



Lack of investment harms small business

The Government's choice to limit funding for a safe cycling network is inhibiting growth in the SA Bike Economy, say over 50 businesses involved in retail, manufacturing, education, servicing, and tourism.

"Our customers need safe places to ride. How can we sell and service bikes otherwise? We constantly hear from them that the infrastructure just isn't good enough. We know it is putting people off riding and that means fewer customers." Lia Weston, Bio-Mechanics Cycles and Repairs

A submission was passed to the SA Government today from over 50 of the 200 businesses involved in the SA Bike Economy and 21 organisations that support bike riding as a healthy and efficient every-day transport choice.

The submission includes a petition signed by over 800 riders calling for greater investment in cycling infrastructure and calls on the Government of SA to:

1. Develop a State Bicycle Plan (our last plan expired in 2010); and
2. Allocate 5% of the transport budget to cycling infrastructure (currently less than 1%)

This submission aligns future mobility with future economies for a liveable future. The SA Bike Economy is made up of innovative, diverse and passionate businesses well placed to support growth in cycling participation but this growth isn't possible without a quality bike network. Unfortunately, there have been significant cuts to the State Bicycle Fund in the 2018/19 budget. Businesses don't feel like the Government is looking after their interests.

SA riders contributed to the submission, sending in pictures of the SA bike infrastructure they love and pictures showing where life isn't so bright on a bicycle. From this a photo portfolio of contrasting SA cycling routes was created.

We encourage you to view the submission at:

<https://www.dropbox.com/s/i8jnitzb9vcqwve/Supporting%20greater%20investment%20in%20cycling%20infrastructure.pdf?dl=0>

Quotes

"1% of the transport budget just doesn't cut it. It's offensive to the entrepreneurs in SA working hard to innovate in the bicycle industry." James Astir, Astir Bicycles & Frames.

"Mega Bike calls on the Premier and his Government to increase funding for active transport in the SA Budget. By doing so they would show their support for the SA Bike Economy." Roxanne Price, Mega Bike.

"As people transition from a second car to an electric bike for their daily commute there is a need to invest in supporting infrastructure." Mic Chapman, MiCycles specialising in electric bicycle sales and repair.

"Our customers have told us they feel safer and more comfortable on the roads we travel on where we can use bicycle lanes and intersections with traffic signals for bikes. Naturally what matters to our customers matters to our business." Daniels Langeberg, EcoCaddy.

“Funding available through the State Bicycle Fund has been really important to help us build our local cycling network. After cuts there is now around \$300,000 for 68 councils to share.” Sam Powrie, Port Adelaide Bicycle User Group

“Sustainable mobility for all citizens is a human right. All around the world cities are showing that if you invest in a network of separated bikeways more people will ride. Canberra and Auckland are leading the way in our local region, emulating the global success of Seville, Vancouver and London.” Christian Haag, Bike SA, CEO

“You often hear people say bike riders don’t pay their way but it is a myth. Investing in bike infrastructure saves the Government money. The health data alone is staggering. Why aren’t they jumping at the chance to invest?” Katie Gilfillan, Bicycle Institute of SA, Chairperson.

“The Heart Foundation supports built environments that support active living. The benefits of cycling infrastructure go beyond health benefits and have the potential to increase the economic value and the retail activity of a local area.”¹ Tuesday Udell, Senior Policy Advisor, Heart Foundation

“All I want for Christmas is a safe way to ride to work.” Matilda Silk, teenage rider

Other information

The SA Bike Economy - <https://industryandskills.sa.gov.au/upload/publications/bike-economy.pdf>

VIDEO - World Bike Day Adelaide 2018 – ride footage and interviews <https://youtu.be/3kofly3xwOQ>

Contacts

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Bike SA, Christian Haag, M: 0409 950 880, E: christianh@bikesa.asn.au <https://www.bikesa.asn.au/>

Bio-Mechanics Cycles and Repairs, Pete Hague, Owner & Operator, P: 84109499, 260 Waymouth St, Adelaide, www.bmcr.com.au,

Astir Bicycles and Frames (SA Bike Manufacturer), James Astir, M: 0403011917,
<http://www.astirframes.com/>

EcoCaddy, Pedicab service in CBD, Daniels Langeberg, M: 0402018191, <https://www.ecocaddy.com.au/>

MiCycles Electric Bike Services & Sales, Mic Chapman, Owner & Operator, M: 0424569317, Thebarton,
<https://www.facebook.com/micycles/>

¹ Heart Foundation. 2011. Good for business: the benefits of making streets more walking and cycling friendly. Adelaide.