



BICYCLE
NETWORK®

What bikes (and the people riding them) want

Craig Richards, CEO
August 2019



Karl Drais

Inventor of Bicycle



BICYCLE

IS A SIMPLE



SOLUTION

TO SOME OF THE

World's

MOST COMPLICATED

PROBLEMS





Cost efficient



Space efficient



Energy efficient



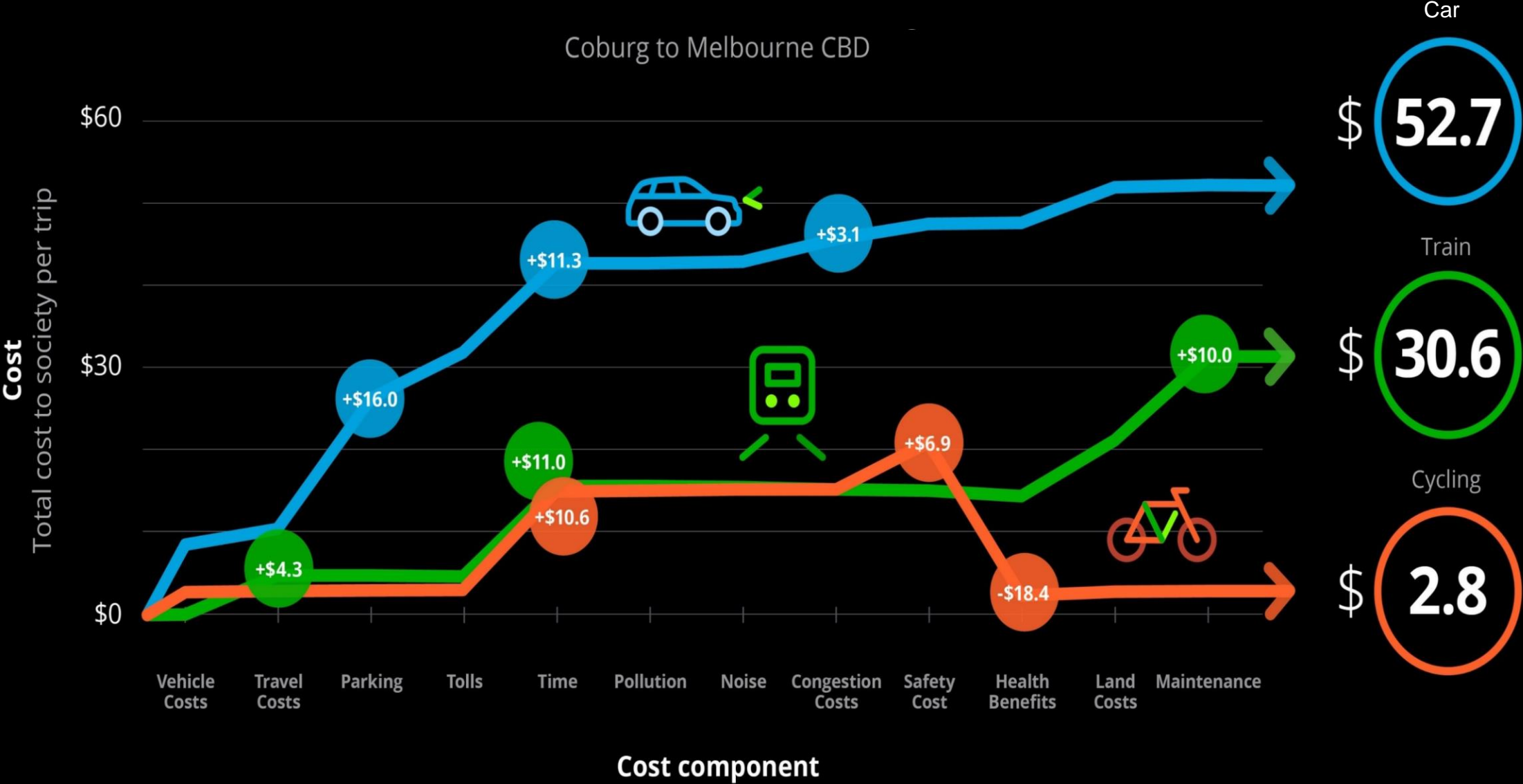
Healthy



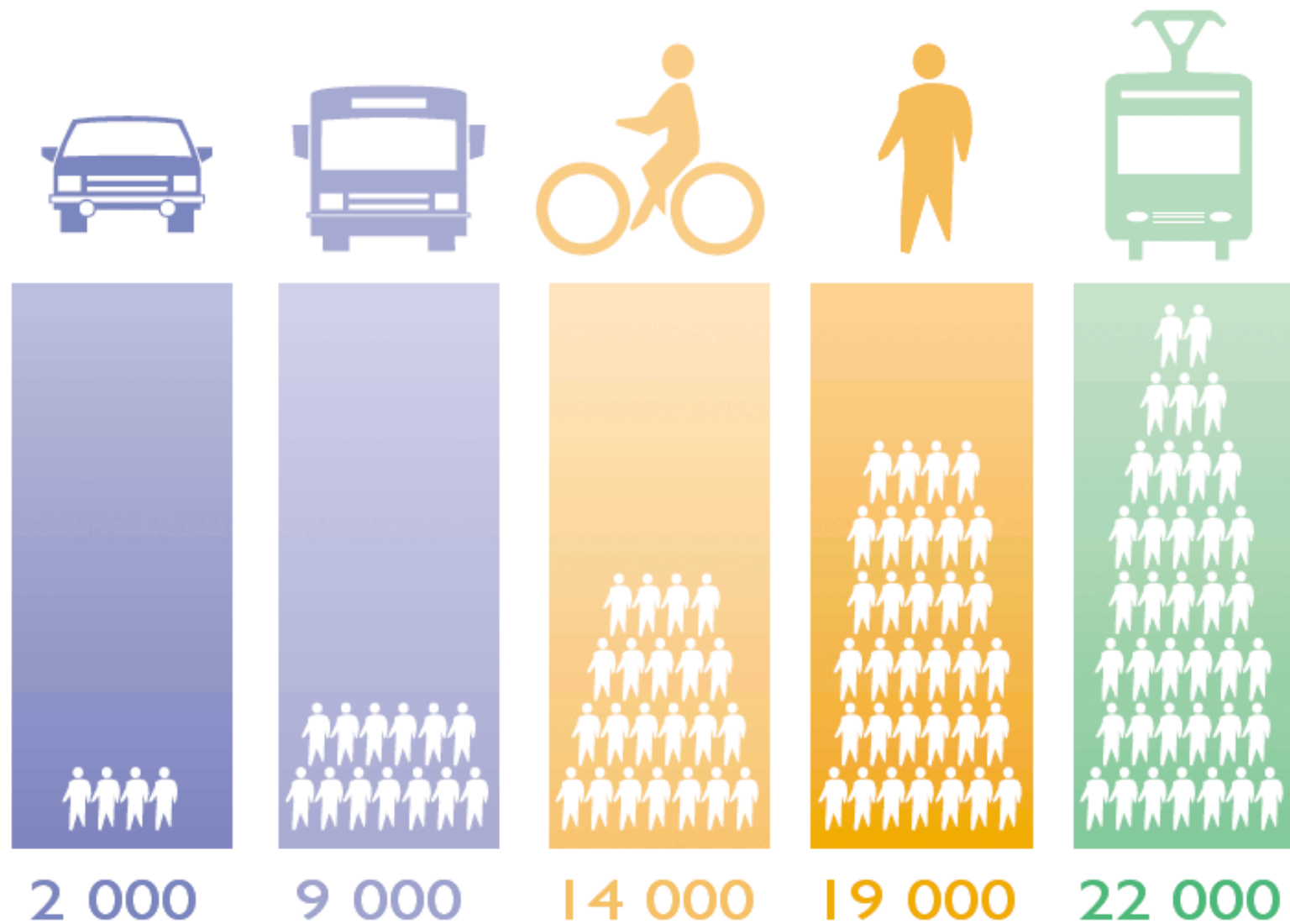
**Time competitive
(up to 10km)**

Total cost of commuting

Coburg to Melbourne CBD



Person Capacity per Lane-Equivalent



Amount of space required to transport the same number of passengers by car, bus or bicycle.



Car?



Bus?



Bicycle?

Space Required To Transport 48 People



Car

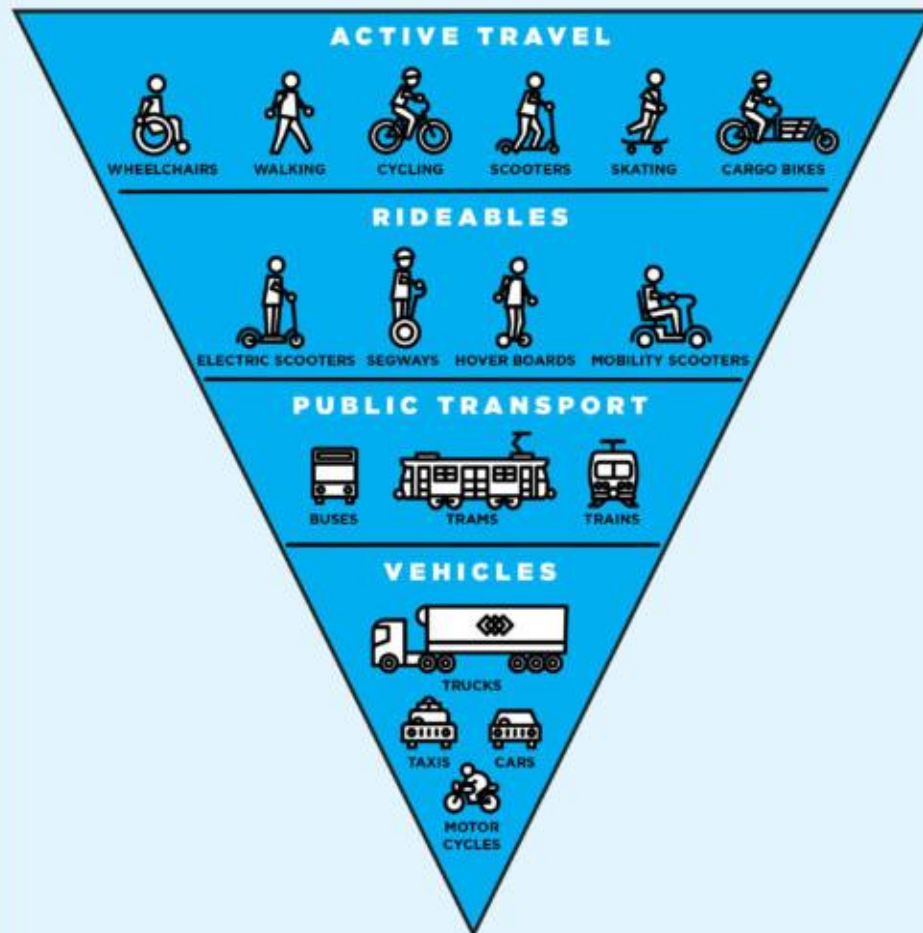


Electric Car



Autonomous Car

THE NEW REVERSE TRAFFIC PYRAMID



But...

How Australians get to work



75.6%



9.2%



1.1%

People's perceptions



Comfortable

Convenient

Cool

Dangerous

Difficult

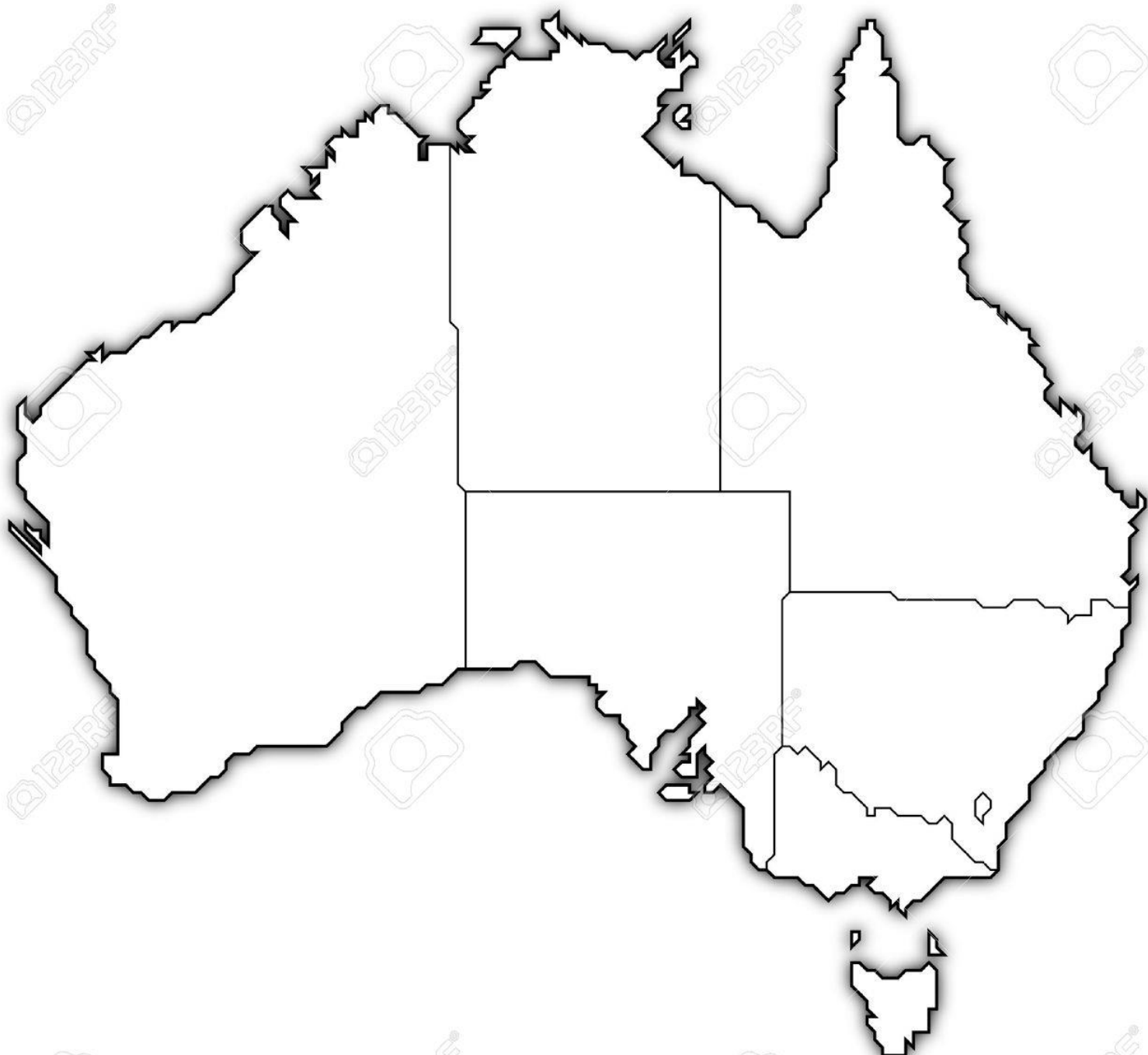
Daggy

From
this...





...to
this



**3.4 M Australians
ride a bike every
week**

**900,000 Victorians
ride a bike every
week**

Places to ride

8
to
80



80











YY-161F

S373-BVR
SOUTH AUSTRALIA

Pullman
HOTEL

ADELAIDE
CONVENIENCE

All About Beauty
WAXING | REFLEXOLOGY

PEL









Pain points and priority



**Your bike
commute is
only as good
as its worst
piece of
infrastructure**







PLEASE LOOK OUT
FOR EACH OTHER












CYCLIST
PUSH BUTTON
FOR
HOOK TURN

goget
com.au
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Why own a car when you can

10,000 new job ads every day.
Download the app and see.
PT





SIGNALS
SET FOR
13
M.P.H.







 **SECURE PARKING** 

 **SECURE BICYCLE
PARKING FACILITY**
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or call 8930 0300 to find out more.
Life@TheTop 









PENALTIES



APPLY

PENALTIES



APPLY

PENALTIES



APPLY

DYNOCKS DYNODYMO

BOOKSELLERS BOOKS



Thank you for not eating
or drinking in-store

DYNOCKS



No bikes in store, thanks.



24/7 Service
1800 675 411

KANGAROO

A close-up photograph of a dark stone sign mounted on a light-colored stone pillar. The sign features the text 'PARLIAMENT OF VICTORIA' in raised, gold-colored letters. The background shows the classical architecture of the Parliament of Victoria building, including large columns and a balcony.

PARLIAMENT
OF
VICTORIA









**Det finnes
ikke dårlig
vær, bare
dårlig klær!**



**There is
no bad
weather,
only bad
clothes!**

Popular









**Beware of
barriers**

There are people who talk about wanting to make safety clothing mandatory, road tax for bicycles, registering them and insuring them. I think all that stuff is utter nonsense. The whole point of the bike is that you get on it and you ride it and you can ride it when you're a kid or when you're absolutely flat broke and it's so agile.

James May









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