



# Annual Report 2024





Grace Brown  
on her way to  
winning the  
Olympic Games  
time trial in Paris.  
GETTY IMAGES



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## COVER PHOTO

Saya Sakakibara  
celebrates gold  
at the Paris 2024  
Olympic Games.

TIM DE WAELE,  
GETTY IMAGES

AusCycling acknowledges the traditional custodians of country throughout Australia and their ongoing connection to the land and waters. We pay our respects to their culture and Elders, past, present, and emerging and acknowledge the value that First Nations people make to Australian sport and society.

# Board of Directors



**Craig Bingham**  
Chair



**Lee Brentzell**  
Deputy Chair



**Darren Alomes**  
Deputy Chair



**Brian Gallagher**



**Anne Gripper**



**Jenni McLeod**



**Rob Nelson**



**Michael Smith**



**John Nicholson**  
Appointed May 11



**Katrina Cowan**  
Term completed May 11



**Marne Fechner**  
Chief Executive Officer



**Kate Palmer**  
Chief Operations Officer



**Jesse Korf**  
Executive General Manager  
- Performance



**Matt Pinkney**  
Executive General Manager  
- Media



**Kipp Kaufmann**  
Executive General Manager  
- Sport



**Nick Hannan**  
Executive General Manager  
- Government/Transformation



**Nikki Horton**  
Executive General Manager  
- Clubs and Community Enhancement



**Kate Patterson**  
Executive General Manager  
- Commercial

# Executive Team



# A message from the Chair of the Australian Sports Commission

It was an honour to be in Paris for the 2024 Olympics and Paralympics and see the incredible performances of our Australian athletes and teams which have left long-lasting memories in the hearts of all Australians.

While not every sport the Australian Sports Commission supports was on show in Paris, I know the joy and pride that sport can bring us all, and the opportunities it provides.

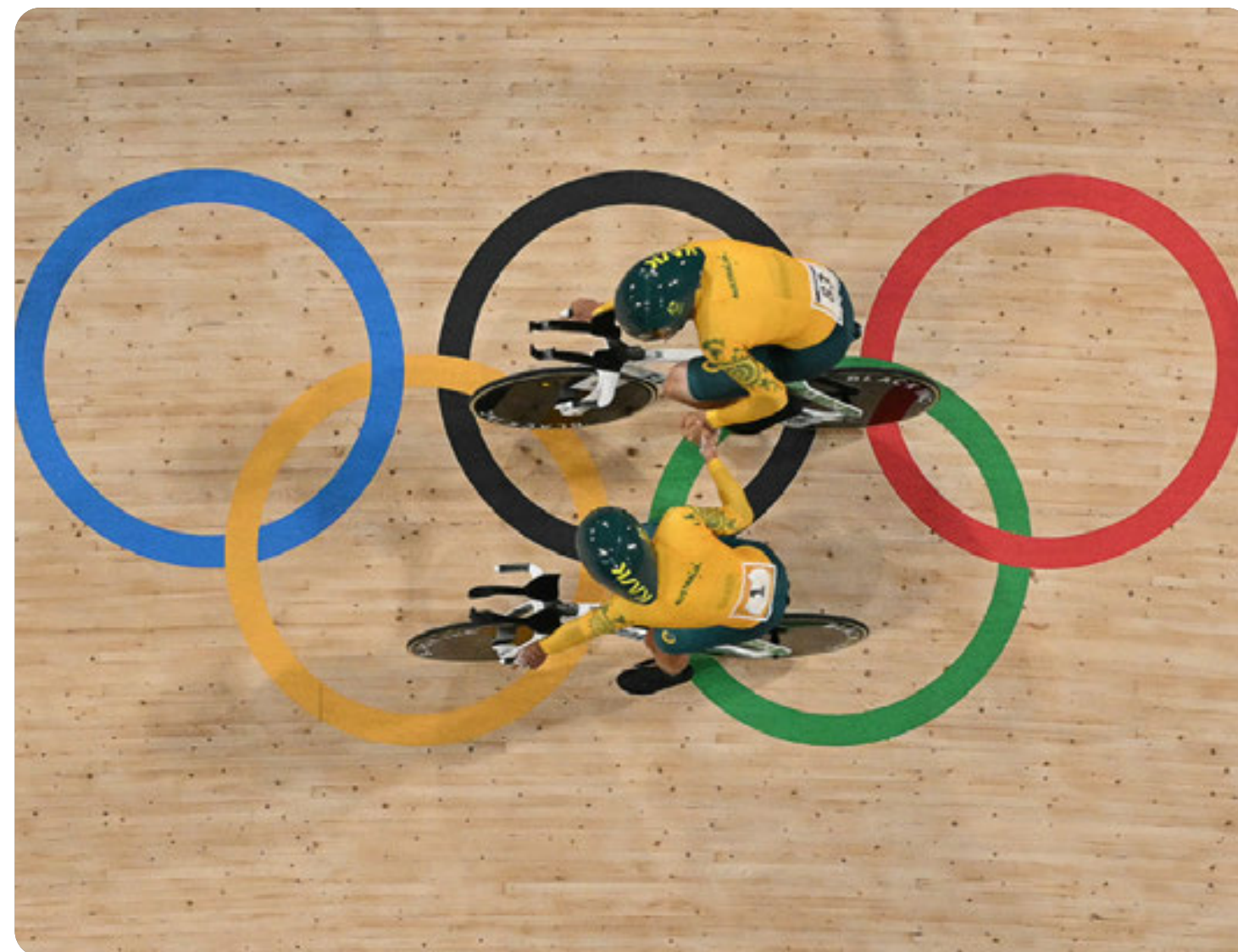
As we look towards a home Games in Brisbane in 2032, my vision is for sport to be safe, fair, accessible and inclusive for everyone, with every athlete supported to reach their full potential.

**“My vision is for sport to be safe, fair, accessible and inclusive for everyone”**

We want to bring out the best in everyone involved in sport because that's how we will become the world's best – by working together and bound by a common purpose.

We encourage and help Australians of all backgrounds, ages and abilities to get involved in sport and we advocate for sport and the positive influence it has on the nation.

Our grant programs support athletes, coaches, officials and organisations, while our Sporting Schools program is helping more children access free and fun sporting activities than ever before. More than 9,200 schools are registered with the program and our goal is to reach 32 million participants by Brisbane 2032.



Our high performance sport system is more united than ever through Australia's High Performance 2032+ Sport Strategy and our shared commitment to Win Well. It was wonderful to see the Win Well ethos alive in Paris and as we approach the end of Horizon 1, see the country's peak Olympic, Paralympic and Commonwealth Games sporting organisations come together to deliver the best outcomes for our athletes, our sports and for all of Australia.

Likewise, work continues to help Australians to Play Well with stakeholders coming together to discuss how to put the nation's first codesigned Sport Participation Strategy into action with workshops held across the country.

We are proud that our Australian Institute of Sport Campus has been the home of sport in Australia for over 42 years and a \$249.7 million investment from the Australian Government to upgrade our high performance facilities will ensure we continue to be world-leading.



**Kate Jenkins AO**  
Chair of the Australian Sports Commission

I know success will be greatest when every part of the system is able to perform their role at their best, and I look forward to leading the ASC, including in its work towards ensuring there is a lasting legacy for all Australian sports and the community from this green and gold decade - when the eyes of the world will be on Australian athletes, Australian sport and Australian venues.

▲  
Conor Leahy and Oliver Bleddyn celebrate after winning team pursuit gold at the Paris 2024 Olympic Games.  
GETTY IMAGES



# Strengthening Foundations, Accelerating Growth

2024 marked a pivotal year for AusCycling as we completed Horizon One: Strengthen the Foundations and laid the framework for Horizon Two: Accelerate Growth, spanning 2025 to 2028.

Over the past four years, we have consolidated, stabilised, and set in motion transformational change – from streamlining governance and financial structures to launching major initiatives such as AusBike, Performance Development Academies, and new Centres of Excellence.

This year saw us build on the previous three with Australian cycling and riding delivering inspirational multi-discipline success at the Paris Olympic and Paralympic Games, and our broader team driving the growth of community initiatives.

We also secured several major UCI events as part of the Green and Gold Runway leading to Brisbane 2032.

These achievements were only possible due to the dedication of our people – our clubs, volunteers, partners, and staff – who are key stakeholders in our ambition to ignite Australia's passion for riding and cycling.

## Key Milestones in 2024

The completion of Horizon One marked a significant milestone in AusCycling's evolution. Financial resilience was strengthened through governance reforms and embedding key commercial partnerships, notably with ARA and GWM, which provided a stable foundation for future years.

Our athletes excelled on the world stage, with outstanding results at the Paris Olympic and Paralympic Games underlining the value of a re-imagined approach to multi-discipline Performance programs.

2024 also saw us set the frameworks for new Centres of Excellence, with an Action & Acceleration CoE in South East Queensland to be followed by an Endurance CoE in South Australia.

This renewed commitment to elite talent development and performance pathways was complemented at the community level with our award-winning bike education program, AusBike, which expanded significantly to reach 50,000 participants.



The event landscape also saw major developments, with AusCycling securing multiple UCI World Cups and Championships in Australia and securing a landmark partnership with the Western Australian Government to bring the Road National Championships to Perth.

Governance and advocacy remained key focus areas, with AusCycling earning a 3.86/4 rating in the ASC Governance Review, placing us at the forefront of best-practice governance in Australian sport.

We also deepened our engagement with athletes by establishing an Athlete Committee of the Board, ensuring our riders have a key input in decision-making.

And in partnership with the NSW Education and Roads Departments, we launched AusBike school holiday programs, expanding the reach and impact of our traditional club networks.

The Customer Segmentation Project was a key ongoing initiative that will provide a data-based foundation for the creation of new and relevant membership products. Similarly, the Club Segmentation Project has provided actionable insights that will help us to proactively meet club needs.

While these milestones show clear progress, 2024 was also a year of reflection – and we are mindful of the challenges that remain and the need to continue refining our approach to ensure sustainable, long-term growth and success.

▲ Ruby Roseman-Gannon won the elite women road race national championship in Ballarat.  
CON CHRONIS





## Challenges and Lessons

Despite significant progress, financial constraints continue to impact the scale and scope of our programs and initiatives. While we have taken important steps toward financial sustainability, resources are not yet sufficient to support every opportunity we would like to pursue.

Some areas of the sport continue to face pressures in delivering events, particularly road cycling, where challenges of venue access, traffic management costs, and complex permit processes remain. Continuing to work with key stakeholders, enhancing facility access and working with clubs to consider alternate delivery methods will be critical to underpinning growth in the coming years.

Like many sports, the increasing workload on volunteers and staff remains a critical issue. The cycling and riding workforce is committed and hard-working, but the decline in volunteerism and growing demands on club administrators, coaches, and commissaires requires new thinking and further investment in workforce development, along with more effective acquisition and retention strategies.

As we look towards Brisbane 2032, increasing the investment in athlete and coach pathways is also front of mind. Our ability to work in partnership with funding bodies to grow investment and find alternate funding sources to ensure athletes and coaches at all levels have the support they need to succeed is a key focus for the future.

We also acknowledge the need to continue strengthening our communication and engagement with the cycling and riding community. While transparency and open information-sharing have improved, ensuring that every club, member, and stakeholder feels informed and connected to AusCycling is a priority.

The collapse of the Amy Gillett Foundation was a stark reminder of the fragile nature of cycling and riding advocacy organisations. We are pleased that a resolution was found and look forward to continuing our partnership with the AGF to highlight the importance of safe riding and cycling environments and to deliver road safety initiatives.

▼  
An adaptive downhill rider at the GWM MTB National Championships.  
MATT ROUSU PHOTOGRAPHY



▼  
Courtney Sherwell's reaction after winning the Gravel National Championships.  
KRISTINA VACKOVA

## Horizon One: A Strong Foundation

The completion of Horizon One provided a moment to reflect on the considerable progress made since the formation of AusCycling. Whilst we have collectively faced some significant challenges over the past four years, we have worked within our financial means, created clear structures for governance and accountability, increased the investment in the sport on both government and corporate fronts and worked hard to strengthen our engagement with the broader cycling and riding community.

Many clubs are now strongly connected with us, but there is work to be done to ensure that everyone feels the benefits of a unified approach.

One of the most important developments has been the move away from a one-size-fits-all model for clubs and events. Through segmented strategies for club support and event delivery, we are creating a more tailored approach that acknowledges the diversity within the Australian cycling and riding community.

Clarity on the biggest issues facing our clubs and community, enhanced data and insights, clearer athlete development structures, stronger partnerships and growing investment in the sport all signal that AusCycling is ready to move into Horizon Two with confidence.

**“The end of 2024 was a great time to reflect on everything that’s been achieved with the formation of AusCycling. We certainly haven’t met everyone’s expectations – including our own – but we have achieved so much to be proud of. More importantly, we now have a clear view of what’s critical in 2025 and beyond.”**

**MARNE FECHNER**





## Horizon Two: Ready for the Future

In the second half of 2024, the AusCycling leadership team and Board ensured that time was set aside to refine the Horizon Two strategy and consider the right structures and operating rhythms.

That work was key to ensuring we could transition into our next strategic phase with a clarity of purpose and thorough understanding of the opportunities and challenges ahead.

We are committed to ensuring that the next four years are defined by growth, innovation, and deeper community engagement. Our strategic focus will centre on membership innovation, participation growth, strengthening of pathways, commercial sustainability, and enhanced advocacy for the key issues that impact cycling and riding around the nation.

We also recognise that external economic pressures – including cost of living, increased operational costs, and changing government policy – will continue to impact both AusCycling and the broader sporting landscape.

Discretionary spending pressures are already being felt by many clubs and members, reinforcing the need for affordable, accessible pathways into the sport – including a reimagined membership offer.

At the same time, workplace reforms and the rising cost of event delivery present challenges that we will need to tackle with agility and proper planning.

Despite these challenges, we are confident in the people, processes, and structures that will carry us into our next phase. Our community of clubs, riders, volunteers, administrators, fans, and staff will be central to both our strategic and day-to-day work.

## Recognising Our People

The successes of 2024 were driven by our passionate volunteers, staff, world-beating athletes and the community who made it a year to savour.

We are grateful to all of these individuals whose dedication underpins everything we do. The time they spend contributing to our community is one of our most important resources.

Our commercial and government partners provide the critical investment that allows cycling and riding to thrive, and we acknowledge their ongoing commitment.

We also thank our Board, Executive Leadership Team, and subcommittee members, who continue to guide AusCycling with expertise and vision.

Crucially, we celebrate and thank the broader community – our grassroots participants, our clubs, and our volunteers and fans – who embody the passion and resilience that define Australian cycling and riding.

## Looking Ahead

With the foundations in place, we now turn our focus to growth, sustainability, and legacy-building. We look forward to this next phase and the opportunities it presents to unite, inspire, and accelerate cycling and riding's impact across Australia.



**Craig Bingham**  
Chair



**Marne Fechner**  
Chief Executive Officer

Emily Petricola  
hugs her family  
at the Paris 2024  
Paralympic  
Games.  
GETTY IMAGES





# 2024 By the Numbers

**50,000+**

AusBike  
participants



**18,000+**

AusBike  
digital users



**18.75m**

Facebook  
impressions

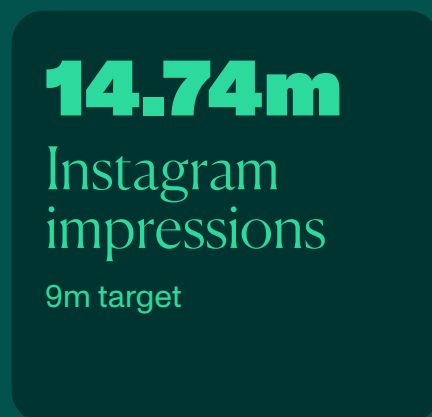
17.25m target



**14.74m**

Instagram  
impressions

9m target



**25%**

increase  
in user  
engagement  
on new website



**3.86/4**

Australian Sports  
Commission  
governance  
score KPI 3.8



**2.7m**

Website  
Unique  
Impressions

2.47m target



**2nd**

Australian Cycling  
Team 2nd best  
Olympic  
performance



**3rd**

Ranked  
cycling nation  
at Paris  
Olympics



**470**

Affiliated  
Clubs

KPI 468



**11**

Australian  
Paralympics  
medals



**3055**

Accredited  
Coaches

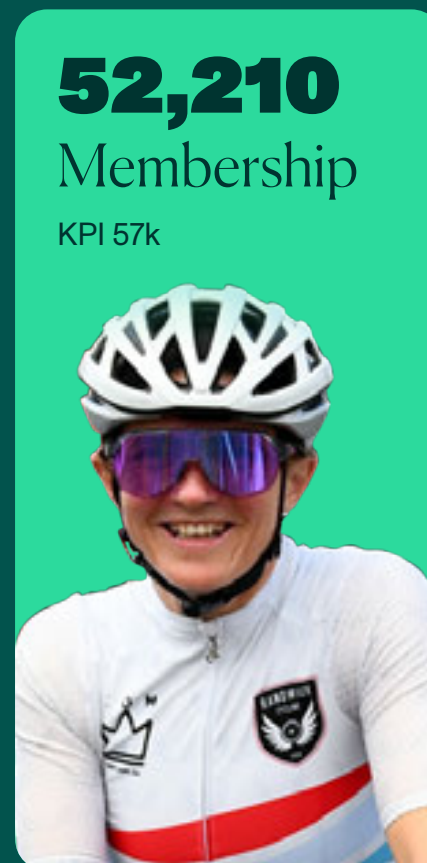
KPI 3400



**52,210**

Membership

KPI 57k



**79.2%**

Event  
Satisfaction

70% target



**2576**

Accredited  
Officials

KPI 2400



**77%**

Workforce  
engagement  
score

75%+ target







01

# Clubs and Community Enhancement



AusBike marked a significant milestone of 50,000 registrants in 2024.





## The creation of the Clubs and Community Enhancement Pillar in 2024 was a significant development for AusCycling.

**B**y uniting participation, workforce development, and club support into one department with one cohesive strategy, we laid a foundation for sustainable growth and deeper community connections.

Our more than 450 affiliated clubs continued to be the heart of Australian cycling, and the creation of the new department was a key step toward amplifying their impact and resilience.

### Strengthening Participation

Our bike education program, AusBike, achieved a major milestone in 2024, surpassing 50,000 registrations and launching the AusBike Digital platform, which attracted 18,000 users in its first year.

Designed to teach children how to safely experience the joy of cycling, AusBike not only built early riding skills but created stronger links between participants and local clubs, forming future membership pipelines.

Engagement initiatives such as Come and Try Days introduced more than 3,500 new participants to club cycling and riding, forging long-term community connections. Notably, the program's flexibility allowed it to engage both urban and regional communities, reflecting its inclusivity and reach.

### Developing Workforce Capability

Supporting the riding and cycling community required an ongoing focus on workforce development. To this end, we delivered 126 coaching courses across the country, including the launch of an Advanced Instructor Mountain Bike Course.

This course represented a key step in addressing the demand for specialised coaching in emerging disciplines, ensuring that our workforce is equipped to meet diverse community needs.

The inaugural Coaching Conference in New South Wales brought together coaches and experts to exchange insights and elevate the quality of coaching across all disciplines. These efforts have laid the groundwork for a more skilled and engaged coaching workforce, which is critical to the sport's sustainability.

The introduction of online learning modules also expanded access to training, making it easier for aspiring coaches to upskill regardless of their location.



### Enhancing Club Support

To empower clubs, we piloted a series of nine workshops in New South Wales on key topics such as child safeguarding, volunteer management, and strategic planning. These workshops provided practical tools to strengthen club operations and foster long-term sustainability.

Feedback from participants highlighted the value of these sessions in addressing real-world challenges faced by club administrators and volunteers. Additionally, a successful tender with the NSW Department of Transport and Education enabled us to extend cycling education programs, expanding our school reach and connecting students to local clubs. This collaboration is important in building pathways that integrate schools and clubs, providing a route for young riders into the cycling and riding community.

### Addressing Challenges

The transition to the Australian Sports Commission's Learning Centre introduced logistical challenges, while efforts to encourage clubs to adopt AusBike highlighted the need to generate greater participant interest in some regions.

And with Wollongong legacy funding set to expire, securing a commercial partner for AusBike remains a critical priority to ensure the program's sustainability.

Rising delivery costs and economic pressures also posed challenges, impacting participation and workforce initiatives. Despite these obstacles, the team's resilience and adaptability allowed us to maintain program delivery while exploring new funding and operational efficiencies.

▲ Coaching at the GWM BMX Racing National Championships.  
GET SNAPT





▲ Australian Cycling Team athletes compete in the Tour Down Under  
ZAC WILLIAMS

## Collaboration and Strategic Alignment

Progress in 2024 was underpinned by collaboration across several of AusCycling's departments. The Marketing and Media teams amplified AusBike's visibility, while the Pathways team advanced coaching development and aligned AusBike initiatives with performance goals.

Activations at major events such as the Brisbane Cycling Festival and the Tour Down Under showcased the vibrancy of club and community programs, while State Operations Managers ensured alignment with local priorities.

These combined efforts not only strengthened internal cohesion but also reinforced AusCycling's reputation as a trusted partner among external stakeholders, including schools, government bodies, and sponsors.

The team's work directly supported the United2032 strategy, particularly the Win the Hearts and Minds pillar. School engagement increased by more than 300% compared to 2023, significantly expanding cycling and riding's reach among younger Australians.

By strengthening the club delivery network through tailored training and better communication, we set the stage for long-term growth and sustainability.

## International Recognition for AusBike

In a crowning achievement for 2024, AusBike was honoured with the prestigious UCI Cycling for All Award. This global recognition celebrated AusBike's mission to foster inclusivity and build cycling and riding literacy across Australia.

The program's ability to engage more than 50,000 participants, coupled with the integration of digital tools and community connections, positioned it as a key initiative.

Beyond the numbers, the award highlighted the impact of AusBike in making cycling and riding accessible and enjoyable for all – from children learning to ride to families embracing cycling and riding as a way of life.



## Looking Ahead

As we move into Horizon 2, the C&CE department will focus on expanding AusBike participation and ensuring the program's financial sustainability.

Strengthening club delivery networks will remain a top priority, with a renewed emphasis on evidence-based support and strategic resource allocation.

We are also aiming to deepen our partnerships with schools, government bodies, and commercial stakeholders to create a robust ecosystem that supports cycling and riding at every level. By building on the successes of 2024, we are poised to deliver even greater impact in Horizon 2 of the AusCycling United2032 strategy.

## Celebrating Impact

Stories from the year showcased the impact of our initiatives. The Albury Wodonga Cycling Club engaged more than 100 participants through AusBike programs, demonstrating the power of strong local leadership and robust support.

Similarly, the Strive program, led by Toby Brown, helped seven children who couldn't ride at the start of the program develop confidence and cycling skills by its conclusion. Exceptional feedback from schools highlighted the success of our efforts, with high satisfaction scores validating the positive impact of AusBike and related initiatives.

These stories, alongside many others from across Australia, underscore the vital role of community and club programs in shaping a vibrant, inclusive future for riding and cycling.

▲ An AusBike session at Rose Bay, NSW.







“The formation of the Clubs and Community Enhancement Pillar in 2024 saw the areas of participation, workforce, and club development come together under one umbrella. The collaboration across these areas has provided an opportunity to set the foundations to better support our clubs and the cycling community. To have over 50,000 AusBike participants, deliver 126 coaching courses, and pilot club workshops has been extraordinary.”



**Nikki Horton**

EGM, Clubs and Community Enhancement

Volunteers, coach and officials play a critical role in the health of riding and cycling.







02

# Corporate Services







In 2024, the Corporate Services team enhanced membership systems, safeguarding, and operational efficiency. Key initiatives, like system updates and the MPIO Network, improved member experience and integrity. As the team moves into Horizon 2, it continues to focus on streamlining processes, advancing digital solutions, and boosting member engagement.

### Enhanced Membership Systems

In 2024, Corporate Services achieved important milestones in improving AusCycling's operational efficiency and the member experience. Significant updates to the membership database streamlined core processes, including transfers, upgrades, and membership checks for sanctioned events.

These changes led to faster response times and more reliable support, allowing members to experience greater ease and satisfaction. This progress reflects the team's commitment to continuous improvement, ensuring AusCycling remains responsive to evolving needs.

A review of the Knowledge Base and response templates was a key initiative in member communication. This project, undertaken for the first time in several years, delivered improved quality, clarity, and consistency in interactions with members. By focusing on these critical touchpoints, the team played a key role in improving relations with our most important constituents – clubs and members.

### Strengthening Integrity and Safeguarding Frameworks

The establishment of the Member Protection Information Officer (MPIO) Network in 2024 represented a major step in safeguarding members and promoting safe, fair, and inclusive cycling and riding environments. MPIOs serve as a point of contact for child safeguarding and member protection concerns.

Beyond their operational role, MPIOs actively champion the values of integrity and inclusion across the club network, embedding these principles as cornerstones of AusCycling's culture.

Corporate Services complemented this initiative with expanded education programs covering anti-doping, child safeguarding, and member protection. The launch of a new integrity management system enhanced data security, streamlined reporting processes, and reduced administrative burdens. This system set a new benchmark for transparency and accountability, key to AusCycling's mission to lead with integrity.

### Operational Excellence and Collaboration

A cornerstone of the team's efforts in 2024 was the refinement of membership processes, particularly for club transfers and upgrades. These improvements resulted in significant time savings, freeing staff to focus on more strategic initiatives.

Collaborative efforts with the Club and Community Enhancement team further amplified the department's impact, particularly in streamlining payment systems and improving data collection from affiliated clubs and riding groups.

Partnerships with the teams from both Sport and Club and Community Enhancement expanded the reach of safeguarding education, ensuring clubs were equipped to meet compliance standards and protect members. Corporate Services also played a critical role in administering state government voucher programs, such as Queensland's JETS initiative, and managing AusBike memberships. These contributions supported AusCycling's broader efforts to grow participation and create positive outcomes for communities nationwide.

### Challenges and Resilience

Despite significant achievements, 2024 presented challenges that tested the team's resilience. Managing online abuse emerged as a critical issue, particularly for high-profile athletes, officials, and administrators. The uncontrolled nature of social media highlighted the need for vigilance and proactive measures to protect affected individuals.

Corporate Services responded by exploring long-term strategies to enhance online safety, to position AusCycling as a leader in fostering supportive environments.

The adoption of new systems and work processes, while ultimately successful, initially disrupted workflows and required careful adjustment. These transitions underscored the importance of thorough testing and staff training to ensure seamless implementation.

While high ticket volumes remained a challenge, system updates and a thorough review of processes allowed the membership team to hit low ticket milestones on several occasions. The work done in this area during 2024 should see steady improvement in response times in 2025 and beyond.

Juniors hit the track at the GWMBMX Racing National Championships  
GET SNAP!







## Strategic Alignment with United 2032

Corporate Services played a central role in advancing the United 2032 strategy, particularly in strengthening the club delivery network and supporting volunteer development.

Investments in resources such as the Integrity Resource Hub equipped clubs and volunteers with the tools to thrive – work which aligned with AusCycling’s strategic imperative of empowering people.

Technology optimisations also contributed to the department’s alignment with broader strategic objectives. Automation and data security improvements ensured AusCycling’s operational capabilities were future-ready, enabling the organisation to meet the growing demands of its members and stakeholders.

Junior BMX Racing is a popular and growing sport”.  
GETSNAPT

## Future Focus: Horizon 2 (2025–2028)

As AusCycling transitions into Horizon 2, Corporate Services will prioritise further streamlining operations and enhancing member value. Key initiatives include the implementation of Rely complaint-handling software, which promises to improve efficiency and responsiveness.

The team will also focus on strengthening the Member Value Proposition by investigating tailored benefits that deepen engagement and satisfaction.

Plans to expand education and integrity programs, alongside continued investment in digital transformation, will ensure the department remains agile and innovative.



## Adapting to Macro Trends

The team responded to significant industry trends, including the rising demand for digital transformation and heightened cybersecurity expectations. Investments in automation and data protection ensured robust and future-proof systems, safeguarding the organisation against emerging threats.

Economic pressures and the growing popularity of state government voucher programs influenced membership strategies, driving new approaches to retention and growth. The rise in online abuse further underscored the need for proactive safety measures, reaffirming Corporate Services’ role as a responsive and forward-thinking department.

## Conclusion

Throughout 2024, the Corporate Services team focused on innovation, collaboration, and bedding in new systems. Through advancements in membership processes, safeguarding initiatives, and technology integration, the department made significant strides in driving member satisfaction. As AusCycling moves into Horizon 2, Corporate Services will continue to lead with adaptability and purpose, ensuring the organisation continues to improve and meet the expectations of its staff and the broader riding and cycling community.

**“Throughout 2024, the team focused on innovation, collaboration, and bedding in new systems”**

▲ Randwick Cycling Club riders before a criterium.  
JOSH CHADWICK





“Working for our members is central to everything we do. They are the heart of our sport, driving our initiatives and our pursuit of excellence. Their needs, feedback, and aspirations guide our priorities and decisions, ensuring our actions reflect the values of our community and maintain the integrity of our sport.”



**Kate Palmer**  
Chief Operations Officer







03

# Commercial, Brand and Marketing



Women's points race action featuring ARA Australian Cycling Team's Georgia Baker during the Adelaide 2024 Tissot UCI Track Nations Cup.  
CON CHRONIS





In 2024, the Commercial, Brand, and Marketing team led initiatives to enhance brand recognition, refine membership offerings, and deliver commercial results. Guided by the principles of the United2032 strategy, the team worked across the organisation to engage audiences, deepen partnerships, and contribute to the growth and sustainability of Australian cycling and riding.

### Strengthening Strategic Foundations

The completion of AusCycling's customer segmentation research project in 2023 laid the groundwork for a new approach to marketing and commercial efforts in 2024. This research has provided a much deeper understanding of the behaviours, preferences, drives and potential barriers to entry for targeted segments within the cycling community. These insights informed our overarching marketing strategy as well as specific campaigns, ensuring messaging resonated with key segments and strengthening engagement with current and prospective audiences.

One of the year's standout achievements was the launch of AusCycling's new website, a project that also brought the refreshed brand to life. Designed with user experience at its core, the site caters to the diverse needs of cycling and riding enthusiasts, event participants, club members, and sponsors.

By simplifying navigation and creating clear pathways for a variety of users, the website has improved the way in which AusCycling can inform, inspire, and connect the riding and cycling community. Its early results include a significant increase in user engagement, showcasing the effectiveness of its customer-first design.

### Campaigns to Engage

The team played a major role in promoting AusCycling's portfolio of events, delivering campaigns for domestic and international competitions. These included the UCI Track Nations Cup in Adelaide, the UCI BMX World Cup in Brisbane, the UCI MTB Masters World Championships in Cairns, and the pre-launch campaign for the 2025 UCI Gran Fondo World Championships.

Each campaign was designed to not only drive attendance and participation but also elevate AusCycling's reputation as a premier host of world-class events. Beyond their immediate objectives, these initiatives reinforced the sport's accessibility and appeal, aligning with broader goals to grow participation and increase visibility across all disciplines.

### Enhancing Membership Value

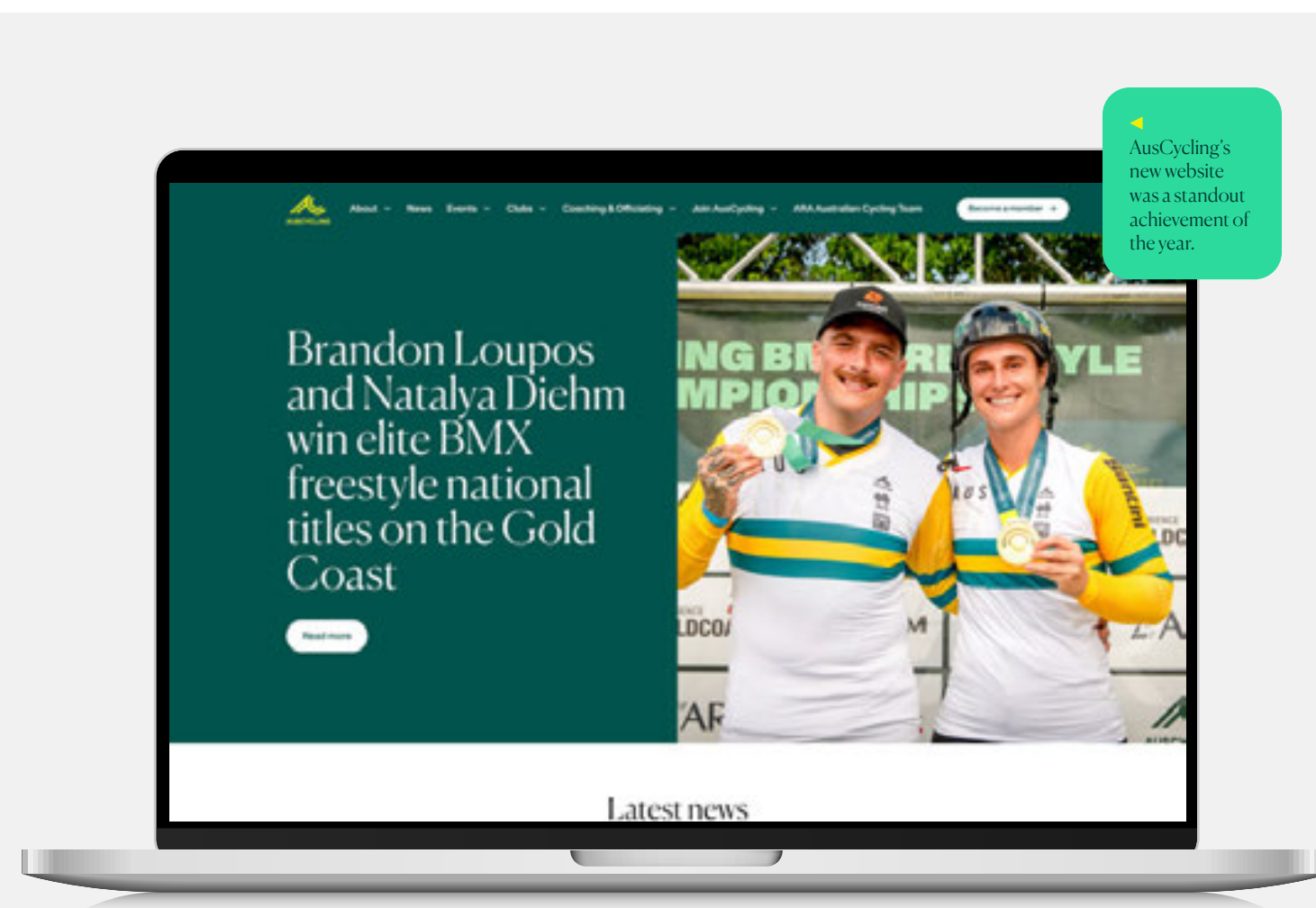
Another key project for 2024 was the membership product review, an initiative aimed at ensuring AusCycling's offerings remain relevant, valuable, and accessible to a broad audience. The review engaged directly with members – past, current, and prospective – to understand their motivations, needs, and barriers to joining or renewing.

This consultative approach provided insights that will shape the design and promotion of future membership products. Importantly, it reinforced AusCycling's commitment to listen to its community and co-create solutions that reflect the diverse aspirations of Australian cyclists. The outcomes of this project will play a pivotal role in supporting the Win the Hearts and Minds pillar of the United2032 strategy.

### Overcoming Challenges

Operating in a challenging economic climate, the team faced external pressures, including rising costs of living, reduced sponsorship budgets, and shifts in consumer behaviour. These factors impacted both business-to-business and business-to-consumer campaigns, requiring the team to think creatively and prioritise resources effectively.

Internally, the team navigated resource constraints and the demands of supporting a growing portfolio of events, programs, and commercial initiatives. Despite these challenges, we were able to deliver key outcomes by fostering collaboration across departments and finding new ways to maximise impact with available resources.







### Driving United2032

The team's contributions in 2024 directly aligned with the Win the Hearts and Minds and Be More for More pillars of the United2032 strategy. By building brand awareness, enhancing membership value, and driving commercial partnerships, the team supported the organisation's broader ambition to grow participation, connect with new audiences, and secure sustainable revenue streams.

More broadly, the team's work intersected with all pillars of the strategy. Whether through activating sponsorships, amplifying event promotion, or advancing the member proposition, we worked to ensure that interdependencies were identified and factored into work plans.

GWM Australia is the official automotive partner for AusCycling.  
CON CHRONIS.

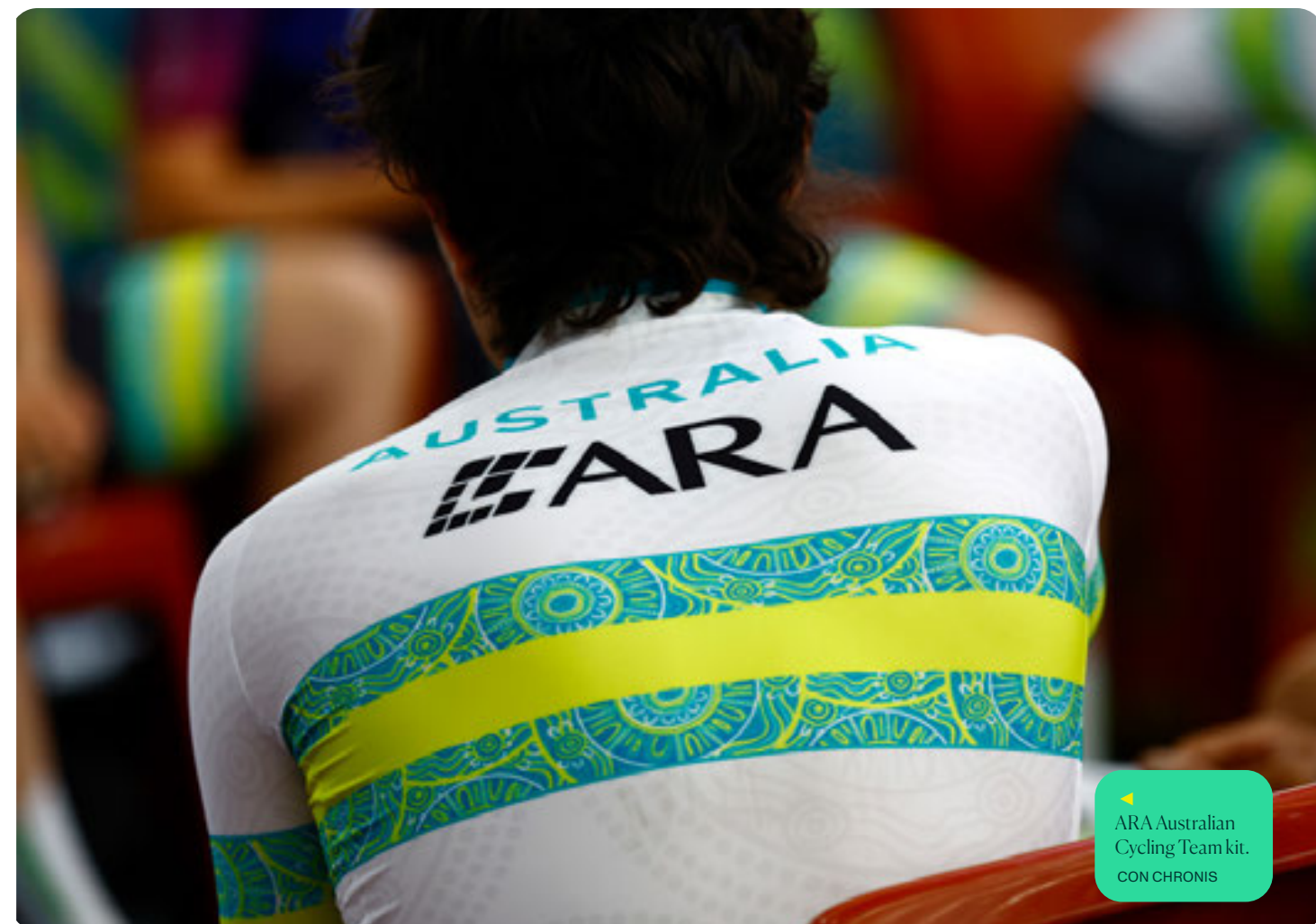
### Partnerships and Storytelling

Partnerships remained a cornerstone of the team's work in 2024. We continued to embed our Lead Partners, ARA and GWM, across their respective platforms and within the AusCycling community.

ARA's naming rights partnership of the ARA Australian Cycling Team was brought to life and highlighted on a weekly basis through inspiring performances, as our athletes continued to excel both domestically and on the world stage. This important partnership will continue to grow in 2025 with ARA funding a documentary on a number of our 2024 para-cycling athletes.

GWM's four chosen ambassadors – Sian A'hern, Matt Keenan, Luke Plapp and Saya Sakakibara – delivered entertaining and engaging content showcasing how perfectly their respective GWM vehicles align with and support their active lifestyles.

A number of long-term sponsorships were renewed in 2024, including Shimano, BikeSportz and BikeChain, and we welcomed Lion, Pedal Mafia and Steadyrack as founding sponsors of the new-look Road National Championships in Perth.



ARA Australian Cycling Team kit.  
CON CHRONIS

### Shaping Horizon 2

As AusCycling enters Horizon 2, the team is poised to build from the foundation of Horizon 1 in several ways. These include plans to introduce official licensed products and streamline event merchandise programs to diversify revenue streams and enhance brand visibility.

We will also continue to focus on data and insights, building on foundational projects like the customer segmentation research and membership review to refine strategies and deliver more targeted campaigns.

The team's work in 2024 set the stage for even greater impact in Horizon 2, with a clear focus on expanding commercial opportunities, enhancing membership value, and leveraging insights to connect with new audiences.

### Data Highlights

- **Events Supported**  
Marketing campaigns delivered for four major UCI events and all National Championships.
- **Membership Engagement**  
Direct feedback gathered from hundreds of members through the membership product review.
- **Website Impact**  
25% increase in user engagement following the launch of the new platform.
- **Partnership Growth**  
Strengthened collaborations with Santini, GWM, and ARA.
- **Campaign Reach**  
Expanded engagement across domestic and international markets through tailored campaigns.







“In 2024, we tackled major projects alongside our core responsibilities, driving our commercial program and delivering marketing campaigns. Our team led the membership product review and launched the new website, crucial for the United2032 strategy. These initiatives focus on enhancing member and sponsor value, expanding our audience, and achieving continued commercial success for our sport.”



**Kate Patterson**

EGM Commercial, Brand and Marketing



BMX Racing  
enjoyed strong  
growth in 2024.  
GET SNAPT





04

# Sport



▶ After 18 consecutive years, 2024 saw the Road National Championships bid farewell to Ballarat. CON CHRONIS





In 2024, AusCycling hosted an impressive array of global events, showcasing Australia's ability to deliver world-class cycling experiences. From UCI competitions to the inaugural Esports National Championships, these events not only elevated the sport's profile but also strengthened connections with local communities, fostering inclusivity and future growth opportunities.

### Global Event Hosting

In 2024, AusCycling delivered a wide-ranging calendar of events that showcased the organisation's ability to host and promote world-class cycling and riding.

From the UCI Track Nations Cup and Para-cycling Road World Cup in Adelaide to the UCI BMX Racing World Cup in Brisbane, UCI Masters Mountain Bike World Championships and the Crankworx World Tour in Cairns, these events drew global attention and demonstrated our sport's capability to inspire, engage, and deliver at the highest level.

Each event brought unique benefits to its host city. Adelaide reaffirmed its position as a premier cycling destination, combining elite competition with a festival atmosphere during the hosting of the UCI WorldTour-level Santos Tour Down Under for men and women, and the track and para-cycling World Cup events.

In Brisbane, the UCI BMX Racing World Cup provided electrifying action that served as an ideal lead-in for the 2026 UCI BMX Racing World Championships at Brisbane SX International BMX Centre.

The Crankworx World Tour and UCI Masters Mountain Bike World Championships events in Cairns showcased the region and attracted international athletes and fans.

These events have left an enduring legacy, building stronger connections between cycling and riding and local communities.

Thanks to the support of the Western Australia Government, we undertook significant preparations for the relocation of the AusCycling Road National Championships to Perth.

The movement of the Championships after 18 years provided new opportunities for partnerships and community engagement and was a major undertaking for AusCycling teams across several departments. The work highlighted our commitment to ensuring AusCycling can represent its community and key stakeholders across the nation.

The event, due to be held in Perth each January until at least 2028, ushers in a new era for an iconic championship.



Brisbane further solidified its reputation as a cycling and riding hub with the vibrant Brisbane Cycling Festival, a staple of the Australian sports calendar. A significant milestone was the successful launch of the first-ever in-person Esports National Championships which brought the digital and physical cycling worlds together, diversifying appeal and engaging a new demographic.

### Strategic Achievements

Working toward a longer horizon, the team helped AusCycling reinforce its global reputation as a leader in event hosting by securing two prestigious future competitions: the 2028 UCI Para-cycling Road World Championships on the Sunshine Coast and the 2030 UCI Track World Championships in Brisbane.

These events will not only attract top-tier athletes but stimulate economic and tourism benefits, strengthening Australia's position as a premier destination for international cycling.

AusCycling is also set to work closely with the ProVelo Super League (PSL) – a new approach to the traditional National Road

Series. During 2024, AusCycling collaborated with the PSL to ensure the proposed new formats and events will be both successful and aligned to the strategic imperative of ensuring the sport remains relevant, exciting and sustainable.

### Innovation and Inclusivity

Inclusivity was an important theme in 2024. The introduction of the Short Statured category within the para-cycling framework was a key step forward, expanding opportunities for athletes of all abilities. The Sport team also worked to deliver the first Adaptive MTB Downhill (DH) National Championships, setting a new benchmark for inclusivity and diversity in cycling and riding events.

These initiatives reflect AusCycling's commitment to providing pathways for everyone, regardless of ability or background. They also underline the organisation's role as a leader in creating opportunities within sport. This progress is central to building a cycling and riding culture that celebrates participation at all levels.

▲ Izaak Kennedy competing in the UCI BMX Racing World Cup in Brisbane.  
MITCH RAMM





### Collaboration and Reach

The successes of 2024 were made possible through continued collaboration between the Sport team, other AusCycling departments, and external stakeholders. Strategic partnerships, such as those with GWM and ARA, brought important support to event delivery. Additionally, our partnerships with various state and local governments provided critical support to ensure world-class delivery.

The Media team played a key role in amplifying the reach and impact of AusCycling's events on multiple digital channels. On the broadcast front, more than 200 hours of live and post-produced coverage – including the broadcast debut of the Enduro National Championships – reached an audience of more than one million, raising awareness and consideration of cycling and riding as an activity.

Similarly, participation initiatives were included in major events, fostering community engagement and raising awareness. Integration of initiatives such as AusCycling's bike education program, AusBike, gave local children and families opportunities to connect with cycling and riding as a safe and healthy activity.

Beyond events, the Sport team drove efforts to celebrate the achievements of athletes, coaches, volunteers and other contributors to the sport. The reintroduction of the Hall of Fame recognised 12 new inductees, honouring the rich history and heritage of Australian cycling and riding.

Similarly, the Cyclist of the Year Awards continued to celebrate excellence and amplified the outstanding achievements of our riders and teams in an Olympic and Paralympic year with Saya Sakakibara and Grace Brown winning the first ever co-presented Cyclist of the Year, otherwise known as the Oppy.

### Challenges and Resilience

The achievements of 2024 were not without challenges. Rising labour costs and increased complexities in road race delivery, particularly traffic management, posed significant hurdles.

These issues, combined with broader societal trends such as declining volunteer participation and heightened safety requirements, required adaptability and new approaches.

To address these challenges, the team explored new event delivery models that prioritised efficiency and sustainability. By working closely with local government, community groups, and sponsors, the team pursued solutions that balanced logistical demands with the need to maintain high-quality participant experiences.

### Building for the Future

Looking ahead, the Sport team is focused on enhancing the experience for participants and spectators alike. A key priority will be refining event sanctioning processes to empower local organisers while maintaining consistency and quality across all competitions.

Investing in the development of volunteers and officials will also remain critical, ensuring that the sport is well-supported at all levels.

Securing more major events through 2032 and beyond will be another key challenge.

Events such as the 2025 UCI Gran Fondo World Championships in the Great Ocean Road region provide a template for internationally significant competitions which cater to a broad range of participants, from elite athletes to recreational riders.

Beyond event delivery, the team will continue to explore opportunities for innovation, including integrating new technologies to enhance participant engagement. Building stronger connections with grassroots clubs and further supporting initiatives such as AusBike will be key to sustaining the sport's growth and appeal.

### Conclusion

In 2024, we attracted international riders and fans, celebrated diversity and inclusivity, and laid the groundwork for a strong and sustainable future. Through collaboration, innovation, and improved communication, the Sport team were key contributors to AusCycling's United 2032 Strategy.

AusBike had a strong presence at Road Nationals in Ballarat.

**“In 2024, we attracted international riders and fans, celebrated diversity and inclusivity, and laid the groundwork for a strong and sustainable future”**





“2024 was an incredible year. We were able to welcome the world to Australia, develop our capability and capacity, and strengthen the grassroots foundation that fuels the future of cycling in Australia.”



**Kipp Kaufmann**  
EGM Sport

The AusCycling Masters and Junior Road National Championships were held in Loxton, SA.

JAMES RAISON







05

# Performance



Ryan Gilchrist was crowned the UCI Pump Track World Champion.  
DAN GRIFFITHS





2024 was a standout year for the ARA Australian Cycling Team and the AusCycling Performance team more broadly. While the Paris Olympic and Paralympic Games were an obvious highlight, performances in World Championships, the development of young athletes and an agreement to establish an Action and Acceleration Centre of Excellence in SE Qld underlined a year of strong growth.

### Paris Olympic and Paralympic Games

The pinnacle of 2024 was undoubtedly the Paris Games, where Australia's cyclists reaffirmed their place among the world's elite. The Olympic team claimed an extraordinary eight medals, including three golds, won by Grace Brown in the Individual Time Trial, Saya Sakakibara in BMX Racing and the Men's Team Pursuit at the velodrome.

The result was Australia's second-best Olympic performance in cycling and riding, only surpassed by the remarkable success of Athens 2004. The Paris outcomes – along with UCI World Tour, World Cup and World Championship results – underscored Australia's growing reputation as a riding and cycling powerhouse.

For our Paralympic team, it was another successful campaign with several outstanding individual efforts and an eventual haul of eleven medals, with four golds.

While a very positive result, there is still work to be done to ensure the team can reach its full potential in the next cycle.

### World Championship and International Achievements

Australian riders were active in multiple international events and recorded an impressive number of podium and top-10 finishes. Key results included:

- Australia became the first nation to win the UCI BMX Racing World Cup overall across all age and gender categories.
- Gold in the Elite Women's Road Individual Time Trial (Grace Brown) and silver in the U23 Women's Road Race (Neve Bradbury) at the UCI Road World Championships.
- Ben O'Connor's silver in the Elite Men's Road Race (UCI Road World Championships) and Grace Brown's triumph at Liège-Bastogne-Liège, marking a milestone in her career.
- Podium finishes at the UCI Elite Track World Championships, with silver in Men's Team Sprint and bronze in Women's Team Sprint.



- Teya Rufus's winning performance in the U19 UCI BMX Racing World Championship and her overall win in the U23 UCI BMX Racing World Cup, heralding a bright future.
- Tayte Ryan's successful defence of his Junior 1000m Time Trial World Championship title and world record time of 59.875 seconds.
- Nicole Duncan's Scratch Race victory in the UCI Junior Track World Championships and Omnium silver medal at the same event.
- Logan Martin winning an unprecedented third Elite Men's UCI BMX Freestyle World Championship.
- Natalya Diehm and Sarah Nicki posting top-10 finishes in the women's final of the UCI BMX Freestyle World Championships.

- Recognition at the AIS Sport Performance Awards for the Men's Team Pursuit (Team of the Year) and Lauren Parker (Female Para-athlete of the Year and Performance of the Year).

The results reflected on the entire Performance system from ongoing pathways work to coaching and athlete welfare to the key roles played by Development Academies and State Institute Programs.

We are also grateful for the assistance of GreenEdge who provided access to staff for the Olympic Games, and staff and vehicles for the Road World Championships.

▲ Lauren Parker won gold medals in two sports – para-cycling and para-triathlon – at the Paralympic Games in Paris. GETTY IMAGES





▶ Sam Welsford, Kelland O'Brien, Conor Leahy and Oliver Bleddyn won team pursuit gold at the Paris 2024 Olympic Games.  
GETTY IMAGES



▶ The ARA Australian Cycling Team won the world title in the mixed relay team time trial.  
GETTY IMAGES

## Challenges and Resilience

While 2024 was a year of great achievement, it was also one of profound challenges.

The tragic death of Melissa Dennis (née Hoskins) cast a shadow over the year, leaving a lasting impact on the cycling world, especially those in the tight-knit track community.

The AusCycling team along with current and former athletes supported Mel's family and played a key role in organising the tribute that celebrated her life as daughter, mother, friend, and outstanding athlete.

Tragically, the track family lost another member with the untimely passing of Emerson Harwood in early December. Emerson was an elite sprinter who, following injury, gave back to the sport as a coach.

Another challenge was the compressed Olympic and Paralympic cycle and the density of global competitions which tested the team's resources and resilience.

Olympian Matthew Richardson's decision to change nationalities shortly after racing for the Australian team in Paris was both unexpected and challenging, and required careful handling, both internally and in the face of significant local and international media interest.

## Collaboration across AusCycling

The work of the Performance team regularly intersected with other departments, exemplifying AusCycling's trademark, Stronger Together. Amongst many other collaborations, the AusCycling Media team worked with Performance staff to amplify the stories of Olympic and Paralympic triumphs.

Collaboration with the AusCycling Sport team supported the delivery of UCI events in Adelaide, while successful bids for future championships – including the 2028 UCI Para-cycling Road World Championships on the Sunshine Coast and the 2030 UCI Track World Championships in Brisbane – demonstrated the power of cross-pillar collaboration.





▲ Matthew Glaetzer on the keirin podium after winning bronze at the Paris 2024 Olympic Games.  
GETTY IMAGES

### United 2032 Strategy: Inspiring Future Generations

The team's work directly supported the United 2032 Strategy by positioning our elite and emerging cyclists and riders as inspirational role models.

Olympians such as Saya Sakakibara and Grace Brown engaged with the community following their triumphs and showed what a potent mix humility, determination and talent can be.

And Paralympian Korey Boddington's enthusiastic involvement with local programs also exemplified how athletes can inspire the next wave of talent.

Performance played a vital role in embedding Development Academies into the athlete pathway, ensuring that aspiring cyclists and riders have access to structured support during their critical pre-categorisation phase. The continuation of partnerships with State Institute Programs further solidified the pathways essential to Australia's cycling and riding ecosystem.

### Action and Acceleration Centre of Excellence

A standout achievement in 2024 was the establishment of the Action and Acceleration Centre of Excellence in South East Queensland, a world-class facility dedicated to fostering innovation and multidisciplinary athlete development.

The Centre represents a significant investment from the Queensland Government, the Queensland Academy of Sport and AusCycling in the future of Australian cycling and riding, providing cutting-edge resources and expertise to support athletes across BMX Racing, BMX Freestyle and Track Sprint.

The initiative aligns with AusCycling's broader strategy of building sustainable pathways and ensuring Australian cyclists and riders stay competitive on the world stage.

By leveraging partnerships with leading industry players, the Action and Acceleration Centre of Excellence will not only enhance performance outcomes but help inspire the next generation of riders to pursue excellence in cycling and riding.

### Looking Ahead: Horizon 2

As AusCycling transitions into Horizon 2 of the United 2032 Strategy, the focus will shift toward key priorities such as addressing the rising costs of travel and insurance, adapting to the increasing European demand for U19 and U23 riders, and leveraging the growing interest from WorldTour teams in multi-disciplinary riders.

Planned initiatives, such as the Action and Acceleration Centre of Excellence and a proposed Endurance and Para-cycling Centre of Excellence in South Australia, aim to strengthen pathways further and ensure the ongoing success of Australian cyclists on the world stage.

### A Year to Remember

The year closed with poignant moments such as the retirements of Grace Brown and Carol Cooke, and the emotional bronze medal victory of Matthew Glaetzer in the Olympic Keirin – a culmination of his admirable perseverance and determination.

These stories, alongside significant team and individual achievements, provide both a foundation and inspiration to build enduring success across domestic and UCI World Championships, the 2026 Glasgow Commonwealth Games, 2027 UCI multi-discipline Cycling World Championships, 2028 Los Angeles Games, and ultimately a home Games in Brisbane in 2032.

▼ Natalya Diehm at the Paris 2024 Olympic Games.  
ALEX BROADWAY, GETTY IMAGES







“2024 has been a year of validation for Australian cycling, as we reaffirmed our place among the sport’s global superpowers. I am incredibly proud of the collective effort (athletes, coaches, and staff) who have demonstrated world-class performances across the Olympic and Paralympic Games, as well as multiple World Championships. Their performances have not only inspired millions at home but also reinforced our standing on the world stage. With this foundation, we look ahead to Los Angeles 2028 and Brisbane 2032 with confidence, knowing that our trajectory is one of continued growth and excellence.”



**Jesse Korf**  
EGM Performance

Ben O'Connor rode to a silver medal in the elite men's road race world championship.  
GETTY IMAGES







06

# Media and Communication



Grace Brown won the Olympic Games time trial in Paris.  
GETTY IMAGES





The Media and Communication team's efforts in 2024 showcased the very best of Australian riding and cycling. From amplifying world-class performances on the international stage to celebrating grassroots initiatives, the team worked to ensure that the benefits and joys of riding and cycling were brought to ever-larger audiences.

### Showcasing Australian Excellence

The Road Nationals campaign set the stage for 2024 with comprehensive and timely storytelling that drove high levels of audience engagement. Marking the event's final year in Ballarat, the team's creative approaches drove record engagement, illustrating the impact of targeted media strategies.

Coverage of Road Nats not only celebrated the achievements of elite athletes but recognised the community spirit that powers cycling and acknowledged the key role that the City of Ballarat has played over 18 years.

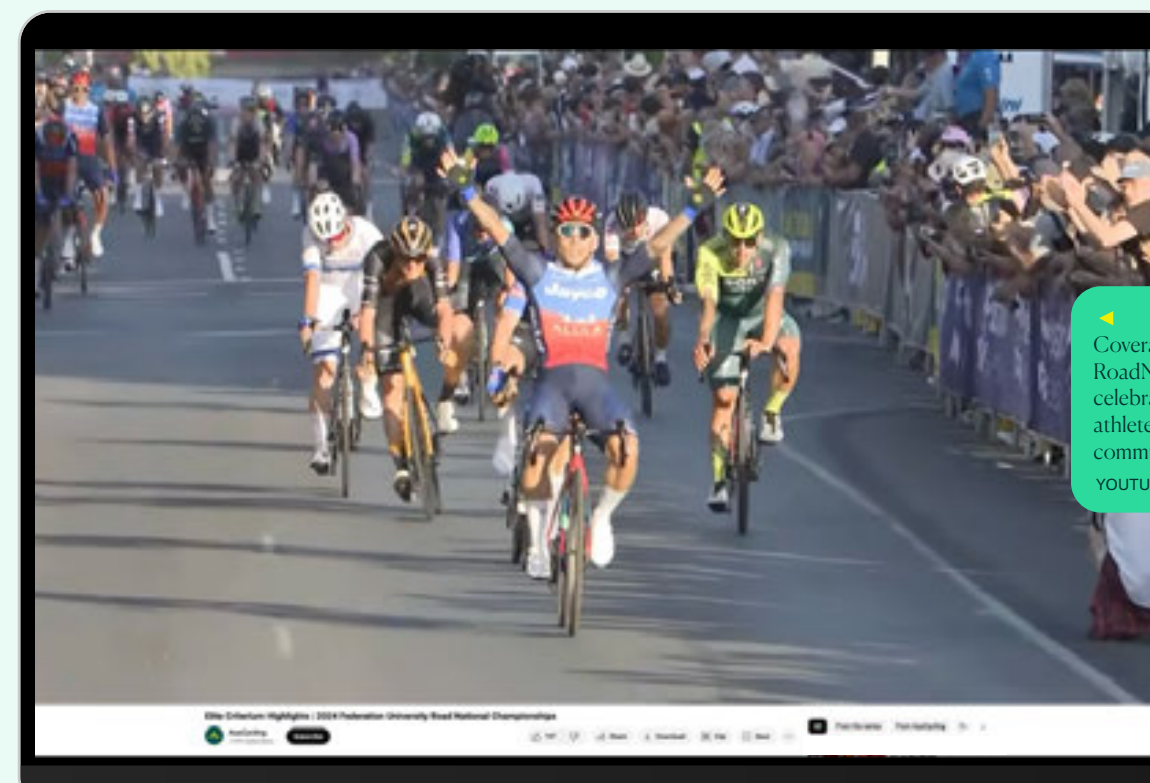
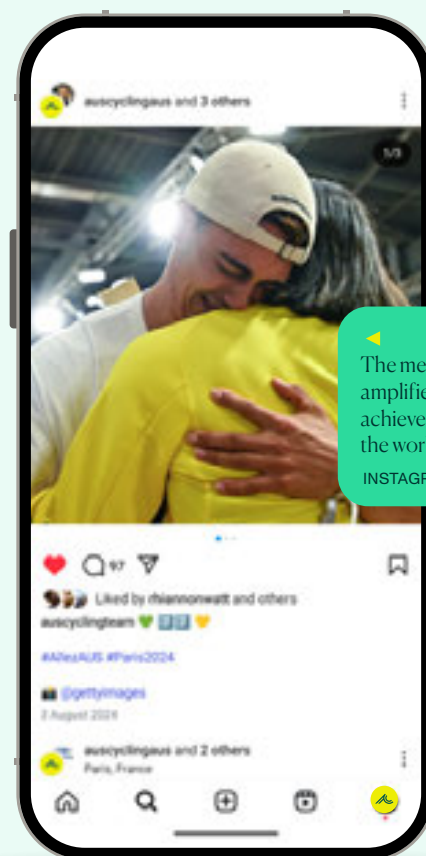
The Paris Olympics underlined the Media team's capacity to amplify elite achievements on the global stage. Grace Brown's gold in the Individual Time Trial and Saya Sakakibara's BMX Racing victory became defining moments, capturing national attention and creating aspirational role models for young riders and cyclists. Particular focus was applied to ensuring that mainstream media had every opportunity to explore the back-stories of our outstanding athletes.

The result was several appearances for our athletes, their families, partners and friends on the host broadcaster's magazine shows, national and local radio and other major media including The Project, Sunrise, and 7:30.

During the Games, the Media team operated a 24/7 roster, ensuring timely updates and comprehensive coverage that brought the Australian Cycling Team's triumphs to life for audiences across multiple platforms.

These efforts extended beyond results, exploring the personal stories of athletes and their journeys, and leveraging the team's relationships with staff, coaches and athletes.

**“During the Games, the Media team operated a 24/7 roster, ensuring timely updates and comprehensive coverage”**







## Grassroots and Community Connections

Beyond elite performances, the team placed significant emphasis on grassroots stories, celebrating the contributions of local clubs, volunteers, and participants. Through regular club profiles and communication initiatives such as detailed club forum summaries and CEO updates, the team reinforced AusCycling's commitment to inclusivity, collaboration and open communication.

Grassroots storytelling not only showcased the vibrant diversity within the cycling and riding community but also served as a reminder of the vital role local clubs play in nurturing talent and fostering a love of the sport.

One standout key initiative was creating content that connected high-profile athletes with their home clubs. By tracing the roots of Olympians back to their beginnings in community clubs, the team built narratives designed to inspire young riders and emphasise the importance of local networks in developing future champions.

▼  
Saya Sakakibara speaks at a press conference before the GWMBMX Racing National Championships. GET SNAPT

## Navigating Complex Challenges

2024 brought significant challenges that tested the Media team's adaptability and resilience. The tragic loss of former track cyclist Melissa Hoskins required sensitive media management to balance appropriate tributes, public interest and family privacy. AusCycling took on the dual roles of gatekeeper and supporter, ensuring that the family's wishes were respected while the broader community had an opportunity to honour her legacy.

The memorial service, developed in collaboration with the Performance team and led by Sue Henry, celebrated Mel's contributions to the sport, her role as mother and friend and provided a sombre, but unifying moment for the cycling community.

Similarly, Matt Richardson's post-Olympic nationality switch to Great Britain presented a complex crisis that required deft handling. The Media team worked closely with the CEO's office to manage the narrative, ensuring that the focus

remained on celebrating the achievements of all athletes while addressing concerns around transparency, professionalism and the protection of AusCycling's intellectual property.

Budgetary constraints presented another hurdle, limiting the team's ability to provide comprehensive coverage of international competitions. Ongoing challenges around promoting club events were addressed through different approaches, such as the creation of a club media toolkit and closer collaboration with state operations teams. These efforts not only improved relations but also offered clubs the tools to amplify their own stories effectively.

## Collaborative Successes

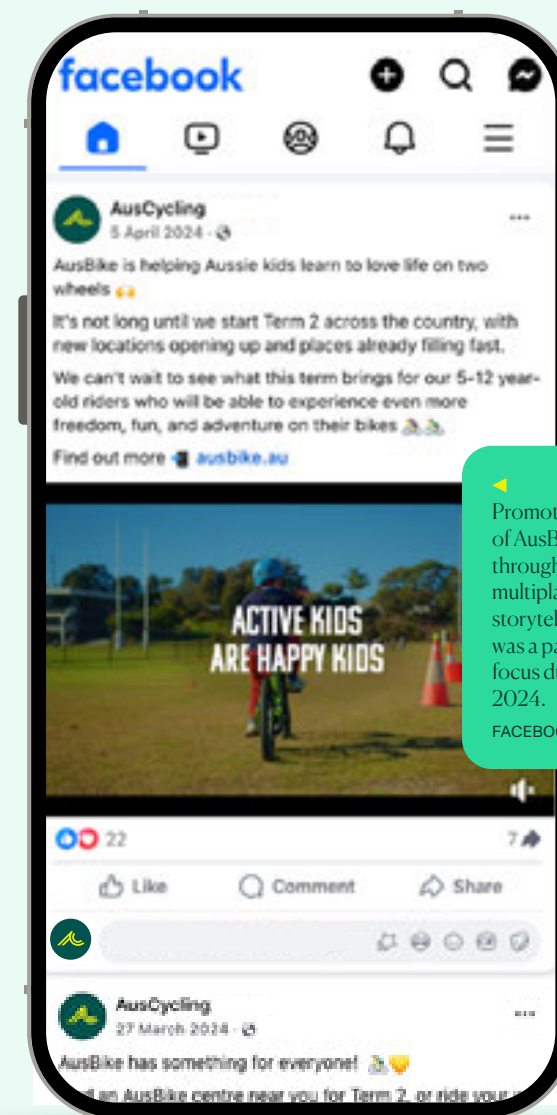
Collaboration was a cornerstone of the Media team's operations in 2024. Integration with the Sport and Marketing teams ensured new levels of planning and promotion of national championships, while pre-Olympic media briefings prepared athletes and staff for a range of different scenarios.

These briefings included tailored training sessions, designed to equip athletes with the skills to navigate media interactions and enhance their public profiles.

The team also played an important role in announcing the Action and Acceleration Centre of Excellence in South East Queensland. Through storytelling and tailored communications, the team highlighted the facility's potential to enhance athlete development and foster innovation.

Collaborative efforts extended to grassroots initiatives as well. The team partnered with the Clubs and Community Enhancement department to develop content celebrating local events, volunteer achievements, and community-driven programs.

Promotion of AusBike through multiplatform storytelling was a particular focus during 2024, and the team worked closely with both Marketing and Club and Community Enhancement staff to ensure a regular stream of content was created for this key initiative.

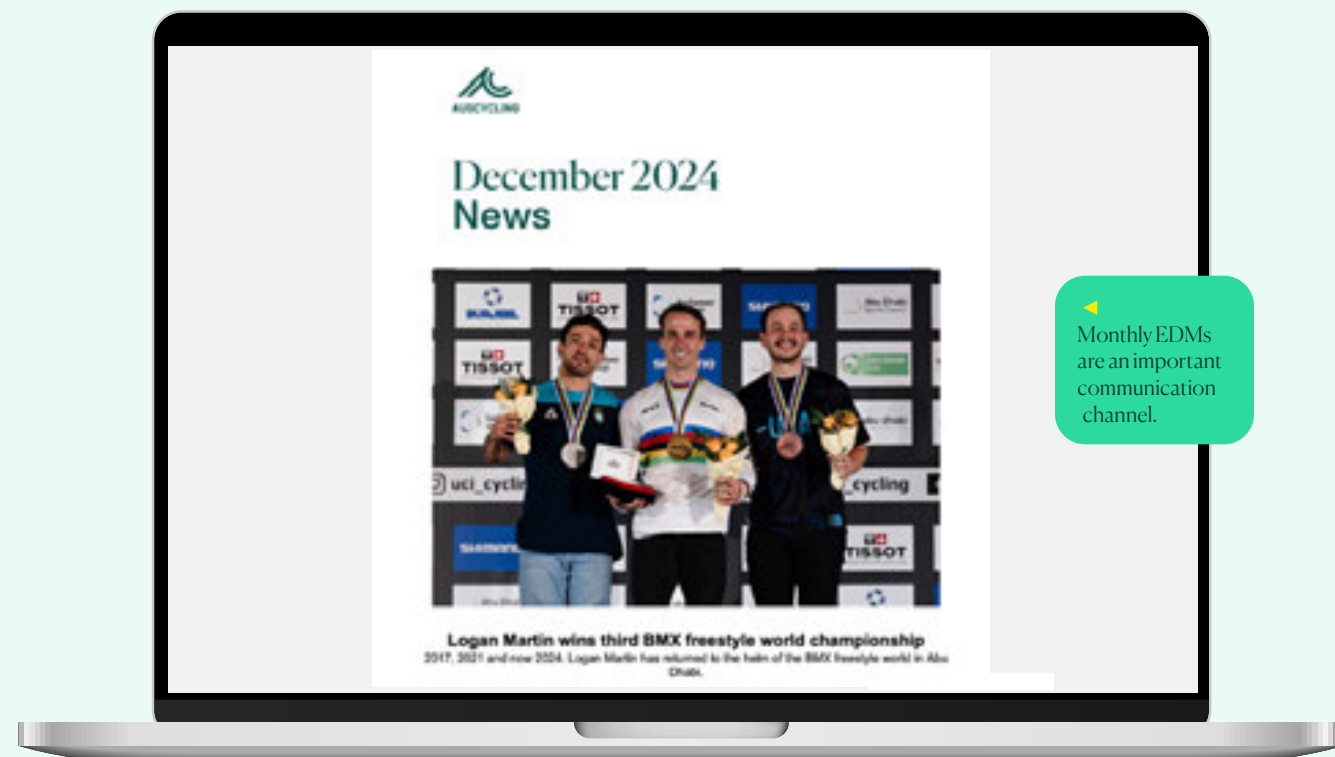


▼  
Promotion of AusBike through multiplatform storytelling was a particular focus during 2024. FACEBOOK

**“Collaboration was a cornerstone of the Media team's operations in 2024”**







### Strategic Alignment with United2032

The Media department's work was a key element in bringing AusCycling's United2032 strategy to life, supporting its core pillars with targeted media strategies, impactful storytelling, internal and external communication and issues management.

The Win the Hearts and Minds strategic pillar was served through the team's focus on athlete stories and grassroots achievements. By showcasing the journeys of inspiring individuals and highlighting the successes of local clubs, the Media team fostered a sense of connection and aspiration within the broader community. These narratives painted cycling and riding as both an elite pursuit and an accessible sport for all Australians.

Under the Lasting Champions pillar, the team amplified Australia's success on the global stage. From the Paris Olympics to World Championships, comprehensive coverage celebrated the achievements of elite athletes and underscored the strength of Australia's pathways.

This work not only elevated individual athletes but also helped bolster AusCycling's reputation as an organisation driving Australia's standing as a global cycling and riding powerhouse. The focus on athlete profiles and their backstories also contributed to building role models who could inspire future generations.

The Stronger Together pillar was reflected in the team's commitment to grassroots storytelling and community engagement. By celebrating the contributions of clubs, volunteers, and local initiatives, the team strengthened bonds across AusCycling's network, demonstrating the collective impact of the cycling and riding community.

### Looking Ahead

The Media team's work in 2024 provides a strong foundation for future growth. As AusCycling transitions into Horizon 2: Accelerate Growth, the team is poised to adapt. A greater emphasis on earned media will amplify AusCycling's voice in mainstream outlets, advocating for cycling and riding's benefits and increasing the sport's commercial appeal.

With the Paris cycle concluded, the team will shift its focus toward the many domestic and international events and competitions, including national and world championships, that will fill the calendar in the years leading to Los Angeles 2028 and Brisbane 2032.

This work will include engaging emerging athletes and training them to cope with, and benefit from, media attention.

Enhanced clarity around the distinctions between promotion, marketing, and branding will also help to set realistic expectations for stakeholders and the community.

The team will continue its support of AusBike and other initiatives and look for more ways to enhance communication within AusCycling and with the broader club and member community.

Innovation will be a key driver, as the team explores the potential of AI tools to optimise workflows and support content creation. It is hoped these advanced tools will alleviate resource pressures and serve as a test bed for the broader use of AI across AusCycling.

Members of the media interview Luke Plapp.  
JOSH CHADWICK







“2024 was a huge year for AusCycling and the media team worked hard to ensure that everything from AusBike to the securing of another international event was amplified and celebrated. The Olympics and Paralympics put an exclamation point on the year, demonstrating the power of elite action and great storytelling.”



**Matt Pinkney**  
EGM Media



Kelland O'Brien celebrates after winning team pursuit gold at the Paris 2024 Olympic Games.

GETTY IMAGES





07

# Government Strategy



The Tissot UCI Track Nations Cup in Adelaide was a key international event in the AusCycling calendar.

CON CHRONIS





In 2024, AusCycling maintained strong engagement with local, state, and federal governments, continuing to build awareness and support for cycling and riding across Australia.

Highlights of the year included welcoming government representatives to our flagship international events, notably hosting the Hon Anika Wells MP, Federal Minister for Sport, and the Hon Tim Mander MP, then Queensland Shadow Minister for Sport, at the 2024 UCI BMX Racing World Cup in Brisbane.

Similarly, South Australian Minister for Sport, Katrine Hildyard MP, and Leon Bignell MP joined us at the UCI Track Nations Cup in Adelaide, reinforcing cycling's growing significance on Australia's sporting calendar.

A focus of our advocacy work was the successful delivery of the Asia Pacific Cycling Conference as part of the Brisbane Cycling Festival. This event brought together experts from government, commercial, and not-for-profit sectors for two days of dialogue on increasing participation in cycling and riding. The Conference was formally opened by then Queensland Transport Minister, Mark Bailey MP.

Representations were made to governments, opposition, and crossbench parties in the ACT, Queensland, and the Northern Territory, advocating for prioritised cycling infrastructure investments, enhanced cycling programs, and club development initiatives ahead of 2024 elections.

**“A focus of our advocacy work was the successful delivery of the Asia Pacific Cycling Conference”**



Supporting cycling and riding infrastructure remained a priority. AusCycling participated in key projects nationwide, addressing various strategic challenges and opportunities. Notably, significant effort was dedicated to discussions around the future of Dunc Gray Velodrome.

Support was also provided to critical infrastructure planning aligned with Brisbane 2032 venues, the development of a state-of-the-art wind tunnel for the Australian Cycling Team in Adelaide, the redevelopment of Caulfield Racecourse Reserve in Melbourne, and club-driven initiatives including Murarrie International Cycle Park, Malabar Park BMX Track, and a new criterium circuit at Marty Busch Reserve in Ballarat.

We continued to support club capabilities with the introduction of a business case toolkit to help clubs in facility project development and provided practical training sessions in mountain bike trail maintenance, funded through a Victorian government grant.

The National Advisory Council convened five times throughout 2024 to discuss strategic and operational matters, particularly AusCycling's Horizon Two objectives.

Having achieved their initial mandate, the State Advisory Councils concluded operations this year. Our thanks to all council members for their contributions and commitment during the critical formation period of our organisation.

Finally, AusCycling' continued to participate in several sport and cycling and riding sector groups and was selected to join the Australian Government's Sports Diplomacy Consultative Group and Cycling and Walking ANZ.

▲ The UCI BMX Racing World Cup in Brisbane underlined AusCycling's ability to host world-class events.  
MITCH RAMM





“This year saw AusCycling expand its advocacy, delivering unique and meaningful contributions to public debate on cycling, road safety and the future of the sport.”



**Nick Hannan**

Executive General Manager  
- Government/Transformation



Winning well is a key value in Australia's riding and cycling communities.  
GET SNAPT



# Statement of Governance Procedures and Compliance

## Governance Assessment

In 2024, AusCycling achieved a commendable score of 3.86 out of 4 in the Australian Sports Commission Governance Self-Assessment. The sole identified improvement area – individual director evaluation – has been addressed as part of the 2024 Governance Improvement Plan. AusCycling continues to hold an “Excelling” maturity rating in governance practices, underscoring its commitment to organisational excellence.

## Board Composition

The AusCycling Board comprises ten directors: four appointed (with one vacancy) and six elected members. Recruitment to fill the appointed vacancy commenced in December 2024, with a strategic focus on securing a female candidate to maintain at least 40% female representation.

This aligns with the National Policy on Gender Equity in Sports Governance, which mandates gender equity targets for the Board and two key committees – Nominations, and Finance, Audit & Risk – by 31 May 2026.

While the minimum target for government funding eligibility is a 50/50 ratio, some jurisdictions apply a 40/40/20 model. In response, the Board has committed to achieving the highest compliance standard, demonstrating best practice in gender equity and balanced representation across all committees and advisory groups.

All directors are independent and bring diverse qualifications, skills, and experiences. The Board meets at least six times annually.

## Roles and Responsibilities

The Board operates within a comprehensive governance framework, guided by a Board Charter, Code of Conduct, and policies covering Conflict of Interest, Delegated Authority, and Risk Management.

Key responsibilities are delegated to several committees, including Finance, Audit & Risk, Nominations, Ethics & Integrity, High Performance, Athletes, and History and Heritage.

The CEO operates under the Delegated Authority Policy, ensuring alignment with the Board’s strategic objectives.



## Board Succession and Evaluation

In 2024, the Board approved a detailed Succession Plan to ensure continuity and strategic alignment. This plan focuses on identifying potential directors aligned with AusCycling’s strategic needs, developing a diverse candidate pipeline, and structuring appointment processes to guarantee uninterrupted operations during transitions.

Following an external evaluation in 2023, the Board implemented an action plan in 2024 to enhance meeting efficiency, decision-making, and strategic focus. A performance review of individual directors was also conducted, with results and a supporting action plan scheduled for implementation in early 2025.

Potential conflicts of interest and related-party transactions were managed with strict adherence to the Code of Conduct.

## Communications and Compliance

The Board ensured compliance with external regulations and internal policies through regular reporting by the management team. Transparent communication with member clubs and stakeholders was prioritised, delivered via monthly updates from the Chair and CEO, club forums, and digital channels such as the AusCycling website and social media.

This structured approach reflects AusCycling’s commitment to governance excellence, transparency, and continuous organisational improvement, positioning the organisation to meet future challenges and opportunities.

▲ Nathan Mummery at the Observed Trials National Championships.  
MATT ROUSU PHOTOGRAPHY



# Our Partners

## Major Partners



## Performance Partners



## Sports Partners



## High Performance Network



## Government Partners



## Broadcast Partner



## Corporate Partners







For Australia's athletes, the Commonwealth Games are at the heart of the performance pathway.

One of five pinnacle events identified on the HP 2032+ Sport Strategy, the Games often provide a launch pad for continued success on the global stage.

Insights commissioned by Commonwealth Games Australia highlight that 46% of Australia's athletes make their international debut at the Commonwealth Games, with 54% of these athletes going on to become Commonwealth Games medallists.

A medal win at the Commonwealth Games is also a strong indicator of future success.

51% of medallists go on to win medals at their next global competition and 42% of Olympic medallists enjoy initial podium success at the Commonwealth Games.

**Commonwealth Games Australia remains committed to providing athletes with the chance to compete and succeed at the Commonwealth Games, and we're proud to partner with AusCycling.**



Alessia McCaig celebrates after winning the elite women's keirin national title at the 2024 AusCycling Track National Championships.  
MACKENZIE SWEETNAM





▲ Masters women road national champions celebrating in Loxton, SA).  
JAMES RAISON



# Financial Statements

For the Year Ended 31 December 2024

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# Directors' Report

31 December 2024

The Directors present their report together with the financial report of AusCycling Limited for period from 1 January 2024, to 31 December 2024 and the auditor's report thereon. The entity has seven core functions, being Sport, Corporate Services, Clubs and Community Enhancement, Media, Commercial, CEO

Office and Performance, which primarily manages the Olympic and Paralympic discipline performance programs. The Performance function is solely financed by government funding, and the funds, along with any surplus are not available for ordinary operating activities.

## Results

AusCycling Limited generated a net surplus of \$186,885 for the period to December 2024. Full year returns from our major sponsorships with ARA and GWM, positive returns from several major events, combined with the ability to recognise full years income from the membership insurance levy, offset the cost impacts of further insurance premium increases and general inflationary cost pressures across the business.

Major events delivered in CY24 including; Crankworx, Masters Mountain Bike World Championships, Road Nationals, BMX Nationals, Brisbane Cycling Festival, BMX Racing World Cup and Para-cycling Road World Cup all contributed to commercial, pathway and performance outcomes.

Membership income increased by circa 8% on CY23, however the number of active members fell by 7% in the same period, highlighting the ongoing challenge of providing value for members in the face of increased pricing pressures.

Insurance costs increased by \$300k year on year, however we are confident that the findings from the 2024 Membership Review will inform the ongoing evolution of the program to provide the benefits of most value to our members.

## Short term objectives and strategies

As 2024 draws to a close, so too does Horizon One of our three-phase strategy. And while the theme and primary work of this first horizon was "Strengthen the Foundations" there has also been significant innovation. From the creation and execution of AusBike to Performance Development Academies to the nurturing of a culture based on our four trademark values, we have aimed to ensure that we can transition into our next phase with a strong sense of what it takes to drive big change. An equally crucial element of this transition has been to build a shared understanding of who we are, who we represent, and what we need to do to realise our ambition of igniting Australia's passion for riding and cycling.

Throughout 2024, the AusCycling executive, with the guidance of the Board and input from clubs and members, has explored and challenged the rationale and impact of everything we do. Using a framework which identifies where we need to focus our efforts and what we should explore with a view to Horizon Three, the work has helped us to create a far more focused ambition for the future while allowing for unexpected change or opportunity. It has also clarified where we need to invest, where we need to step back, and the areas in which we can work with our clubs, communities and partners to evolve our great sport. It's been an exhaustive process but is the underpinning for a bold approach to the beginning of Horizon 2: Accelerate Growth.

## Long term objectives

Whilst there are many things to be achieved in Horizon 2, we're also thinking about how to create further value and open new opportunities in Horizon 3 and beyond. A range of projects under the banner of "Explore" have been identified and specific project teams will be established to move them forward. From foundations and other philanthropic initiatives to new product and event ideas, sport entertainment, licensing and IP, technology solutions and alternatives to the traditional membership model. All worthy of further consideration to ensure there's adequate evidence indicating a return on investment, market readiness and organisational capability and capacity to deliver well.

## Principal activities

AusCycling is recognised by the Sport's International Body, Union Cycliste Internationale (UCI), and is delegated the authority by the UCI, to govern the sport of Cycling in Australia. To carry out the company's strategies and to achieve its short-term and long-term objectives, the company's principal activities during the year were the promotion and administration of cycling in Australia across all disciplines from grassroots through to the leadership and operation of the Australian Cycling Team.

## Key performance indicators

The following key performance measures are used to monitor performance:

- Engagement with AusCycling events, programs and initiatives;
- Membership and participation numbers;
- Number of active coaches, officials and volunteers;
- Digital and broadcast reach and engagement;
- Australian Cycling Team performance at international events;
- Governance rating; and
- Net Surplus or Deficit.

## Events subsequent to reporting date

There has been no matter or circumstance, which has arisen since 31 December 2024 that has significantly affected or may significantly affect:

- a. the operations, in financial years after 31 December 2024, of the Company, or
- b. the results of those operations, or
- c. the state of affairs, in financial years subsequent to 31 December 2024, of the Company.

## Information on directors

The names of each person who has been a director during the year and to the date of this report are:

Craig Bingham (appointed 1 January 2022)

Anne Gripper (appointed 21 September 2020)

Brian Gallagher (appointed 9 September 2020)

Darren Alomes (appointed 8 September 2020)

Jenni McLeod (appointed 21 September 2020)

Katrina Cowan (appointed 21 September 2020, term completed 11 May 2024)

Lee Brentzell (appointed 8 September 2020)

Michael Smith (appointed 9 September 2020)

Rob Nelson (appointed 8 July 2021)

John Nicholson (appointed 11 May 2024)

Lisa Jacobs (appointed 9 January 2025)





## Information on directors

### Craig Bingham

Director

#### Qualifications

Bachelor of Education

#### Experience

Craig has extensive experience at Chair and Director level, growing and scaling businesses across funds management, property, and sports industries. He is currently Chair of property investment group Forza Capital Chair of Avenue Bank and Director on the Australian Cricketers Retirement Account. He has also founded a global advisory business for financial services. His executive career spans 35 years, 23 as a CEO during which he held positions such as Global CEO of Bennelong Funds Management and CEO Asia for Federated Investors and Aviva Investors.

### Anne Gripper

Director

#### Qualifications

Master of Sport Administration (MSA),  
Graduate Diploma in Human Resources,  
Bachelor of Arts (Honours, Psychology)

#### Experience

Anne has enjoyed 25 years working in sport leadership roles. Most recently she was the Executive Director at the NSW Office of Sport and previously the Chief Executive Officer of Triathlon Australia for five years. Between 2006 and 2010 she worked for the Union Cycliste Internationale (UCI) as the Director of Anti-Doping. She is involved in the governance of cycling at the national level through AusCycling, at the continental level through the Oceania Cycling Confederation and at the international level as a member of the UCI Management Committee and Chair of the UCI Integrity Commission. Outside of sport, Anne is the Chair of the June Canavan Foundation, a Non-Executive Director of ACRE (the Australian Centre for Rural Entrepreneurship) and is a Board member of the Pharmacy Council of NSW. Anne remains an active cyclist and triathlete, representing Australia at the Age Group Triathlon World Championships on three occasions.

### Brian Gallagher

Director

#### Qualifications

GAICD, London Business School Senior  
Executive Program

#### Experience

Brian has over three decades of experience leading broadcast, production, and digital media companies. He is an experienced C-Suite executive with a passion for business growth and transformation. As a graduate of the London Business School Senior Executive Program and a GAICD, he has a strong foundation in business strategy and governance. Currently, Brian is Chair of Boomtown, the regional media industries trade marketing body, charged with ensuring the continued investment in regional media advertising. He is a major shareholder and director of a video production company, Context Media. Context produces and distributes television content to a global audience. He is also a foundation member of Global Mentorship, a group of C-Suite executives providing mentoring to emerging talent.

### Darren Alomes

Director

#### Qualifications

BSc. Information Technology

#### Experience

Darren is a highly experienced and strategically minded professional with a strong background in governance, IT, and cyber security. Elected to the BMX Australia Board in 2016 and serving as Chair from 2018, Darren has played a pivotal role in shaping the sport's national governance framework. His leadership extends from grassroots to international levels, with prior governance experience at BMX South Australia, where he contributed extensively across administration and officiating roles. Beyond his contributions to sports governance, Darren brings over 30 years of expertise in Government and Corporate IT including Security. His current focus on Network Development and Cyber Security underscores his ability to manage critical infrastructure, safeguard IT assets,

and ensure operational resilience in complex environments. His depth of experience in both strategic oversight and technical risk management makes him a valuable asset in board-level decisionmaking, particularly in areas of governance, security, and digital transformation.

### Jenni McLeod

Director

#### Qualifications

Bachelor of Social Science

#### Experience

Jenni has been mountain biking for 22 years, volunteering with clubs, events and trail building activities. In 2017, she founded 'Shredding Betties', Australia's first women's specific affiliated mountain bike club to connect, support and inspire women and girls with the aim of increasing female participation. For the past 10 years Jenni has worked as an on-ground political staffer applying her skills to develop and implement campaign strategies to connect and unlock capacity contained within communities. Jenni now runs her own consultancy business.

### Katrina Cowan

Director (term completed 11 May 2024)

#### Qualifications

Bachelor of Economics, Masters Degree  
in Taxation, Chartered Accountant

#### Experience

Katrina is an experienced finance professional with 30 years of financial services experience. She is a Chartered Accountant with a Master of Tax degree and a Graduate of the Australian Institute of Company Directors. As well as finance and tax Katrina has skills in process improvement, stakeholder engagement, governance and risk. She has project management experience and extensive not for profit experience. Katrina is also a Director of Skate Australia and Ausrichter Pty Ltd.

### Lee Brentzell

Director

#### Qualifications

Bachelor of Civil Engineering, Masters in  
Business Administration, Graduate Australian  
Institute of Company Directors.

#### Experience

Lee is the former Chair of Mountain Bike Australia. Her varied skills set extends to strategic planning, governance, stakeholder engagement, risk management, and project and change management. Lee is an engineering professional with business qualifications and international experience in large scale capital infrastructure, and energy projects. She has more than 25 years' experience in project executive roles planning and leading large-scale transformational changes. Lee was appointed as an independent advisor to Commonwealth Games Australia to review the governance framework and recommend changes that CGA should adopt to the governance structure that best enables it to deliver on its purpose and strategic priorities over the next five to ten years. The changes were unanimously supported by the members (the National Sporting Organisations representing the sports participating in Commonwealth Games) at the 2024 AGM.

### Michael Smith

Director

#### Qualifications

Hon DLitt, Fellow of The Australian Institute  
of Company Directors, (FAICD)

#### Experience

Michael is the Chair of Starbucks Australia and Director of Poppy Lissiman & Co Pty Ltd. He has previously chaired the West Coast Eagles, iiNet, the Australian Institute of Company Directors and Perth International Arts Festival. Michael is also the Principal of boutique strategic development consulting firm, Black House.



Rob Nelson

Director

Qualifications

Bachelor of Business

Experience

A former surf-ski and kayak paddler, Rob turned to cycling later in life and now actively competes in masters road events having qualified for UCI Grand Fondo World Championships whilst also enjoying hitting the MTB trails. He brings over 25 years of executive and leadership experience predominantly in the sports, tourism and major events industries having held roles across surf lifesaving, rugby union and AFL and working on significant events including Sydney Olympic Games, Rugby World Cup and the Tour Down Under. Rob currently works as a consultant in sports, venues and events.

John Nicholson

Director (commenced 11 May 2024)

Qualifications

Bachelor of Science  
Business Administration/Computer Science  
Copenhagen Business School

Experience

John Nicholson is a former professional track cyclist who brings experience from high-performance cycling, sports administration, IT, accounting, and business. During the 1970s, John won two world championships, two Commonwealth Games gold medals, and an Olympic Games silver medal in the individual sprint. He won the Oppy Award in 1975 and was inducted into the Sport Australia Hall of Fame in 1986. He has served as a director of Cycling Victoria and a long-time president of Blackburn Cycling Club, taking a particular interest in rider development. Nicholson remains a qualified coach and commissaire for road and track cycling. A fluent Danish speaker, Nicholson holds a degree in business administration and computer science from Copenhagen Business School. His professional experience includes management of IT infrastructure services in the Asia Pacific region.

Lisa Jacobs

Director (commenced 9 January 2025)

Qualifications

B.Com/LLB (Hons)  
Graduate of the Australian Institute of Company Directors.

Experience

Lisa is a highly experienced commercial lawyer with 20 years in top-tier private practice and ASXlisted and private corporate environments across Australia, the UK, and Europe. She is experienced in designing and overseeing governance frameworks that align with strategic, legal, and compliance priorities. She holds an B.Com/LLB (Hons) and is a graduate of the Australian Institute of Company Directors. With over a decade in governance leadership, Lisa has served as a non-executive director in state and national organizations, including Cycling Australia (NED and Chair of the Athletes' Commission) and the Amy Gillett Foundation (Chair). Lisa is also a seasoned strategic and executive leader with experience in both ASX top-50 and private company settings. She has deep expertise in enterprise strategy, financial oversight, and Board-Executive engagement. As a senior leader at REA Group for over six years—the company behind realestate.com.au, one of Australia's largest digital platforms—she developed a strong understanding of the drivers and complexities of tech businesses, including privacy, cybersecurity, data usage, and membership models. Beyond her corporate career, Lisa had an elite cycling career spanning 10 years in road and cyclocross. She is a three-time Australian cyclocross champion, a former AIS, SASI, and VIS scholarship holder, and a member of the Australian road cycling team in 2010, competing in the women's Giro d'Italia.

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

Directors	Directors' meetings		Finance, Audit & Risk Committee meetings	
	Number eligible to attend	Number attended	Number eligible to attend	Number attended
Craig Bingham	7	7	6	-
Anne Gripper	7	7	-	-
Brian Gallagher	7	6	-	-
Darren Alomes	7	6	6	6
Jenni McLeod	7	7	-	-
Katrina Cowan	3	3	6	6
Lee Brentzell	7	7	6	4
Michael Smith	7	7	-	-
Rob Nelson	7	7	-	-
John Nicholson	4	4	-	-
Lisa Jacobs	-	-	-	-

Remuneration of directors

No remuneration is payable to the directors of the Company.

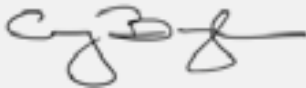

Members' guarantee

The company is incorporated under the Corporations Act 2001 and is a company limited by guarantee. If the company is wound up, the Constitution states that each voting member is required to contribute to a maximum of \$1 each towards meeting any outstanding obligations of the company. At, 31 December 2024 the number of voting members was approximately 416. The combined total amount that voting members of the company are liable to contribute if the company is wound up is approximately \$416.

Auditor's independence declaration

The lead auditor's independence declaration in accordance with section 307C of the Corporations Act 2001, for the year ended 31 December 2024 has been received and can be found on page 88 of the financial report.

Signed in accordance with a resolution of the Board of Directors:

Craig Bingham  
Director

Lee Brentzell  
Director

Dated 3 April 2025



Auditor’s Independence Declaration



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AUDITOR’S INDEPENDENCE DECLARATION TO THE DIRECTORS OF AUSCYCLING LIMITED

In relation to our audit of the financial report of AusCycling Limited for the year ended 31 December 2024, I declare to the best of my knowledge and belief, there have been:

- (a) no contraventions of the auditor independence requirements of the *Corporations Act 2001*; and
- (b) no contraventions of any applicable code of professional conduct.

PKF  
Melbourne, 3 April 2025

Kenneth Weldin  
Partner

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Statement of Profit or Loss and Other Comprehensive Income

For the Period Ended 31 December, 2024

	Note	2024 \$	2023 \$
Revenue	5	37,831,676	30,419,072
Other income	5	674,346	466,596
Operating expenses excluding finance costs	6	(38,267,774)	(32,749,778)
Finance costs		(51,363)	(65,522)
Operating deficit		186,885	(1,929,632)
Other comprehensive income for the period		-	-
Total comprehensive income for the period		186,885	(1,929,632)

The accompanying notes form part of these financial statements.



### Statement of Financial Position

As at 31 December, 2024

	Note	2024 \$	2023 \$
<b>ASSETS</b>			
CURRENT ASSETS			
Cash and cash equivalents		3,611,645	8,467,475
Trade and other receivables	7	3,368,103	5,077,463
Inventory - finished goods		301,079	366,102
Other assets		168,196	62,222
TOTAL CURRENT ASSETS		7,449,023	13,973,262
NON-CURRENT ASSETS			
Property, plant and equipment	8	3,462,337	2,955,645
Right-of-use assets	9	478,647	762,606
TOTAL NON-CURRENT ASSETS		3,940,984	3,718,251
TOTAL ASSETS		11,390,007	17,691,513
<b>LIABILITIES</b>			
CURRENT LIABILITIES			
Trade and other payables	10	1,783,702	1,793,702
Lease liabilities	9	110,362	238,770
Employee benefits	12	1,339,106	1,208,152
Other liabilities	11	6,250,935	12,560,403
TOTAL CURRENT LIABILITIES		9,484,105	15,801,027
NON-CURRENT LIABILITIES			
Lease liabilities	9	429,034	586,296
Employee benefits	12	125,775	139,982
TOTAL NON-CURRENT LIABILITIES		554,809	726,278
TOTAL LIABILITIES		10,038,914	16,527,305
NET ASSETS		1,351,093	1,164,208
<b>EQUITY</b>			
Retained surplus		1,351,093	1,164,208
TOTAL EQUITY		1,351,093	1,164,208

The accompanying notes form part of these financial statements.

### Statement of Changes in Equity

For the Year Ended 31 December, 2024

	Retained Surplus \$	Total \$
<b>2024</b>		
Balance at 1 January, 2024	1,164,208	1,164,208
Result for the year	186,885	186,885
Balance at 31 December, 2024	1,351,093	1,351,093
<b>2023</b>		
Balance at 1 January, 2023	3,093,840	3,093,840
Result for the year	(1,929,632)	(1,929,632)
Balance at 31 December, 2023	1,164,208	1,164,208

### Statement of Cash Flows

For the Period Ended 31 December, 2024

	Note	2024 \$	2023 \$
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>			
Receipts from customers		32,747,790	35,243,863
Payments to suppliers and employees		(36,323,463)	(36,036,491)
Interest received		178,218	256,938
Interest paid		-	(65,522)
Net cash used in operating activities		(3,397,455)	(601,212)
<b>CASH FLOWS FROM INVESTING ACTIVITIES:</b>			
Proceeds from sale of plant and equipment		2,435	1,497
Purchase of property, plant and equipment		(1,133,674)	(575,019)
Net cash used in investing activities		(1,131,239)	(573,522)
<b>CASH FLOWS FROM FINANCING ACTIVITIES:</b>			
Principal repayments of lease liabilities		(327,136)	(287,085)
Net cash provided by financing activities		(327,136)	(287,085)
Net increase/(decrease) in cash and cash equivalents held		(4,855,830)	(1,461,819)
Cash and cash equivalents at beginning of year		8,467,475	9,929,294
Cash and cash equivalents at end of financial year		3,611,645	8,467,475

The accompanying notes form part of these financial statements.





# Notes to the Financial Statements

For the Year Ended 31 December 2024

## 1. Corporate Information

The financial report is for the entity AusCycling Limited ('AusCycling' or 'the Company'). AusCycling is a Company, incorporated on 8 September 2020 and domiciled in Australia. AusCycling is a not-for-profit entity for the purpose of preparing the financial statements. The functional and presentation currency of AusCycling Limited is Australian dollars.

On 1 November 2020, AusCycling became established as the governing body for all disciplines of cycling in Australia, including road, track, mountain biking and BMX. The amalgamation was formed on and subsequent to that date by the transfer to AusCycling of all assets and undertakings of the former National Sporting Organisation, Cycling Australia, the state and territory cycling bodies (noting BMX WA and Cycling NSW joined on 1 April and 9 August 2021, respectively) with the exception of West Cycle, and the bodies of the cycling disciplines.

The financial report was approved by the directors as at the date of the directors' declaration.

## 2. Basis of Preparation

The financial statements are general purpose financial statements that have been prepared in accordance with the Australian Accounting Standards - Simplified Disclosures and the Corporations Act 2001.

The financial statements have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. Material accounting policy information relating to the preparation of these financial statements are presented below, and are consistent with prior reporting periods unless otherwise stated.

## 3. Material Accounting Policy Information

### (a) Revenue and other income

#### Application of AASB 15 Revenue from contracts with customers (AASB 15) and AASB 1058 Income of Not-for-Profit Entities (AASB 1058)

AASB 15 provides a single comprehensive model for revenue recognition arising from contracts with customers and clients. The core principle of the standard as it applies to the Company is that revenue recognition depicts the transfer of promised services to clients (including government) at an amount that reflects the consideration entitlement expected in exchange for those services. The standard applies a contract-based revenue recognition model with a measurement approach that is based on an allocation of the transaction price.

AASB 1058 addresses transactions that are not contracts with customers. The timing of income recognition under AASB 1058 is dependent upon whether the transaction gives rise to a liability or other performance obligation at the time of receipt. Income under the standard is recognised where: an asset is received in a transaction, such as by way of grant, bequest or donation; there has either been no consideration transferred, or the consideration paid is significantly less than the asset's fair value; and where the intention is to principally enable the entity to further its objectives.

Generally, the timing of the payment for the provision of goods or services corresponds closely to the timing of satisfaction of the performance obligations, however where there is a difference, it will result in the recognition of a receivable, contract asset or contract liability (classified as revenue received in advance).

None of the revenue streams of the Company have any significant financing terms as there is less than 12 months between receipt of funds and satisfaction of performance obligations.

The Company recognises revenue from the following major sources:

- grant income from various Government and private bodies;
- rendering of services;
- conducting events;
- commercial sponsorship agreements; and
- provision of membership and directly related services.

### Grant Income

Grant income is received by the Company from agreements with Government and private bodies for a range of projects and initiatives. These may include both operating and capital grants.

Operating grant revenue within the scope of AASB 15 is recognised over time as the distinct performance obligations set out within the grant agreement are satisfied. Capital grants are recognised progressively over time as the underlying asset is constructed.

Income from grants without any sufficiently specific performance obligations is recognised when the Company has an unconditional right to receive cash, which usually coincides with the receipt of cash.

### Rendering of services

Revenue from the rendering of services is recognised upon the delivery of the service to the customers.

### Events revenue

Revenue from organising and hosting events, including corporate partnerships, is recognised at the point in time the events are conducted.

### Sponsorship revenue

Sponsorship revenue is recognised over time on a straight-line basis over the sponsorship contract period, unless the sponsorship is payable on achieving specified performance obligations, in which case revenue is recognised on the completion of the performance obligation.

### Membership and similar revenue

Membership, insurance and licensing fees, service fees, donations, and other revenue are recognised over time as the related services are delivered.

### Other Income

Other income is recognised on an accruals basis when the Company is entitled to it.

### (b) Income Tax

The income of the Company is exempt from income tax, and accordingly, no provision has been made in the financial statements for income tax payable.

### (c) Financial instruments

All recognised financial assets are subsequently measured in their entirety at amortised cost.

### Impairment of receivables

Impairment of receivables has been determined using the simplified approach in AASB 9 which uses an estimation of lifetime expected credit losses.

### (d) Plant and equipment

Each class of plant and equipment is carried at cost less, where applicable, any accumulated depreciation and impairment.

### Depreciation

Plant and equipment is depreciated on a straight-line basis over the asset's useful life to the Company.

The depreciation rates used for each class of depreciable asset are shown below:

Fixed asset class	Depreciation rate
Plant and Equipment	10 - 33%
Motor Vehicles	20 - 35%
Computer	25 - 33%
Performance support assets	10 - 33%
Leasehold improvements	10 - 50%

### (e) Leases

A right-of-use asset is depreciated using the straight-line method from commencement date to the end of the lease term.

Adoption of short term leases and low value asset exceptions The Company has elected to apply the exceptions to lease accounting for both short-term leases (i.e. leases with a term of less than or equal





to 12 months) and leases of low-value assets. The Company recognises the payments associated with these leases as an expense on a straight-line basis over the lease term.

#### (f) Adoption of new and revised accounting standards

The Company has adopted all of the new standards and interpretations issued by the Australian Accounting Standards Board (the AASB) that are relevant to its operations and effective for the current reporting period. No material changes were noted from the adoption of these standards.

#### 4. Critical Accounting Estimates and Judgements

Information about significant areas of estimation uncertainty and critical judgements in applying accounting policies that have the most significant effect on amounts recognised in the financial statements are described in the following notes:

- note 3(a) - grant income (determination of whether the contract includes sufficiently specific performance obligations)
- note 3(d) - property, plant and equipment (determination of useful lives)
- note 3(e) - leases (determination of lease terms)

#### 5. Revenue and Other Income

	2024 \$	2023 \$
Revenue from contracts with customers		
- Event income	9,961,304	4,402,557
- Grants	17,605,161	17,142,464
- Membership subscriptions	8,004,223	7,367,483
- Participation income	548,575	441,425
- Sponsorship revenue	1,649,128	887,428
- Equipment and merchandise sales	63,285	177,715
<b>Total Revenue</b>	<b>37,831,676</b>	<b>30,419,072</b>
Other Income		
- Sundry income	496,128	209,658
- Interest income	178,218	256,938
	674,346	466,596
<b>Total Revenue and Other Income</b>	<b>38,506,022</b>	<b>30,885,668</b>
<b>Disaggregation of revenue from contracts with customers</b>		
The disaggregation of revenue from contracts with customers is as follows:		
<b>Timing of revenue recognition</b>		
- Goods & services transferred over time	27,807,087	25,838,800
- Goods & services transferred at a point in time	10,024,589	4,580,272
<b>Revenue from contracts with customers</b>	<b>37,831,676</b>	<b>30,419,072</b>

#### 6. Other Expenses Excluding Finance Costs

	2024 \$	2023 \$
Employee benefits expense	15,063,290	13,708,733
Insurance expense	4,521,298	4,321,076
Event expenses	6,861,759	4,037,156
Travel expenses	4,823,653	4,093,706
Depreciation and amortisation expense	857,209	818,565
Athlete expenses	693,889	646,390
Marketing and sponsorship expenses	799,647	515,692
Loss on disposal of plant and equipment	12,274	255,173
Consulting services	416,782	1,306,315
Other operating expenses	4,217,973	3,046,972
	38,267,774	32,749,778

#### 7. Trade and Other Receivables

	2024 \$	2023 \$
Trade receivables	1,297,471	2,202,319
Provision for impairment	(44,364)	(57,197)
	1,253,107	2,145,122
Prepayments	1,696,686	2,526,855
Deposits	18,310	5,486
Other receivables	400,000	400,000
<b>Total current trade and other receivables</b>	<b>3,368,103</b>	<b>5,077,463</b>

Other receivables includes \$400,000 in relation to the final amalgamation payment from Cycling NSW (2023: \$500,000).





## 8. Property, Plant and Equipment

	2024 \$	2023 \$
<b>Plant and equipment</b>		
At cost	1,636,301	709,841
Accumulated depreciation	(614,269)	(471,102)
Total plant and equipment	1,022,032	238,739
<b>Motor vehicles</b>		
At cost	362,093	350,586
Accumulated depreciation	(170,331)	(144,619)
Total motor vehicles	191,762	205,967
<b>Computer equipment</b>		
At cost	691,248	521,640
Accumulated depreciation	(295,770)	(206,169)
Total computer equipment	395,478	315,471
<b>Leasehold Improvements</b>		
At cost	1,073,413	1,074,360
Accumulated depreciation	(476,573)	(388,274)
Total leasehold improvements	596,840	686,086
<b>Performance Support Assets</b>		
At cost	1,651,301	1,673,961
Accumulated depreciation	(395,076)	(164,579)
Total performance support assets	1,256,225	1,509,382
<b>Total property, plant and equipment</b>	<b>3,462,337</b>	<b>2,955,645</b>

### Movements in Carrying Amounts

Movement in the carrying amounts for each class of property, plant and equipment between the beginning and the end of the current financial period:

	Plant and Equipment \$	Motor Vehicles \$	Computer Equipment \$	Leasehold Improvements \$	Performance support assets \$	Total \$
<b>Period ended 31 December, 2024</b>						
Balance at the beginning of year	238,739	205,967	315,471	686,086	1,509,382	2,955,645
Additions	69,047	32,132	169,812	22,649	840,036	1,133,676
Disposals	(1,039)	(8,920)	-	(22,548)	(1,041)	(33,548)
Depreciation expense	(144,670)	(37,417)	(89,805)	(89,347)	(232,197)	(593,436)
<b>Balance at the end of the period</b>	<b>1,022,032</b>	<b>191,762</b>	<b>395,478</b>	<b>596,840</b>	<b>1,256,225</b>	<b>3,462,337</b>

## 9. Leases

### The Company as a lessee

The Company has leases over a range of assets including property (including velodromes) and photocopiers.

### Terms and conditions of leases

Property leases range between 12 months to 10 years in duration. Leases of photocopiers are generally for a term of 4 years.

### Right-of-use assets

	Property \$	Photocopier \$	Total \$
<b>Period ended 31 December, 2024</b>			
Balance at beginning of year	580,286	182,320	762,606
Additions to right-of-use assets	76,225	-	76,225
Depreciation charge	(309,304)	(50,880)	(360,184)
<b>Balance at end of period</b>	<b>347,207</b>	<b>131,440</b>	<b>478,647</b>

### Lease liabilities

The maturity analysis of lease liabilities based on contractual undiscounted cash flows is shown in the table below:

	< 1 year \$	1 - 5 years \$	> 5 years \$	Total undiscounted lease liabilities \$	Lease liabilities included in this Statement Of Financial Position \$
<b>2024</b>					
Lease liabilities	241,014	369,411	86,941	697,366	539,396
<b>2023</b>					
Lease liabilities	340,242	501,924	157,575	999,741	825,066

## 10. Trade and Other Payables

	2024 \$	2023 \$
<b>CURRENT</b>		
Trade payables	992,694	927,194
Indirect tax balances payable	27,637	90,065
Accrued expenses	650,642	557,471
Superannuation payable	112,729	218,972
<b>Trade and Other Payables</b>	<b>1,783,702</b>	<b>1,793,702</b>





## 11. Other Liabilities

	2024 \$	2023 \$
Membership revenue in advance	2,521,750	2,632,074
Grants revenue in advance	3,321,963	9,343,119
Other revenue in advance	407,222	585,210
	6,250,935	12,560,403

## 12. Employee Benefits

### (a) Current

	2023 \$	2023 \$
Long service leave	528,497	402,160
Annual leave	794,420	791,143
Other employee benefits	16,189	14,849
	1,339,106	1,208,152

### (b) Non-current

	2024 \$	2023 \$
Long service leave	125,775	139,982

## 13. Auditors' Remuneration

During the financial period the following fees were paid or payable for services provided by PKF Melbourne, the auditor of the Company:

	2024 \$	2023 \$
Remuneration of the auditor, for: - auditing the financial statements	52,000	50,000

## 14. Key Management Personnel Disclosures

The aggregate remuneration paid to key management personnel of the Company for the year was \$2,069,409 (2023: \$2,131,968). Directors do not receive any remuneration.

## 15. Related Parties

### (a) Transactions with related parties

AusCycling is the sole member of Wollongong 2022 Limited (W2022), a company limited by guarantee. During the 2022, Wollongong 2022 fulfilled its primary responsibility by successfully delivering the 2022 UCI Road World Championships. As the sole purpose of the entity has been fulfilled, the liquidation process for Wollongong 2022 has been completed and the company was formally deregistered on September 28th 2024.

AusCycling Limited is the sole member of 2025 UCI Gran Fondo World Championships Limited (2025 UCI Gran Fondo), a company limited by guarantee, incorporated on 16 September 2020. 2025 UCI Gran Fondo's primary responsibility is the successful delivery of the 2025 UCI Gran Fondo world championship. At 31 December 2024, 2025 UCI Gran Fondo had net liabilities of \$1,614.

There were no other transactions with related parties during the current period ending 31 December 2023.

## 16. Contingent liabilities

The Company had no contingent liabilities as at 31 December 2024 (2023: NIL).

## 17. Events after the end of the Reporting Period

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Company, the results of those operations or the state of affairs of the Company in future financial years.

## 18. Statutory Information

### Registered office

The registered office and principal place of business of the company is:

AusCycling Limited  
Level 6 South Tower, 459 Collins Street  
Melbourne VIC 3000

## Directors' Declaration

The directors of the Company declare that:

1. The financial statements and notes, as set out on pages 89 to 99, are in accordance with the Corporations Act 2001 and:
  - a. comply with Australian Accounting Standards - Simplified Disclosures and the Corporation Regulations 2001; and
  - b. give a true and fair view of the financial position as at 31 December 2024 and of the performance for the year ended on that date of the Company.
2. In the directors' opinion, there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

Craig Bingham  
Director

Lee Brentzell  
Director

Dated 3 April 2025





## Independent Audit Report to the Members of AusCycling Limited



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### INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF AUSCYCLING LIMITED

#### Report on the Audit of the Financial Report

##### Auditor's Opinion

We have audited the accompanying financial report of AusCycling Limited (the Company), which comprises the statement of financial position as at 31 December 2024, the statements of profit or loss and other comprehensive income, changes in equity, and cash flows for the year then ended, notes comprising a summary of material accounting policies and other explanatory information, and the directors' declaration. In our opinion, the accompanying financial report is in accordance with the *Corporations Act 2001*, including:

- (a) giving a true and fair view of the Organization's financial position as at 31 December 2024 and of its financial performance for the year then ended on that date; and
- (b) complying with Australian Accounting Standards, and the *Corporations Regulations 2001*.

##### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report.

We are independent of the Organization in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's *APES 110 Code of Ethics for Professional Accountants (including Independence Standards)* ('the Code') that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

##### Responsibilities of the Directors of the Financial Report

The Directors of the Organization are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001*, and for such internal control as the Directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the Directors are responsible for assessing the ability of the Organization to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors either intend to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

##### Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our

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opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Directors.
- Conclude on the appropriateness of the Directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide the Directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, actions taken to eliminate threats or safeguards applied.

PKF  
Melbourne, 3 April 2025

Kenneth Weldin  
Partner





**AUSCYCLING**

[auscycling.org.au](http://auscycling.org.au)