.qld.gov.au/cyclingstrategy

View online at: tmr.qld.gov.au/cyclingstrategy

Our vision for more cycling, more often

What changes do we want to see in 10 years?

- More cycling, more often in Queensland.
- Cycle networks that are complete, connected and integrated with other transport modes.
- Positive perceptions of cycling throughout Queensland.
- Cycling helping the Queensland economy to prosper.
- A strong evidence base that guides decision making about cycling.

More than 802,000 Queenslanders ride a bike each week² and 1.53 million say they are interested in riding to school or work if the conditions were right.³ Queenslanders have told us that concerns relating to safety are often the main reason they choose not to ride, but addressing the convenience of cycling is also important.

Getting more people to experience the joy of riding benefits the whole community—every person who rides a bike to work, school, socialise or the shops means less traffic and less pollution. Choosing a bike over a car can also improve people's wellbeing, support healthy and happy communities and contribute to the economy.

Unfortunately, most short trips in Queensland are still made by car.⁴ We need to make cycling a natural choice for short trips. We need to make it convenient and safe to ride, whether you are an experienced cyclist or just getting started.

We will work with local governments and other stakeholders to achieve our vision and encourage investment in the actions that help grow cycling throughout Queensland.

Our goal is to maximise the benefits of cycling for all Queenslanders. We will embed cycling into Queensland's culture, communities and economy as part of a single integrated transport system accessible to everyone.



Benefits of cycling



 **39%**

of Queensland adults are not getting enough physical activity.⁵



Riding a bike to work or school can be an **easy way** to incorporate regular exercise into your busy day.



9/10

Queensland adults cycle because it's good for their **health**.⁶



Riding is a fun social activity for Queenslanders of all ages.



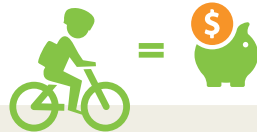
It can also **improve your mental wellbeing** by reducing feelings of stress, anxiety and depression.⁷



Cycling **reduces your risk** of serious illnesses like heart disease, type-two diabetes, high blood pressure and obesity.⁸



The more people there are cycling, **the safer it becomes**.⁹



Well-planned cycling infrastructure **pays itself off** in health benefits and reduced congestion.¹⁰



More people cycling **reduces Queensland's carbon footprint**.¹¹

Our priorities



Building and connecting infrastructure to grow participation



Encouraging more people to ride



Sharing our roads and public spaces



Powering the economy



Using research and data in decision making





Building and connecting infrastructure to grow participation

People ride on all sorts of infrastructure when they cycle for transport or recreation. We will plan, invest in, build and maintain infrastructure that makes it easier and more comfortable for all types of people to ride as an everyday activity.

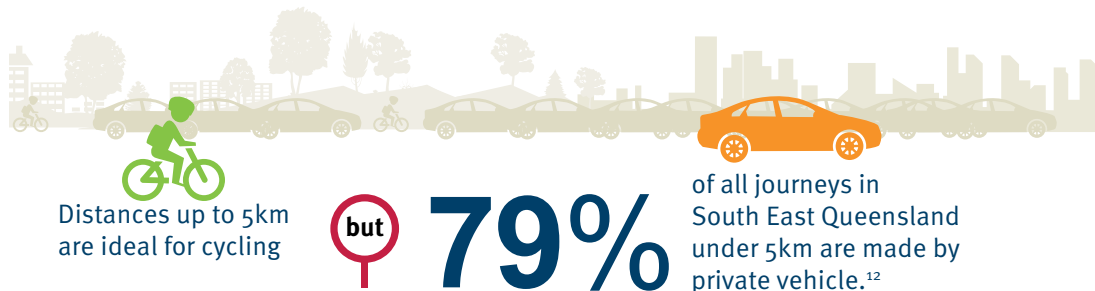
When making the choice to ride is as simple as using other modes of transport, people are more likely to start riding or to ride more often. Cycling infrastructure should help new riders feel safe and confident about using a bike for transport, and support all riders to feel comfortable on their journey.

Building connected networks for cycling

Cycling infrastructure needs to be connected so people can get from A to B safely and comfortably when riding their bike. We will prioritise, design and construct links that deliver safe, direct and connected cycling networks. This will make it more convenient and enjoyable for people to ride.

We will maintain our Principal Cycle Network Plans to ensure cycling networks are planned for, well thought out and connected, right across the state. The plans reflect a 'one network' approach to cycle network planning and show core routes needed to get more people cycling, more often.

We will consult and collaborate with local governments and other stakeholders about priorities for improving our cycle networks, and on infrastructure projects and maintenance needs.



Case study: Creating connected cycle networks

Principal Cycle Network Plans provide a blueprint for a connected network of key cycle routes across the state.

The plans cover 48 local government areas and 98.9 per cent of Queenslanders. They show more than 10,000 kilometres of network.

State and local governments and key stakeholders worked together to identify and prioritise the network to help make it easier and safer for Queenslanders to cycle.

The routes guide the planning, design and building of the network. Accompanying Priority Route Maps identify the delivery priority assigned to principal routes in each area.

Delivering the principal cycle network will help make cycling in Queensland safer, better connected and a more attractive transport choice.



View online at: tmr.qld.gov.au/cycling

Physically separating cycleways

Physically separating cycleways makes riding safer and supports less confident riders to start cycling. When planning new cycling infrastructure, we will prioritise building cycleways that are physically separated from motorised traffic. We will deliver technical training and guidance for designers and engineers to ensure cycling infrastructure is well designed and fit-for-purpose. We will trial new techniques and innovative cycling infrastructure.

Finding your way

We will make sure signage on our cycle networks is up to date and consistent, providing support and technical guidance for the installation of signage that helps people find their way while riding a bike. We will also help to promote and support new technologies that make it easier for people to plan their journey and navigate our cycle networks.

Arriving at your destination


End-of-trip facilities make cycling a more convenient and attractive transport option. We will improve links between cycling and public transport infrastructure to support people to ride a bike as part of their journey. This includes making sure bike facilities are available on key public transport routes and that people have access to secure bicycle parking at public transport links.

We will work to improve end-of-trip facilities at key destinations where people ride their bikes. This will help people to easily transition from their bike to their destination and make riding a more convenient option. We will ensure end-of-trip facilities can accommodate changing needs and new technologies, and cater for the increasing use of different types of bikes such as electric bikes, cargo bikes, child carrying bikes and bikes towing a trailer.

Integrating cycling in the transport network

Providing for cycling in planning and development activities delivers a better integrated, multi-modal transport network, is a cost-effective way to deliver new cycling infrastructure and contributes to the vitality of our cities and towns. We will work with our stakeholders to provide for cycling in planning such as Regional Transport Plans, regional plans and local government planning schemes, and in development across the state. Our policies, guidance and practice will help us to ensure cycling is integrated in the transport network, including public transport and in state infrastructure projects.



 Riding can be a convenient and enjoyable commute to work.
View online at: tmr.qld.gov.au/cycling



People who want to start cycling, rate physically separated cycleways as their **#1 priority** to encourage cycling.¹³

97% of Queenslanders reported **feeling safe** riding on physically separated cycleways.¹⁴

67% of current bicycle riders rated more off-road cycleways as a **high or very high** priority to encourage cycling.¹⁵

Infrastructure showcase

Case study: Veloway 1—building cycle highways



Photo by Bicycle Queensland

The Veloway 1 (V1) has attracted people to commuting by bike from Brisbane's south-eastern suburbs to the CBD for more than two decades.

The 17-kilometre long cycleway provides a continuous route from Brisbane City all the way to the Gateway Motorway at Eight Mile Plains.

Major improvements to the quality and directness of the V1, funded by the Queensland Government's Cycling Infrastructure Program, are making the journey faster, safer and more comfortable for cyclists.

The staged V1 upgrades include removing multiple road crossings and improving the grade of parts of the cycleway, creating a true cycling highway.

Early upgrades are making a difference. Cycling counts show that usage of the V1 grew from approximately 1000 cyclists per day in 2011 to almost 1600 cyclists per day at the beginning of 2017.¹⁶

The section of the V1 between Greenslopes and Holland Park West opened in 2013. It replaced a hilly and indirect connection with a high quality, direct link that has attracted cyclists from much further afield than ever before. Around 10 per cent of people using the cycleway started riding as a direct consequence of the upgrade.¹⁷ By 2016, surveys showed that up to 14 per cent of trips on this section of the V1 had been diverted from car travel.¹⁸ Many people who were already riding also changed their route from nearby busy roads.

The long term vision for the V1 is to provide a core part of a continuous cycle route from Brisbane City to the Gold Coast.

Case study: Caloundra cycle tracks—best practice design in cycling infrastructure

In Caloundra on the Sunshine Coast, new cycling infrastructure guidelines are making cycling easier, informing more direct, safe and comfortable cycling routes around new housing developments.

Developed in the Caloundra South Priority Development Area, the separated cycle tracks are an excellent example of Queensland's leading design in cycling infrastructure.

Economic Development Queensland worked with the Department of Transport and Main Roads, the developer (Stockland) and the Sunshine Coast Regional Council to incorporate separated cycle tracks as a key feature throughout the entire development, which will ultimately be home to approximately 50,000 people.

The cycle tracks are bicycle-only facilities that provide priority at intersections and complete separation from the vehicle lanes and pedestrians, creating a safer ride for cyclists and a better traffic flow.

As a result, the residents and visitors of this community now have the option to hop on their bike and ride safely to services, shops, work and community spaces—saving them money, improving their health and helping the environment.





Encouraging more people to ride

Queenslanders choose to ride because it's a healthy, enjoyable and environmentally-friendly activity. We will work across government and within communities through education and promotion to encourage even more people to ride.

Just about everyone can take part in cycling, even if they haven't been on a bike for years.

It's just a matter of getting started. Showing people the benefits of cycling and promoting it as a safe, convenient and enjoyable way to travel and to connect to their community is fundamental to growing cycling throughout Queensland.

Educating new riders

More Queenslanders will choose cycling as a means of transport when they have the skills and experience to confidently ride a bike. We will develop and tailor cycling education programs so they are relevant to the different ways and reasons people ride bikes. We will prioritise education programs that reach people who need more support to start riding such as children, women and older people.

Promoting cycling and its benefits

Promoting cycling and its benefits will help to put it at the forefront of people's minds when they are making travel choices. We will develop strategies to increase awareness of the benefits of cycling. We will support cycling organisations and other groups to deliver activities that increase cycling participation and promote cycling across the state. We will continue to support cycling events to reach current and future riders, and to celebrate cycling in Queensland.



Cycling as a family teaches safe riding skills.
View online at: tmr.qld.gov.au/cycling

Teaching children to ride

Making it easier for children to ride to school is essential to increase cycling participation. Queensland schools and communities are using creative ways to encourage riding to school. In addition to bicycle education and courses, many schools use 'bike buses', 'ride to school days' and incentive programs to encourage more children to ride.

Case study: Healthy Active School Travel

Students across Queensland are riding to school more often as a result of a successful initiative to promote healthy living and active travel in schools.

Active travel to school has benefits for Queenslanders' health and wellbeing, as well as reducing congestion on our roads at peak times.

Between 2012 and 2015, the Queensland Government worked with local governments to deliver the Healthy Active School Travel initiative in Cairns, Townsville, Gold Coast and Ipswich.

Local governments helped to lead the initiative, working with schools in their areas to develop School Travel Plans to encourage children to walk, ride or use public transport more often. The program was delivered to 25,000 primary school students in 38 schools.

More than half of children at participating schools took part in activities such as Walk Safely to School Day, National Ride to School Day, school walking and bike buses, bicycle education and courses on bike maintenance.¹⁹

This very successful program resulted in an 11.2 per cent increase in children who rode or walked to school.²⁰

The program initially received funding support through the Australian Government as part of the National Partnership Agreement on Preventative Health and was supported by the Department of Transport and Main Roads in partnership with Queensland Health and local governments.



Supporting the choice to cycle

Giving people the chance to experience the benefits of cycling can help to reinforce positive attitudes and encourage more people to choose cycling as a travel option. We will support communities' efforts to encourage more people to ride through events, bicycle education and behaviour change programs. This includes encouraging people, particularly new riders, to join social cycling groups and programs that help them become more confident riders.

Offering incentives to ride

Workplace incentives can get more people riding to work, which can reduce traffic congestion and have many health benefits for those who choose to cycle. We will encourage workplaces to become rider friendly by providing resources and guidance that promote cycling and encourage employees to ride to work. We will leverage new technologies such as electric bikes (e-bikes) to make riding hilly terrain and in hot conditions more convenient.



Innovation and e-bikes

Innovations such as e-bikes are creating new ways for people to cycle. Being able to cycle at higher average speeds, cover longer distances and ride up hills more easily makes e-bikes an attractive travel option. Already e-bikes are being used in some business fleets and bike sharing services across Australia. Adapting regulations to the safety requirements for this constantly evolving and increasingly popular technology will enhance the safety of all users of the transport network. Building appropriate cycling infrastructure will enable people to choose e-bikes as a preferred mode of transport and assist in reducing impacts on our environment and traffic congestion.

Photo by Getty Images

Diana's story

Diana from The Gap in Brisbane started riding again when she was motivated to help raise funds for cancer.

'After my nephew died of cancer at just 17, I decided to have a go at the Ride to Conquer Cancer event.

'I thought it was something I could do in his memory, so I bought a bike and started training,' Diana said.

'I hadn't been on a bike much for about 30 years, but it wasn't long before I was feeling confident riding again,' Diana said.

Diana rode the 220-kilometre, two-day Ride to Conquer Cancer, meeting lots of great people along the way.

'It was a great way to get back into cycling, and to quickly gain confidence on the bike to start riding all sorts of places.'

Diana has now ridden the Ride to Conquer Cancer for three years in a row, and has also ridden in Chicks in the Sticks—a three-hour endurance race—and the Brisbane to Gold Coast Cycle Challenge.

'These events are not just for sports cyclists. It's been a chance to meet all sorts of people.

'Riding is a great stress relief and is an easy way to exercise, but it's the social aspect I enjoy the most.'

'I'm part of the Chicks Who Ride Bikes, a great and supportive group for women who like to ride their bikes and have fun.'

'We regularly go for rides and, of course, you have to have coffee afterwards.'

'And the best thing is that anyone can do it, no matter what age or fitness level.'



View online at:
tmr.qld.gov.au/cycling



Sharing our roads and public spaces

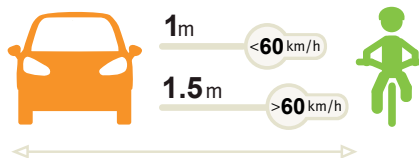
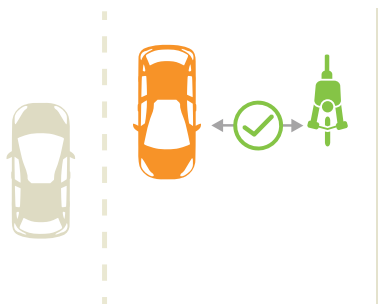
Clear guidance, education and road rules help Queenslanders to comfortably and safely share our roads and other public spaces. Our investment in technology will also make a difference to the way we share our roads.

More people cycling benefits the whole community, and promotes a healthier way to travel. Encouraging all people to better share our public spaces—whether on the road, shared paths, footpaths, trails or other places—will help make getting around safer and more enjoyable for everyone.

Road rules that work for all

Every trip taken by bike means one less car on the road, less traffic congestion and less pollution. We will continue to make cycling and the safety of cyclists a priority in decisions about road rules. We will work across government to ensure that our road rules and enforcement are effective and improve the safety of all road users. This includes minimum passing distances and managing speed so that it is appropriate for the road conditions and use.

The minimum passing distance road rule **keeps cyclists safe**



When the speed limit is **60km/h or less**, motorists must leave a gap of at least **1m** when passing bicycle riders.

When the speed limit is **over 60km/h**, the gap must be at least **1.5m**.



Connected travel

In the future, different modes of transport will communicate with each other to improve road sharing and journey planning. New technologies for bicycles—such as sensors and other connected technology—might make it possible for bikes to communicate directly with other road users and traffic infrastructure such as traffic lights, warning signs and bicycle parking.

Sharing our roads

When people better understand how to safely share our roads, using the road will be more pleasant for everyone. We will continue to educate road users about safely sharing the road and other public spaces. We will also invest in technologies designed to help reduce crash risk and improve safety for vulnerable road users such as cyclists.

Managing speed to improve safety

Lower speed limits where there are high numbers of pedestrians and cyclists can help keep people safe. Slower driving makes it easier for motorists to plan ahead and react when vulnerable road users are nearby. We will work across government to investigate how to better manage speed around schools, urban precincts and high-use cycle corridors. Trials will help us to determine whether reducing speed limits in these areas decreases the number of crashes and incidents between cyclists and motorists.

Regulating road space and road use

We can make cycling on our roads safer and more comfortable with effective regulation, training and guidance. We will draw on the most successful national and international experiences to determine the regulations and guidance that best address key safety risks and concerns on Queensland's roads. This includes guidelines or training for drivers that reduce some of the main risks to cyclists such as interactions with heavy vehicles to make it safer for people to ride on the road, and regulatory frameworks that adapt to emerging technologies.

Safe System approach

The Safe System approach is a guiding principle for Queensland's road safety strategies. It is a proactive system that recognises humans will make mistakes and are vulnerable. To reduce safety risks for all road users, the Safe System approach acknowledges that everyone has a responsibility including road system designers, vehicle manufacturers and road users. This includes ensuring road projects are designed to minimise crash forces where vulnerable road users such as cyclists and pedestrians are present.

View online at: tmr.qld.gov.au/safety/road-safety/road-safety-policy

Ebrahim's story

Less than a week after moving to Australia from Afghanistan, Ebrahim bought a bike.

'I've been riding bikes my whole life, since I was about 10 years old,' Ebrahim said. 'So as soon as we got to Australia, when we were still living in a motel, I went to the shops and got a bike.'

'It immediately gave me some independence. I could get around easily, and didn't have to only rely on public transport or a car.'

Ebrahim says he rides every day and loves the convenience.

'When I first got here, I rode my bike to Uni and English lessons,' he said.

'Now I ride to work and to the city—if it's under 10 kilometres, I take the bike. If it's more than that, then I get lazy and take the car!'

'On weekends I go exploring—there are lots of great places to ride around Toowoomba.

'Some roads are hilly, but sometimes, there is a way around it, and anyway, going down hills is the fun part!'

Ebrahim says riding in Afghanistan and Australia is so different, it's not even comparable.

'It is so much easier to ride here in Australia,' he said.

'You come out of your home and you're straight on the road, and there is a rule that cars have to stay a metre from you! Riding is a lot harder in Afghanistan.'

But regardless of where he's living, Ebrahim wouldn't want to be without his bike.

'I love everything about riding—it's a great feeling, it's the easiest way to get around and it's cheap.'

View online at: tmr.qld.gov.au/cycling





Powering the economy

Getting more people cycling, more often will help power Queensland's economy and revitalise local communities. Well-planned cycling infrastructure pays itself off in health benefits and reduced traffic congestion. Cycling and cycling events can also promote jobs, increase tourism and contribute revenue to local businesses.

Whole countries to small towns all around the world have invested in cycling with substantial benefits to their economies, jobs and transport systems. Investing in cycling as a mode of transport for recreation and tourism will help to power Queensland's economy.

Investing in cycle tourism

Queensland's idyllic weather allows domestic and international visitors to cycle at any time of year. These visitors contribute significantly to our economy, using accommodation, visiting local attractions and buying goods from local shops. We will support cycle tourism by providing funding to build and promote rail trails and touring routes. We will provide advice to help regions identify and develop new trails and investigate ways we can support organisations to grow active tourism across the state.

Cycling events, which are growing across Australia and the world, drive new visitors to regions, towns and cities that have invested in cycling. We will support communities to identify and grow opportunities for cycling events that attract visitors. We will also investigate opportunities to make holding cycling events easier.



On average, **every \$1 invested** in cycling infrastructure returns almost **\$5** to Queensland in health benefits, reduced traffic congestion and other benefits.²¹



Case study: Cairns Mountain Bike Championships

Investment in world-class mountain biking trails in far north Queensland is helping to grow visitor numbers to the region.

The trails are built for both cross-country and downhill mountain biking and for a variety of riding levels. This gives competitive riders, leisure riders and people of all ages plenty of opportunity to visit the region to ride.

The iconic Smithfield Rainforest trails in Cairns hosted the 2014 and 2016 Union Cycliste Internationale (UCI) Mountain Bike World Cups, and hosted the 2017 UCI World Championships. These large international events bring hundreds of riders to the region to compete, as well as thousands of fans and spectators from around the world. In 2016, the Cairns round was one of only two UCI Mountain Bike World Cup rounds held outside of Europe.

Mountain biking events and promotion deliver significant economic benefits. The 2014 UCI Mountain Bike World Cup in Cairns contributed an estimated \$3.5 million to the state's economy.²² Being broadcast to a global audience of millions, such events help showcase the region to the rest of Australia and the world.

Photo by Tourism Tropical North Queensland



Supporting bike business

Increased participation in cycling means more people are buying cycling goods and services. Sales, repair and maintenance businesses benefit from the revenue, leading to more job and training opportunities—including for young people—and growing opportunities for the import and export of cycling goods. Bicycle based businesses such as food and coffee carts, couriers, small scale freight and food deliveries by bike are growing rapidly as people realise their flexibility and low cost. We will use research to showcase opportunities for how cycling can power local and state economies.



Bike sharing in our transport future

The future of transport will continue to see growing popularity in ride sharing services, including for bikes. This offers great potential for bike hire and bike sharing services that make it more convenient for people to choose this as a preferred mode of transport, especially for short trips.



▶ Social cycling groups regularly visit local businesses on their rides.
 View online at: tmr.qld.gov.au/cycling

Cycling supporting local businesses

Cycling supports other local businesses such as cafes and restaurants. Cyclists regularly frequent local businesses, particularly cycle-friendly destinations. We will encourage more businesses to become cycle-friendly so they can benefit from the spending cyclists make in their local community. This includes recognising businesses who provide a welcoming environment and facilities for cyclists, including their employees who choose to ride to work.



Using research and data in decision making

Research and data help us understand who, how, why and where people are riding. This information is valuable to ensure our investments are having the maximum impact in the places they are needed most. We will use research and data as the basis of decision-making and investment in cycling infrastructure, programs and education.

New technologies are providing more opportunities than ever to collect and analyse data about who, how, why and where people ride. Research, tracking and reporting will help ensure the investments we make in cycling infrastructure and programs have positive impacts on our wellbeing and prosperity.

Understanding cycling through research

Having a strong understanding of cycling is essential to growing cycling. We will collaborate with the Queensland academic sector on research to better understand the opportunities and challenges for cycling in Queensland. This will help us design programs that meet the specific needs of various groups of riders. Research activities will enable us to seek and evaluate new ideas and make the most of new technologies and innovations as they are developed to further improve the experience of cyclists and grow cycling across Queensland.

Collecting and sharing data

Through regular observation and reporting of the state of cycling in Queensland, we will better understand how things are changing over time, determine whether what we are doing is working and adapt the future direction of activities to encourage more cycling in Queensland.

We will collect and share data on cycling to improve transparency and accountability and promote innovation. We will use data to better identify gaps, hot spots and issues that prevent people from cycling. Cycling data will also help us understand and showcase the benefits cycling has for Queenslanders' health and wellbeing, our economy and the environment. This will help us make a stronger case for investment in cycling into the future.



Making it happen



Queensland Cycling Action Plan



Queensland State of Cycling Report



Working together





Queensland Cycling Action Plan

We will work with local governments and other stakeholders to implement this strategy through a two-year *Queensland Cycling Action Plan*.

The plan will focus on the practical actions we need to do right now to get more people riding bikes in Queensland.

The Queensland Department of Transport and Main Roads will lead the implementation of the actions, working with state and local governments and other stakeholders. We will review and update the plan every two years, in consultation with stakeholders.



Queensland State of Cycling Report

We will publish a report about the state of cycling in Queensland along with the two-year action plan to track key data on cycling trends, and report on progress towards achieving our vision of more cycling, more often.





Working together

To get more people to ride more often, all of us need to work together—governments, cyclists, Bicycle User Groups, cycling clubs, volunteers, businesses and community influencers.

We will collaborate and seek to focus investment across all levels of government, particularly between state and local governments, on delivering the actions of the *Queensland Cycling Strategy 2017–2027* and to maximise the benefits cycling brings to the state.

We will support local governments, community and advocacy organisations and riding groups to encourage cycling in our communities.

Bicycle User Groups and riding groups are the face of cycling in many communities. They play an essential role in connecting people to share the joy of riding. We will continue to support them and help promote them as a great first port of call for Queenslanders to start cycling or to cycle more often.

We will listen to our stakeholders and experts about what is needed to grow cycling and encourage all Queenslanders to help us set our priorities for improving cycling in our communities. This will help us monitor our progress towards achieving our vision of more cycling, more often.

Jan's story

Jan Boyd started cycling again at the age of 58 and it almost immediately became a way of life.

But when she first started riding again, Jan found the lack of cycling infrastructure such as separated cycleways and connected paths to be a barrier to riding. She wanted to help make improvements in her local community.

In 2006, Jan established the Capricorn Coast Bicycle User Group (BUG).

'The BUG gives us a voice in the local Council. People know we're here and we advocate for improving cycling infrastructure around our area,' Jan said.

'We have achieved a lot over the years. One of our greatest achievements was the opening of the first stage of the Capricorn Coast Rail Trail—a 4.5 kilometre shared-use path built on the disused railway corridor.'

'BUGs like us bring people together in regional areas. Our BUG has regular rides that are social and inclusive, even if you have no prior experience as a cyclist.'

'We have people ready and able to help others to start riding or to get back on their bike,' Jan said.

Jan wants more people to use cycling as a means of transport, rather than just for recreation.

'We need to get out of our cars,' she said. 'The growth in cycling as a means of transport needs to continue. It's good for our health and the environment, and it's a much safer way to travel.'

View online at:
tmr.qld.gov.au/cycling



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