

Amy Gillett Foundation
Annual Report 2009/10



Amy Gillett FOUNDATION
Safe together

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The Amy Gillett Foundation

The Amy Gillett Foundation was formed in 2005 after the tragic death of Amy Gillett, Australian representative rower and cyclist, while training with the National Women's Cycling Team in Germany. The nation shared the grief of her family and team-mates.

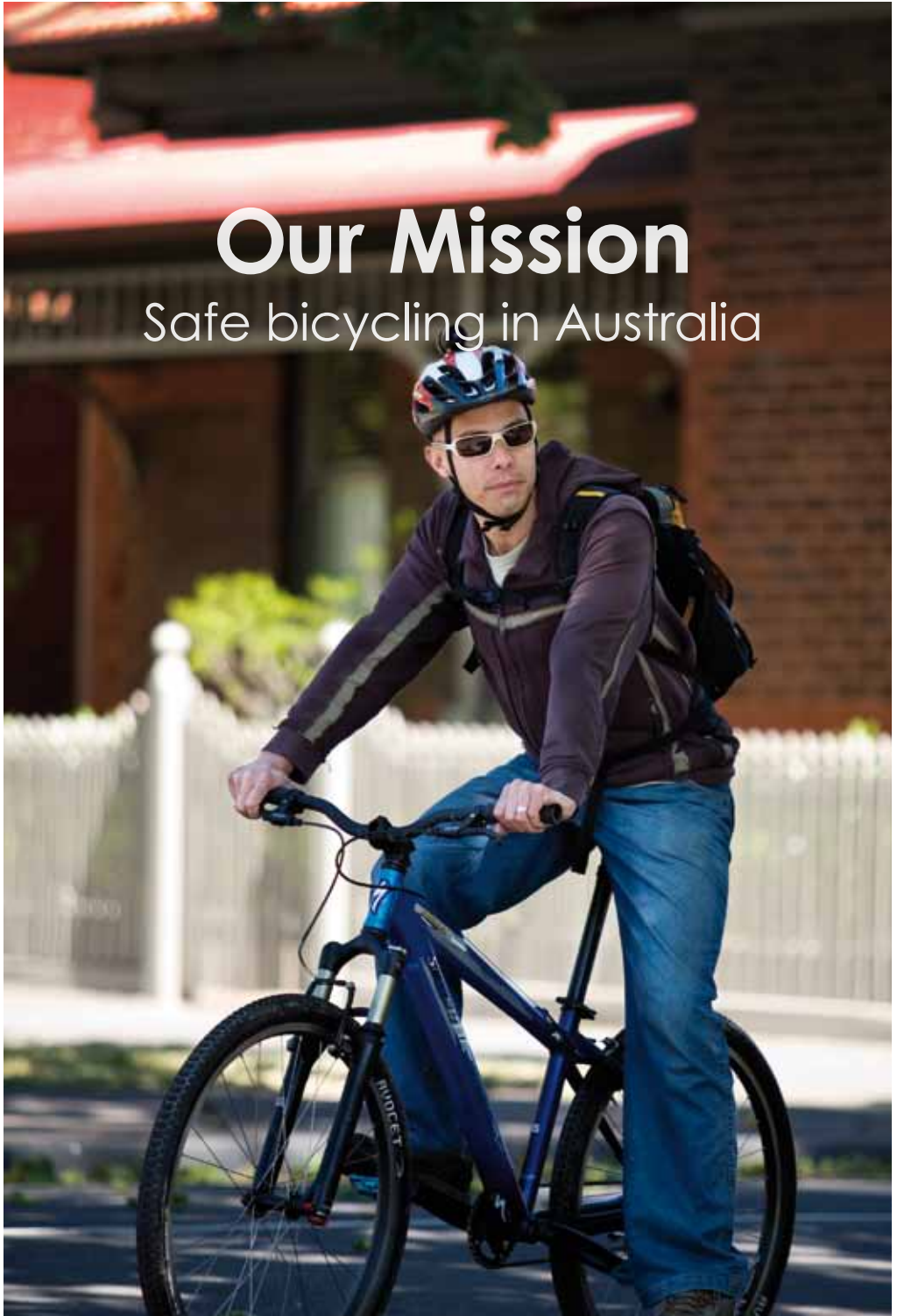
Amy was committed to sport; having had a successful career in rowing that saw her represent Australia at the Atlanta Olympic Games, before becoming a champion cyclist. But sport was not her only passion. Her commitment to academic endeavours was widely acknowledged. Amy had a Bachelor of Applied Science (Exercise and Sports Science) and Honours in Human Movement. Amy had commenced her PhD that was to study how women react to life after sport, irrespective of their level, achievements and profile.

Amy's passing has inspired the Amy Gillett Foundation to 'make a difference' in improving the safety between bicyclists and other road users.

This year marks the 5th Anniversary of Amy's passing.







Our Mission

Safe bicycling in Australia



Our Vision

Zero bicycling fatalities

Remembering Amy

– Five Years on

The 18th July 2010 marks the 5th anniversary of the death of our precious daughter Amy.

It is hard to believe that five years have passed since that tragic day in Germany when Amy was killed by an 18 year old German driver and her five team mates were so seriously injured.

Inattention and inexperience on the part of the driver were the two key factors in Amy's death and sadly they are still the reasons for so many deaths on our roads here in Australia.

As Amy's parents our condolences go out to all people who are left to deal with the pain, grief and loss as the aftermath of road crashes.

These days Amy is constantly in our heads and our hearts as we try to balance the sorrow of our loss with the absolute joy she brought into our lives for 29 years. Everyday, we reflect on all that her life meant to us.

Thanks to Simon (Amy's husband) and Cycling Australia, for the formation of The Amy Gillett Foundation which has given us a new focus and a way forward as we deal with our grief which is of course a never ending journey, not just for ourselves but for so many others.

We want to sincerely thank all people who have been associated with the Foundation since its beginning: the Patrons, Board Members, CEOs, office staff, Club 500 members, sponsors, Amy's Ride participants and all the people who log on to Facebook with comments and information. THANKYOU!!

What comes through so clearly is the passion and commitment to make a difference as well as trying to reduce the incidence of death and injury caused by the interaction between cyclists and motorists.

We are heartened by what the Foundation has achieved in the last five years, but we are still seeing cyclists killed and injured on our roads so we need to gather momentum and keep moving forward, raising awareness and changing attitudes as we do so.

One simple thing we can all do is to be aware of our own cycling and driving behaviours, and try to be a role model whilst on our bikes or in our cars.

Our children, our nation's future road users, are "sponges" quietly observing what we do and say. We all can play our part in leading by example. It doesn't cost anything and it's something we can all do with care and consideration, after all "Road Safety is Everybody's Responsibility".

Earlier this year, through a series of circumstances we were able to take possession of Amy's first road bike. She had bought this bike in America, just after she had competed as a rower in the Atlanta Olympics.

Now thanks to some generous people it has been "revamped" with a new seat and pedals along with "pink" handle bar tape.

As Amy's mum, my first ride on it was a very emotional affair and it felt like a part of Amy had "come home".

A special thanks to all concerned who had the sensitivity to realise what this meant to us as Amy's parents.

Now both Denis and I look forward with passion and optimism to the future of this amazing Foundation and what we can all achieve by working together.

And to our precious Amy.....may you always be riding the rainbows.

Held in our hearts forever – **Denis and Mary Safe**

“What comes through so clearly is the passion and commitment to make a difference as well as trying to reduce the incidence of death and injury caused by the interaction between cyclists and motorists.” Mary Safe

“Five years on from Amy's death I am still very conscious of her impact in my life. Working at the Foundation keeps her close to me. My youngest daughter Amy, having being named in memory of “Big Amy” means that we talk of her often. I am fortunate to have developed a beautiful friendship with Mary and Denis over the years and Simon and I are very close.

The image that comes to mind in this reflection is that Amy was physically so striking and her bright smile was warm, welcoming and accepting. She had a thirst for life, but because she did not feel threatened by others, she shared her love and passion with a great generosity of spirit. I really ‘rate that trait’ and I really miss her.

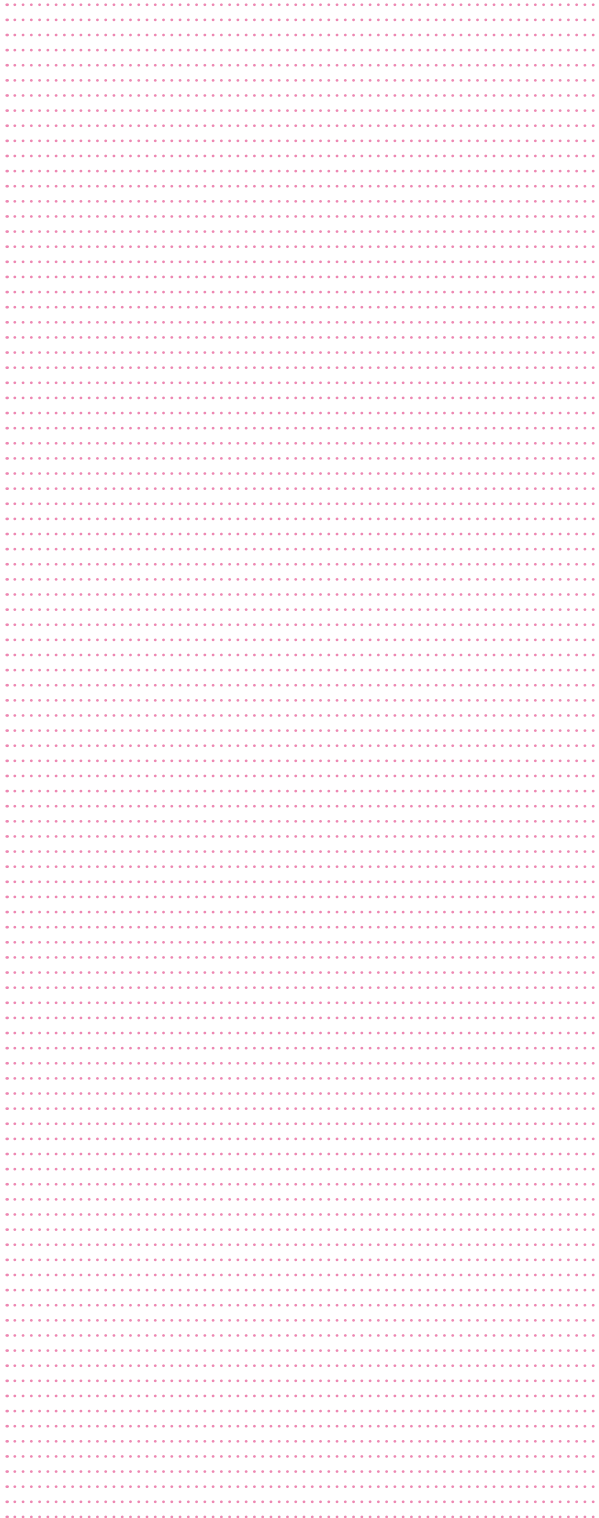
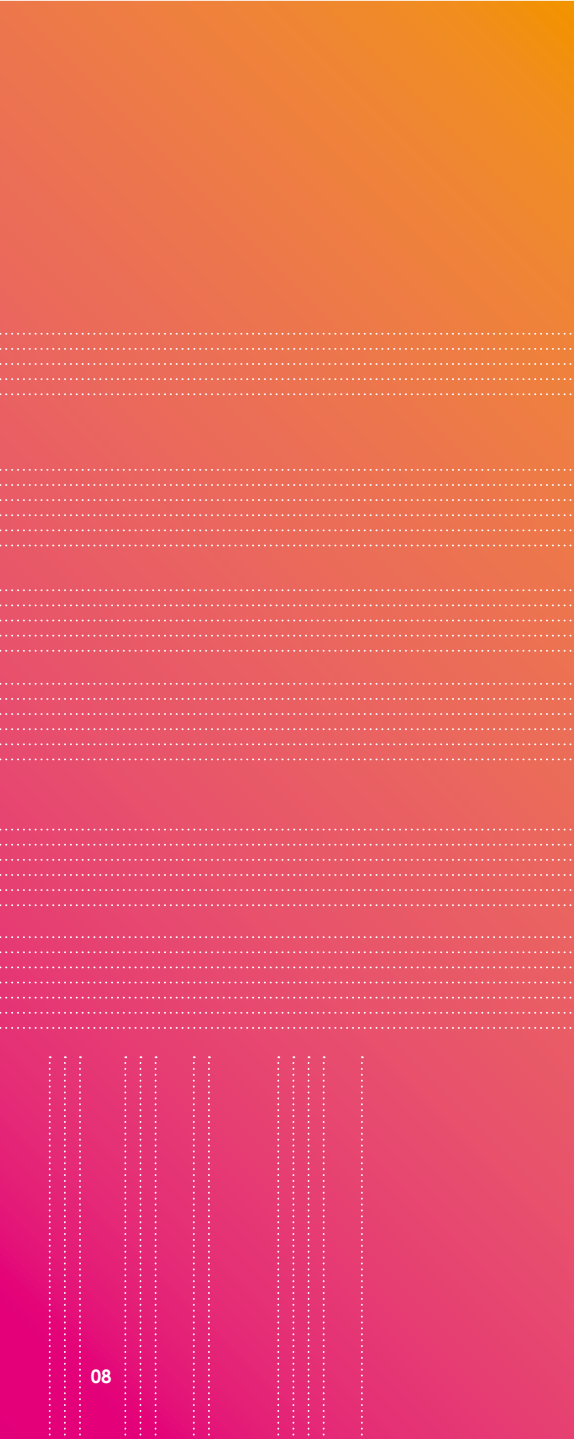
Ride on the Rainbows Betty ”

Love Rachael

Rachael Kininmonth, Olympic Rower, former rowing team-mate, AGF Events Coordinator



Mary Safe



A Year in Review

Chairman's Report

Duncan Murray

2010 was another year of achievement, challenge and change for the AGF.

The achievements were many and included the launch of our national 'A Metre Matters' campaign, the awarding of funding of \$1million over three years to our AustCycle bicycle education joint venture with Cycling Australia and the launch of the 'Share the Road Tour' ride format. In short, it was a successful year on all fronts – operationally, strategically and financially.

At the first Board meeting of the 2010 calendar year the Board sat down to consider a draft three year 2011-13 Strategic Plan, and in particular what we considered to be our greatest challenge - the risk that we deliver outstanding programs and initiatives over the next three to five years, and a achieve some great successes, yet still find ourselves having had an unacceptably modest impact on the numbers of bike riders being killed and injured on our roads.

To that end, while the AGF and a large number of other organisations involved in the cycling industry are making some real inroads with regards to raising awareness, changing behaviour and facilitating infrastructure change, we are yet to impact the numbers that matter. There is a long way to go.

This led us to two conclusions:

- First, people are any organisation's greatest asset, and we need to continue to ensure that we have the best people that we can source both within the organisation (Management, Board) and around it (Ambassadors, advisors etc). As a result, in June we commenced a partnership with Publicis MOJO, who is a world-class provider of strategic and communications intellect.

MOJO have, with us, reviewed almost every facet of the organisation, evidence of which you will see throughout this Annual Report. Following Tony Fox's term as CEO, during which an enormous amount was achieved, we also welcomed Tracey Gaudry as CEO. Tracey continues to build and refine the Management team.

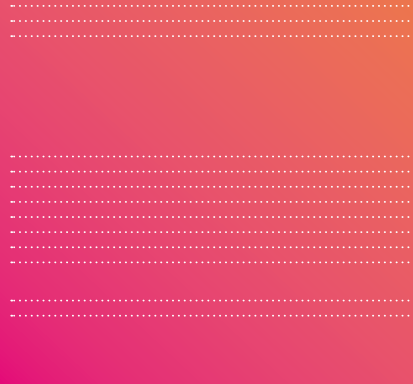
- Secondly, and this conclusion was borne of the management team's work with MOJO, the bicycling industry is as much a part of the problem as it is the solution when it comes to achieving our objectives. There are in excess of thirty significant organisations in the Australian cycling industry, all pursuing one or more of three broad objectives – increased participation, sporting prowess and safety. While cycling is much more than a sport, sports like Australian

Rules, soccer and cricket have gone through processes of maturation and unification. Cycling will continue to fall short of the levels of achievement of which it is capable, particularly in safety and participation, until it goes through a similar process.

Our congratulations go to Mary Safe for her nomination for Australian of The Year, a terrific acknowledgement of the enormous contribution Mary has made to helping create a safe bicycling environment in Australia. Thank you to our Board, Management Team and extended family of the Amy Gillett Foundation, the future is very bright – we are set for a very exciting journey.



“we are yet to impact the numbers that matter.”



CEO's Report

Tracey Gaudry

To be writing the CEO's Report for the 2010 Amy Gillett Foundation Annual Report is a privilege personally and professionally, while providing the opportunity to reflect on the significant responsibility that the Foundation carries.

2010 marks the 5th anniversary of Amy's passing to which Mary and Denis Safe have written a most heartfelt tribute to their daughter. Simon Gillett, Amy's husband announced two things the Foundation would deliver, just a week after the tragedy; a sporting scholarship for an upcoming female cyclist, and a national bicycle safety campaign aimed at reducing bicycle-related death and injury on our roads.

Five years on, the Foundation has amazingly delivered:

- Five scholarships for upcoming female cyclists! Our talented recipients between them have won National Championships, Oceania Games Gold Medals, competed in multiple World Cup events, International Grand Tours and World Championships achieving stages wins and podium places, and progressing onto professional contracts.
- An enduring bicycle safety campaign entitled 'A Metre Matters' plus impactful ongoing bicycling safety programs, including:
 - Road Right – focussed on motorists,
 - Ride Right – for new bike riders, a 3-step 'get ready to ride' program,

- Remembering Amy – positive life skills program delivered personally by Mary Safe,
- Safe Family Research Scholarship – producing overwhelming findings about motorist awareness of bike riders.
- Safe participation and the ongoing message of 'A Metre Matters' on the backs of some 17,000 bike riders who have participated in a dozen Amy's Rides and two Share the Road Tours.
- A joint venture with Cycling Australia to incorporate Austcycle, with a three-year plan to become the flagship bicycling skills and education program accessible to all Australians.

I thank former CEOs Tony Fox and Melinda Jacobsen for their leadership, along with the tireless work of dozens of volunteers, the AGF Management team, the Board & Committees, Ambassadors, Partners, Patrons and broader AGF family for bringing the Foundation so far in its short life.

Yet, every time we learn of a serious bicycling-related incident resulting in death or injury, and every time we field a frustrated call from the community, it hurts. We have got a job to do, and we need to be clear about how we are going about it.

The Foundation, many of you would be aware, spent the last months undergoing a strategic review and was brave enough to ask for, receive, and act upon the feedback of nearly 50 stakeholders. As an outcome of that review, the AGF committed to

clearer objectives with our newly developed vision for Safe Bicycling in Australia, and our mission for zero Bicycling-related fatalities.

To achieve this we will legitimately lead the way in response to the safety tenet of the Australian Cycling Strategy 2011-2016. We will work collaboratively with the whole bicycling community establishing a common, united voice on safety. We will deliver a bicycling safety awareness campaign Australia with a focus on attitudinal and behavioural change. And, we will continually draw on the DNA of the Foundation and this will keep us strong when the going is tough.

It is because of the Foundation that I ride my bike again – after putting it away shortly after Amy died. The Foundation inspired me to believe in our collective strength to bring about a culture of safe bicycling and shared respect on our roads.

In another five years, I hope that millions more Australians will enjoy the pleasure of riding a bike for fun, recreation, transport or sport – safely.

Tracey Gaudry



“ We have got a job to do, and we need to be clear about how we are going about it. ”

Our Partners

Without the ongoing support from our generous partners, the Amy Gillett Foundation would not be able to continually develop and execute bike awareness and safety programs around Australia. Thank you to each of the following companies and individuals for significant financial, professional and in-kind assistance that has been provided.

A warm welcome to the following companies that have recently joined the Amy Gillett Foundation family – Honda Australia, Publicis MOJO, Urban Hotels, SBS Foundation, Après Velo, Shimano and Vic Roads.

Commercial Program Partners

Major Partners



Associate Partners



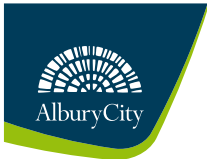
Media Design & Print Partners



Corporate & Government Partners



Event Partners



We would also like to thank the following outgoing partners that have provided great support to the Foundation over our last five years – Mazda, Cyclecover, Powerade, Cycling Adventures, Oakley, Winners, Boumeester, Elastick, Go For Your Life and Mercure. We are extremely grateful for their backing.

Our Programs

A Metre Matters

The following is a summary of the programs currently being executed by the Foundation's Management team. As part of our recent Strategic Review (undertaken between July-October 2010) we will be rationalising and refining many of these to ensure that everything that we do will sharply assist the delivery our strategic objectives.



9,238 bicyclists were seriously injured on our roads in 2007 due to collisions with motor vehicles (MUARC Research, 2008). There are a number of different causes of these accidents; however we know that many of them are due to motorists not providing enough space on the road for bicyclists.

The 'A Metre Matters' campaign was officially launched by Minister for Transport, the Honourable Anthony Albanese at the start of the 2009 'Share The Road Tour' ride from Canberra to Melbourne that was developed to raise awareness of bike riders in the minds of drivers. The campaign mix to support this important program has included multiple channels and platforms over the last 18 months including:

- Television and Cinema – Over the summer period we have executed a hard-hitting and emotive Community Service Announcement that has been shown extensively on Channel Ten, during the World Championships, during the Tour de France on SBS, Foxtel channels, Brunetti Film night and Val Morgan Cinemas.
- Newspaper
- Outdoor Signage – 19 x 5 metre billboards, including on Tullamarine Freeway.
- Merchandise - It is anticipated that the estimated 8000 riders from our portfolio of events will continue to wear the jerseys when out riding to provide ongoing promotion of the message.
- Retail Giant Big W executed an in-store bumper sticker promotion

- The campaign has been adopted and supported by a myriad of different bike user groups including Bike Safe, Mornington Peninsula Shire, City of Melbourne, City of Geelong, Surf coast Shire, Colac Otway Shire, Onkaparinga Council (SA), Vic Roads, NSW RTA, Victorian, NSW and QLD Departments of Transport and the Sunshine Coast Council.

Our friends at Crosby Textor commissioned research on our behalf in April 2010 with a National audience. Results indicated that just over a quarter of Australians and nearly 1/3 of bike riders are aware of the AGF 'A Metre Matters' campaign, only six months after its November 2009 launch.

Continental Tyres has been a major partner of the AGF, and the AGF 'A Metre Matters' campaign specifically. They have worked closely with us to help to drive a number of support programs including signage, radio advertising and additional merchandise.

“just over a quarter of Australians and nearly 1/3 of bike riders are aware of the AGF 'A Metre Matters' campaign, only six months after its November 2009 launch.”

AustCycle

AustCycle is Australia's only national cycling accreditation program. AustCycle has been set up to give Australia a national cycling training organisation designed to teach children, teenagers, adults and older Australians how to ride a bicycle safely, and to provide people with the necessary knowledge and skills to manage traffic hazards in a road environment.

AustCycle is a joint venture between the AGF and Australia's peak cycling body Cycling Australia. As swimming has AustSwim where lessons are an integral part of growing up and learning about water safety, AustCycle is intended to do the same for cycling. Before AustCycle, education and training for cycling was limited to a small percentage of the population who lived in large cities, where scattered pockets of dedicated trainers worked hard to meet the demand for help and advice.

The primary objectives of AustCycle are to:

- Provide a system where teachers are well trained and clients are assured of receiving a high standard of service and teaching
- Promote the importance of cycling education
- Reduce the number of injuries and deaths through better cycling education
- Increase the number of people cycling
- Encourage cyclists to use their bikes more often



With bikes outselling cars in Australia consistently for the past decade there is a significant need for cycling education and training in the broader community. AustCycle was designed to address this need by delivering high quality cycle training, by accredited Teachers, to all Australians based on their individual requirements.

The Australian Government recently granted AustCycle \$1 million over a three-year period to roll out the AustCycle program to all remaining states and territories as part of their Healthy Communities Initiative (HCI). The HCI program aims to reduce the prevalence of obesity in Australia by maximising the number of at-risk individuals engaged in healthy lifestyle programs.

The HCI will also provide grants to 92 local government areas (LGAs) in rural/ remote, regional, outer-metropolitan and metropolitan areas over three years to support the delivery of these chosen healthy lifestyle programs.

Gareth Watkins was appointed to the position of General Manager in October 2010 and has already made terrific progress in the following areas:

- Over 5000 people across NSW have received AustCycle training through the Department of Environment and Climate Change (DECCW), NSW Voucher scheme. The scheme was recently extended through to the end of 2010
- The pilot phase of the Healthy Communities Initiative (HCI) has seen 12 Local Government Areas (LGAs) address overweight and obesity issues in communities across Australia
- The expansion of AustCycle nationally with AustCycle Teachers being trained in NSW, ACT, WA, SA, QLD, VIC and Tasmania with NT training scheduled for early 2011
- Development of a Provider Pack and teacher's curriculum, (available early 2011) to assist our teachers, licensed Providers and teachers with local marketing, brand awareness and program delivery of AustCycle
- Commencing negotiations to expand ownership of AustCycle to include state bicycling participation organisations
- National re-launch of AustCycle at the UCI World Road Cycling Championships in Geelong

Research Scholarship – ‘The Plight of a Bicyclist’

The Safe Family Research Scholarship (Amy's maiden name was Safe) in partnership with the Monash University Accident Research Centre (MUARC) funds a postgraduate research scholarship for research into incidents involving bicyclists and motorists.

The current research scholarship holder is PhD student Marilyn Johnson. Marilyn's research thesis is nearly complete, and is focused on factors that influence the safety of on-road bicyclists including behaviours of bicyclists and motorists, attitudes and perceptions towards cycling and the role of road infrastructure.

Marilyn's study used mounted video camera footage as well as helmet mounted cameras worn by bike riders to determine the main causes of road accidents between bicyclists and motorists. It was conducted over a period of three years in Melbourne and included many hours of riding footage across a four-week period.

In October 2010, Marilyn presented a summary of her findings to date to several forums including the US conference and published a research paper entitled 'Cyclist safety from the perspective of all road users'. The key findings from Marilyn's research are ground-breaking:

Key Findings:

- Drivers are at fault in 87% of incidents with bicyclists – and for the most part do not realise they have behaved in a reckless or unsafe manner.
- Video recordings taken during the study captured bicyclists' perspective of the road and traffic behaviours. A total of 54 events were recorded; including 2 collisions, 6 near-collisions and 46 other incidents.

“ Drivers are at fault in 87% of incidents with bicyclists – and for the most part do not realise they have behaved in a reckless or unsafe manner. ”

- Analysis of the video footage shows that prior to the 54 incidents recorded, more than 88% of bicyclists travelled in a safe and legal way. It was clear from the research that drivers changing lanes and turning left without indicating or looking were the cause of over 70% of the incidents.

The research also found that:

- Bicyclists made frequent head checks throughout their trips, which suggests they have high situational awareness
- Over 40% of drivers did not indicate at all before changing course or overtaking
- Over 70% of the events recorded occurred at an intersection/intersection related location

The release of this information created a media storm with a major story running on National Nine News and AGF CEO Tracey Gaudry completing over 20 media requests over a 36-hour period.

The Channel 7 news story generated some fantastic national exposure across the November 16-26 period, reaching over one million Australians.

25 stories were generated across print media in metropolitan and regional newspapers. In general, the story was taken word-for-word from the media

release that was issued so the AGF key messages were well communicated. The print stories had a great audience reach of close to 1.6 million. Radio reportage took one of two forms; either news services reported on the research results, interviewing the CEO to obtain a ‘news grab’, or talkback radio programs requested interviews with the CEO. The radio interview also generated strong exposure for the story reaching over 316,000 people.

This campaign was very successful in generating national publicity for the AGF by raising awareness of the indifference motorists’ show to commuter bicyclists. In particular, the AGF was positioned as a front-line commentator on bicyclist/motorist interactions, and seen to be spear-heading the public awareness campaign required to change road user attitudes and behaviour. Total audience reach across all media exceeded 2.8 million.

We will continue to work with government, road safety authorities & synergistic corporate partners in the automotive sector such Continental Tyres and Honda Australia who are also equally committed to improving road safety awareness for all road users.

Cycling Scholarship

The Amy Gillett cycling Scholarship seeks to honour Amy's memory by supporting female cyclists who aspire to the same pursuit of sporting and educational excellence as Amy did.

This Scholarship offers a unique opportunity to assist Australia's talented up-and-coming women cyclists by providing national and international competition and training opportunities - the next generation of Amy Gillett's. The Amy Gillett Scholarship is a partnership between the AGF and the Cycling Australia/AIS High Performance Program.

Rachel Neylan is the 2010/11 recipient of the AGF Sports Scholarship. Rachel was born and bred in Sydney and is from a family of seven. She started little athletics at the age of eight, and immediately fell in love with the quest for optimal physical performance. In her own words, "At that time, I didn't ever win races but I persisted, and I quickly learned that diligent training yields the most optimal improvement gain".

After applying the same focus to her high school study she gained a UAI score of 97.5 and was accepted into Sydney University to pursue a four-year Bachelor of Applied Science in Physiotherapy. By her 21st birthday she had graduated and went to work in one of Sydney's premier sports medicine clinics.

Rachel took a non-traditional route to the sport of cycling. She rowed for 12 months, which suited her aerobic endurance – however time and technical skill development were against her. She returned to running at a National level – this time within middle distance events. At this time she also immersed herself into a physiotherapist career in Sydney that

allowed contracts with the AIS, NSWIS, Australian Rowing Team, Australian Polo, and the Sydney Swans. In August 2007, following a work trip, she found herself in Lausanne Switzerland at the Olympic museum reading ancient Greek quotes and those from greats like Muhammad Ali, "this was the ignition point, a major decision in my life".

In the period of one month Rachel's promising physiotherapist career was put on hold and she shifted her life to Adelaide to join the SASI cycling program. Amazingly, after just two years racing in the sport, she placed as the 3rd Australian at the 2010 National Road Cycling Championships and in her debut season in Europe raced in four world cups and had five top ten results.

The prestigious Amy Gillett Foundation Scholarship gave Rachel the opportunity to travel to Europe with the Cycling Australia/AIS High Performance Program and race as a member of the National team.

Rachel has just signed her first professional contract for the 2011 season with one of the premier teams in the women's international peloton – GEOX, an Italian based newly established UCI Women's Professional Cycling Team.

From Rachel...

“ Five years ago I was not a Cyclist. In 2005 – I was a frustrated & injured runner dabbling in rowing.. passionate, ambitious... trying to find my sport... It was then that I learned of the tragic accident in Germany. I was immediately hit with a raw, real & unexplainable feeling. It continued to astound me that a person I never met, in a sport I knew nothing of could affect me so heavily... Now five years on I get dressed each morning to go out and train proudly in a kit printed with Amy’s name.

It has been a complete honour to be awarded with the 2010 AGF scholarship. To me its prestige amounts to of for the highest accolades in women’s cycling in Australia. The AGF scholarship has given me the opportunity to develop physically and mentally to become a world-class rider.

To have been welcomed into the AGF family and shared in the spirit and the passion in which it was built has been a truly inspiring experience that will continue to drive my professional cycling career forward in years to come. ”

Previous scholarship recipients

Amber Halliday 2009/10

Amber Halliday is a World Champion and Olympic rower who downed oars after the Beijing Olympics in 2008 and took up competitive cycling.

A year after her first race, she is a Tour winner and National Time Trial champion.

1st Scody Australian Open Road Championships Time Trial, VIC

9th Scody Australian Open Road Championships Road Race, VIC

1st NZCT Women’s Cycle Tour of New Zealand

1st ACT Hill Climbing Championships, ACT

2nd Honda Hybrid Women’s Tour, VIC

4th Time Trial Oceania Championships VIC

4th Scody Australian Open Road Championships Time Trial VIC

7th Tour of Prince Edward Island, Canada

25th Giro Donne, Italy

Carlee Taylor 2008/09

Currently a member of the AIS Women’s Cycling Squad. 2008-09 highlights:

1st Canberra Tour 2009

5th Tour of New Zealand 2009

Carla Ryan 2007/08

Currently a member of the Cervelo Test Team Professional Cycling Team based in Europe. 2008-09 highlights:

1st Road Race Australian Open Road Titles 2009

1st Time Trial Australian Open Road Titles 2009

1st TTT UCI Road World Cup (Swe)2009

Jessie MacLean 2006/07

Currently a member of the Verducci Breakaway Professional Cycling Team based in the USA. 2008-2009 highlights:

- 2 Stage wins in the Tour of America’s Dairyland 2009 (USA)
- 4th overall Tour of Prince Edward Island 2009 (Can)



2011 Scholarship recipient, Rachel Neylan

Remembering Amy

Mary Safe, Amy's mum, has designed an important life skills presentation for students in primary and secondary school. The presentation explains to young people the importance of goal setting, perseverance, dealing with disappointment and achieving success. Mary also includes some important bike safety messages throughout her presentation. Drawing on many stories of Amy's life as a successful netballer, rower and cyclist, the highlight for students is having the chance to see and wear Amy's World Cup and Olympic medals.

Over the last 12 months Mary has presented this inspiring program to 3,500 school children and teachers. In the past three years, Mary has reached nearly 12,000 school-aged children!

In December 2010, Mary received an unexpected package in the mail. Contained within was a letter informing Mary of her nomination for 2011 Australian of the Year!

The nomination, and accompanying letter, is a most wonderful recognition of Mary's (and Denis') unwavering contribution, demonstrating how heart, mind and soul can turn a devastating tragedy into a mission of immense ongoing benefit to our community nationwide.

Congratulations Mary and Denis, and to all the special people for whom Amy Gillett and the Foundation is near and dear to, and whom will continue to make a difference.

Ride Right

The Amy Gillett Foundation continued with its Ride Right program during 2009/10 with the support of Pacific Brands and Big W. This initiative saw just under 5,000 helmets sold across the country all of which carried the AGF logo and educational swing tags to help inform families of the importance of selecting the right helmet for their children's safe

The Amy Gillett Foundation works in partnership with Big W and Pacific Brands to promote safe riding amongst Australians, young and old. Big W staff members are trained to talk to consumers about the three-step Ride Right process:

1. Buy the right size bike
2. Buy the right helmet
3. Buy the right safety gear

We have concluded this program as at 31st December, 2010.



Road Right

There are 380,000 learner permits issued in Australia every year. The AGF developed Road-Right, a web-based interactive national learner driver initiative.

The objective of the program is to educate the next generation of motorists to safely interact with cyclists as well as to develop positive behaviours and attitudes towards them.

Road Right is a competition that encourages learner drivers to answer questions online relating to cyclists and motorists sharing the roads. All questions are derived from existing licence tests and have been vetted by the state licensing authorities. By answering all ten questions correctly, the entrant goes into the draw to win a car. There are also monthly prizes on offer.

With so much to cover in a driving exam, the program was developed with the high probability that the learner driver will not be asked any questions relating to car/bicycle interaction.

While acquiring the necessary knowledge to safely engage with the road system, the learner licence process provides a timely opportunity to instil appropriate road use knowledge, attitude and behaviours.

Over the three years of its operation Road Right has attracted more than 60,000 entries. 64% of participants correctly answered all questions – while this is promising, these results clearly indicate that specific bike-related education for new motorists needed.

The program relies heavily on the support of the Australian Driver Trainers Association and each of the state licensing authorities, as well Mazda who as a key partner provided a Mazda 2 as the main prize for the program. The Mazda 2 Neo is valued at almost \$20,000 and is the perfect fit for the learner driver market. In September 2010 the prize was awarded to Charlotte Young from Bowral NSW.

We are looking to augment this program and partner with several government agencies throughout Australia in 2011/12 to ensure scale and reach against our primary target market of young male drivers.



Our Events

Amy's Rides

Over the past five years, ten Amy's Rides have been held across four states/territories. That equates to over 17,000 bicyclists riding by example to deliver the message of safe bicycling, and shared respect between bicyclists and other road users. The support of our Amy's Ride partners Honda and Continental Tyres, and ride-specific sponsors and suppliers for each of Amy's Rides is greatly appreciated. Below is a summary of the Rides held in 2009/10.

Amy's Ride South Australia – November 2009

Bicycle SA and the Amy Gillett Foundation have been working together since 2008 with the objective of taking a more strategic approach to developing and promoting a number of road safety campaigns. After all, road safety is the responsibility of all road users.

In 2009, Bicycle SA endorsed the AGF's national safety campaign of A Metre Matters. Designed to raise awareness in the minds of motorists to ensure they keep at least a metre between themselves and bicyclists, the sight of 3,000 jersey's winding their way down the Southern Expressway for Amy's Ride 2009 was a potent image. This ride raised \$75,000 in proceeds for the foundation.

Amy's Ride Albury – February 2010

Run on 28th February by the Albury City Council and Rotary Club of Bellbridge Lake Hume in support of the Amy Gillett Foundation, riders chose from 130km around Lake Hume or 40km to the Hume Weir Wall. 200 people participated in this ride and we raised \$2,000 in proceeds.





Amy's Ride Victoria (Geelong) – January 2010

Sunday 3rd of January, 2010 saw 2500 bicyclists join our World Champion, Cadel Evans, in the fifth annual Victorian Amy's Ride on the Bellarine Peninsula, held in conjunction with the Jayco Bay Cycle Classic.

The Ride, co-delivered with Cycling Events Down Under, was a great success raising over \$130,000 in proceeds for the Road Safety Programs of the Amy Gillett Foundation. Amy Gillett Foundation Ambassador Cadel Evans, resplendent in his World Champions Jersey, led off the ride with AGF Patron Phil Anderson and Tour De France heroes Robbie McEwen, Baden Cooke and Phil Liggett. The participants in the ride wore the new Amy Gillett Foundation 'A Metre Matters' jersey, encouraging motorists to provide an extra metre of space on the road for bicyclists.

Amy's Ride ACT (Canberra) – March 2010

On Sunday 14th of March 2010 the Amy Gillett Foundation and Triathlon ACT held the inaugural Amy's Ride in Canberra, starting and finishing on Federation Mall and taking in Stromlo Forest Park and beyond. Our inaugural year for this ride attracted over 800 participants and raised \$13,000 in donations and proceeds. This was in no small way a result of the terrific support and promotion of the event by triple Time Trial World Champion Michael Rogers.

Experience Rides

Canberra to Melbourne Ride – November 2009

26 riders rode for six days and covered 830km including heading over the Australian Alps, taking in Jindabyne, Khancoban, Beechworth, Mansfield and Yarra Glen being finishing at Port Melbourne. The ride served as the official launch for the AGF’s new “A Metre Matters” campaign aimed at encouraging motorists to provide more space on the road for cyclists.

Riders included AGF Board members Simon Gillett, Duncan Murray, Stephen Hodge and Matt Pringle and a range of business and community leaders from around Australia. A number of well known cyclists including Matt White, Dave McKenzie, Matt Tilley and cycling great Phil Anderson were also involved in the ride, along with three Amy Gillett Scholarship recipients Amber Halliday, Carlee Taylor and Jessie MacLean, and swimming legend Grant Hackett. This ride raised more than \$150,000 in donations and proceeds.



Share the Road Tour – November 2010

In November this year 35 participants rode for six days from Sydney into NSW regions to raise funds and assist in the Foundation's quest to reduce the incidence of death and injury caused by the interaction of bicyclists and other road users. Over 820km was covered with 8,000 metres of vertical climbing.

The 2010 Tour, our second, was launched by Cadel Evans and Councillor John McNerney at the Sydney Harbour Bridge on Tuesday 9th November. Phil Anderson, Matthew White, Stephen Hodge, Rochelle Gilmore, Carla Ryan (2007 AGF Scholarship Holder) and Rachel Neylan (2010 AGF Scholarship Holder), Katie Brown (Amy's Teammate) and Warren 'Wazza' McDonald all joined in the action for the week and shared their experiences as professional cyclists competing around the world.

Our riders met like-minded people (aka fitness fanatics who push themselves to the limit) in a great social atmosphere, and enjoyed the thrills of a tour that included iconic locations and idyllic destinations such as the Sydney Harbour Bridge, the Blue Mountains, the Hunter Valley, Terrigal and Palm Beach.

The Tour kicked off in Sydney with a Gala Dinner, and one of the highlights of the evening came during the auctioning of one of Cadel's very rare UCI World Champs jerseys that he kindly donated to the Foundation. The bidding quite quickly came down to Amy's father Denis Safe and Barry O'Brien, CEO of media buying firm PHD Network.



Denis has long been an admirer of Cadel and took his bidding up to his maximum limit and conceded he could bid no further. Barry went on to purchase the jersey for a record \$12,000 and upon being presented with the jersey, walked over to Denis and in an unbelievable priceless gesture of kindness, handed it to him.

Cadel was the first to stand and applaud what was truly a magic moment – one that left Denis and Mary Safe and many others in the room with a tear in the eye.

The Foundation would like to acknowledge Barry for his generosity as he also went on to purchase Cadel's Giro jersey and in total contributed in excess of \$17,500 to the Foundation. These funds will be put directly towards the funding of the 2011 Cycling Scholarship program.

A BIG thankyou to our tireless volunteers that assisted throughout the week – Rhys Gillett (Mechanic), Margaret Grant (Physiotherapist/Massage), Felicity Carr (Massage), Denis Safe (Driver) and Mary Safe (School Presentations).

This event, raffles, auctions and Gala Dinner at the Menzies raised \$140,000 in net proceeds.

Benefitting Charity Events

Benefitting charity events are an important mechanism to support and deliver the Foundation's key safety messages, and to provide a level of proceeds to support our bike safety initiatives. Below is a summary of the existing benefitting charity events. With the recent addition of a Rockhampton Bicycling Event (September 2010) and DLA Phillips Fox Government and Business Triathlon (November 2010) we are looking to scale this type of activity over the next 12 months.

Goulburn to Citi Charity Ride – September 2009

A dedicated AGF team participated a fundraising challenge running concurrently with New South Wales' oldest bike race, the Goulburn to Citi. Teams participating in Goulburn to Citi each raised vital funds for their chosen charity.

Herald Sun Tour Challenge – October 2009

The Tour Challenge provided recreational cyclists with the option of a 70km or 150km course. The event took place on quiet country roads and features scenic views around Creswick, Daylesford and Trentham. Upon completing the Challenge participants were treated by watching the stars of the Jayco Herald Sun Tour battle it out in an action packed Criterium around the streets of Ballarat. \$5 from each entry was donated to the Amy Gillett Foundation.

Tour De France Brunetti Film Festival – November 2009

Held at Cinema Nova, guests were treated to a pre-Tour de France party with special appearance by cycling legend Phil Anderson prior to the screening of the film "Hell on Wheels". Brunetti proudly supported the Amy Gillett Foundation by donating all profits raised from the event.

Scotty's Ride – December 2009

Scott Peoples was one of Australia's most talented young cyclists and was on the brink of breaking into the cut-throat world of professional cycling in Europe. Tragically in December 2006 Scott was killed whilst on a training ride near Mansfield in regional Victoria. To honour Scott's memory the Scott Peoples Foundation was formed to assist in the development of junior cycling in regional Victoria.

In partnership with the Scott Peoples Foundation the AGF delivered the 2nd annual Scotty's Ride on Saturday 12th December 2009 with 129km and 54km recreational challenge rides.

SCODY High Country Cycle Challenge – March 2010

The Mt Buller Corporate Cup was an event in March that raised money for the Amy Gillett Foundation. Thankyou to management and organisers of this fantastic event.



Ride the Worlds Geelong – October 2010

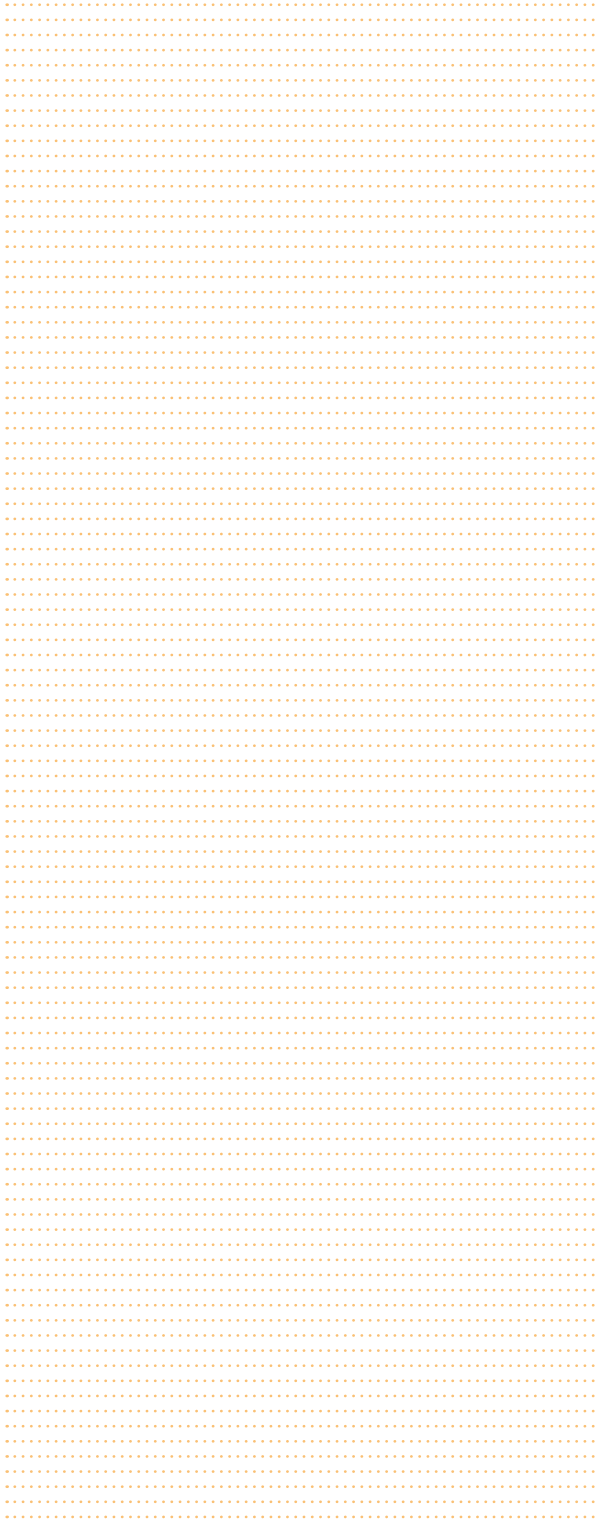
On 3rd October 1000 bike riders were given the once-in-a-lifetime opportunity to ride on the closed UCI Road World Championships circuit in Geelong before the elite men arrived from Melbourne in the race for the rainbow jersey. This was the first time this has ever happened at the UCI Road World Championships.

The Amy Gillett Foundation was the Official Charity Partner of the 'Ride the Worlds' Geelong event and was ably supported during the event by cycling stars including Phil Anderson, Rochelle Gilmore, our very own Tracey Gaudry, Stephen Hodge, and the Honourable Steven Bracks, Chair of World Championships Organising Committee.

Over the course of the Championships the Foundation was afforded a great exposure via Channel ONE HD that produced a short documentary, conducted several interviews and ran 84 x 30 second advertisements.

Another highlight of the World Championships was the Gala Dinner that saw Mary Safe deliver a stirring speech about the Amy Gillett Foundation and the work that we are doing to build a safer bicycling environment in Australia. Chiara Passerini (Cadel Evan's wife) also bought the room to a standstill with a rendition of 'Wings to Ride' that was written and dedicated to Amy and her passing by Nisa Schebella.

Charia Passerini singing at
World Championships Gala Dinner



Strategic Review

The Strategic Review

In July 2010 the Board made the decision to conduct a thorough review of the organisation to allow us to set a well-defined direction and plan for the organisation as we move forward. There were two core issues that were the impetus for this review.

The Issues & Opportunities

Issue #1

“We were trying to influence behaviours and attitudes, but lacked marketing as a core competence within the management team.”

Duncan Murray, Chairman.

with internal/external stakeholders were conducted over six weeks – these included Management team, Board members, Ambassadors, Partners, athletes, bicycling organizations, cycling media, Victorian Police, and State Government road safety groups. As well, focus groups involving bicyclists of all ages were utilized along with desktop research.

Issue #2

“We were concerned that the Foundation was not making a big enough difference. There was a sense that we were brilliant being busy, rather than busy being brilliant.”

Duncan Murray, Chairman.

The overall goal of the review was to construct a three year business and brand plan for the Amy Gillett Foundation. Typical of this type of review we identified and prioritized key strategic implications that existed both within and outside the organisation. Below are some of the key strategic implications that were identified during the audit process.

The Solution:

Partner with a world-class planning and creative team to review the organisation holistically. No sacred cows. The Board decided to partner with Publicis MOJO. Publicis MOJO is considered one of Australia’s finest, and one that is famous for work with clients such as Nike, Cadbury, James BOAGS, Toyota and Qantas.

Approach:

A comprehensive four-phase strategic review commenced immediately under the guidance of MOJO team members. More than 48 interviews

SWOT Analysis

Strengths (Internal)

The AGF's tragic and emotive origins have enabled an authentic position that has the potential to transcend bike riding and resonate powerfully with all Australians.

No constitutional retardants or structural impediments to authoring the organisations future.

The organisations key personnel are connected and extremely capable individuals.

“This organisation is one of the most connected and talented groups in the bike community” anon

Weaknesses (Internal)

Organisational mission (raison d'être) has not been clearly articulated.

We have not identified and prioritised the 'cause' of the problem, or whom we are trying to solve it for.

We do not have a calculated Brand Positioning or Primary Target Market to guide and inform the development of our activities and programming.

We do not have S.M.A.R.T. objectives in place for the brand, business, people/culture or consumer behaviour/attitudes.

Our funding model has unhealthy heavy reliance upon cycling events that currently do very little to change attitudes/behaviours of bicyclists or motorists, but have significant potential to do so. As well, much of the team's time is spent on this form of program.

“They are trying to do too many things, and need to focus on a vital few that will make a difference”. anon

Opportunities (External)

Growth trajectory, popularity and newsworthiness of bike riding is beginning to peak.

Bike riding aligns perfectly with Government imperatives such as climate/environment, transport/infrastructure, active lifestyle and sporting prowess.

The bike riding community (state bodies, retailers, biking groups, wholesalers, riders from different genres) are a fractured group that want the same ultimate goal. However, they compete with each other, duplicate resource and efforts, communicate poorly and are generally perceived to be a basket case by government and external groups.

“If the bike community planned and operated cohesively, the goals of the AGF and everyone one else in the bike world, would be served far more powerfully”. anon

Threats (External)

The resonance of the Amy Gillett tragedy will diminish over time without careful planning and management. There is a lack of clarity and confidence around 'what' we are doing and the impact it is having.

Governments are frustrated with the cycling community's lack of a united and co-ordinated effort and focus.

AGF brand's visual manifestation is ambiguous and has a strong female orientation.

Existing research appears to be focused on 'what' is happening on the roads, rather than 'why' it is happening.

“There are bike organisations around the country that see the AGF as a threat, and believe that they are in competition with them in the event space”. anon

2011 – 2013 Strategic Framework

Strategic Objectives

- To significantly reduce the number of accidents causing death or serious injury, as a result of motor vehicle collision, to bike riders by 2013.
- Bring together Australia's bicycling organisations into a progressive and galvanised community by Q2, 2012.

Core Strategies

1. Develop and implement a National Bike Safety marketing plan.
2. Construct a strategic planning, collaboration and communication methodology to enable galvanisation.

Brand Positioning

Powering a safe and united bike riding community.



Business Marketing Plan

2011 – 2013 Business and Marketing Plan

Core Strategy #1

Develop and implement a National Bike Safety marketing plan.

Tactical Plan 1.a. Communications Campaign

Creative Target

We are talking to 16 to 24 year old male drivers that that are commuting 'to and from' work in major metropolitan areas between 7am to 9am, and 4pm to 6pm - Monday to Friday. This group is responsible for 20% (1,800) of the death/serious injuries that occur annually around the country.

These guys are risk takers; they live life at 100mph – fast food, fast cars, sport, technology and loud music. They are self-absorbed and push everything to the limit (although bluff and bravado is central to their modus operandi). Their 'tribe' is the centre of their universe – and 'mateship', peer approval and status within this group is paramount. Getting in trouble with authority or society is worn as a badge of honour (e.g. fines, demerit points or broken noses) – and it's fair to say that the tribe determines this groups 'code of conduct' in a social setting.

It's important to note that the car they drive, and accompanying 'components' (e.g. dice, fins, stickers, mufflers and stereo systems), is a significant status symbol in their life – a true expression of themselves.

Note: The highest volume of accidents caused by this group occurs in Sydney, Melbourne and

Brisbane from February to the end of May, and October to December (warmer months) between 2pm to 6pm. Crashes of vehicles from adjacent directions at intersections predominate along with events involving manoeuvres of either vehicle such as u-turns and entering or leaving parking spaces.

What do they think now?

"They (bicyclists) piss me off cause they get in my way and slow me down."

The target market has a superiority complex in regard to bicyclists. They do not believe that bikes deserve a respected or equal position on roads. They get extremely frustrated by the perceived lack of rule abiding bicyclists, and are quickly irritated if they are required to slow down or carefully navigate past a bike on the road. This audience spends very little time 'thinking about' or 'considering' bicyclists – unless they encroach upon an efficient route to their desired destination.

What do we want them to think?

"Bicyclists are a legitimate road user and I give them more space than any other vehicle on the road"

Media Target

The media target is drivers of motor vehicles within metropolitan areas of major capital cities in Australia. More specifically, these drivers are commuting 'to and from' work on Monday to Friday, between the times of 6am to 9am and 2pm to 6pm.

Campaign Timing

Rationale for the following timing is based upon the return to high volume metropolitan commuter traffic, immediately post school holidays, during the blocks of time where the most accidents occur.

- (Proposed) Launch - Autumn 2011

Markets

Utopia would see us implementing the campaign throughout every capital city of Australia, however we are prepared to embrace a 'less is more' strategy to ensure that we are genuinely achieving our objective.

We do not want to execute a campaign so that we are 'seen to be doing the right thing'. In order of priority capital cities, based upon volume of cycling accidents. Melbourne, Sydney, Brisbane, Perth, Adelaide and Canberra.

1.b Educational Programs

All educational programs delivered will support the focus of the communications campaign, including timing, target audience, and key messages. Reinvigoration of the Road-Right program and the Remembering Amy program will be key educational platforms within the Communications Campaign for 2010/11 and 2011/12.

2. Reinvigorated Visual Branding

Masterbrand Audience

The Amy Gillett Foundation brand is like the Cadbury brand. The master-brand has an extremely broad audience that has a shared emotional/rational prerequisite (i.e. Cadbury – love of quality chocolate experience, Amy Gillett Foundation – a zeal for cycling safety). Each of these brands also has discrete sub-brands that are designed to resonate with niche segments of their respective consumer markets.

The Amy Gillett Foundation master-brand is talking to bicyclists, cycling organisations and cycling stakeholders that are staunch in their commitment to cycling safety. It is a nebulous group that believes that 'life is better on a bike'. It is made up of all ages, genders, ethnicity, geography, modes (road, mountain, BMX and commuter) and socioeconomic/psychographic profiles.

Sub Brands

There are a number of key products/sub brands that are executed under the Amy Gillett Foundation 'master-brand'. Each of these products/sub brands has extremely different target markets. For example: Amy's Rides, Corporate Rides and The Gran Fondo.

The initial phase of this project should focus on the reinvigoration of the existing master-brand and supporting elements, however an eye should be kept to the need for its portfolio of sub brands (products and titles) to be crafted/designed in a way that ensures that they fall naturally from their 'birthplace'.

Timing

Our goal is to implement the new branding design across all elements (internal/external) to coincide with the 2011 communication campaign.

3. Events

Our suite of events will remain a core focus for our organisation and will continue to reaffirm our leadership position in the safety space directly with the bicycling community. They will also serve generate strong levels of funding. In September 2011 we will be introducing a new event that currently has a working title of 'Amy's Gran Fondo'.

Amy's Gran Fondo

An event that will honour the memory of all riders killed in road incidents

What is a Gran Fondo?

- 'Gran Fondo' means great endurance
- A long-held tradition in Italy, held in idyllic regions
- A competitive mass participation ride for bicyclists of all levels: recreational riders, weekend warriors, corporate teams, amateur and elite competitive cyclists
- Prestige and prize money
- Non-competitive element designed for the local bike riding community

4. Event Licensing

Our goal from the introduction of our new 'Amy's Gran Fondo' event will be to 'package, brand and license' our portfolio of events. We are currently defining the most effective approach to this initiative that would ultimately see us working closely with several of the state based Bicycling Organisations and event promoters.

5. Research

Throughout the bicycling industry there is a vast amount of research relating to 'safety'. Much of this information is held within the Australian Bicycling Council resource website, and there is also a great deal of intelligence available from many other 'information libraries'.

We have several goals over the next 12 months relating to becoming experts in the area of bicycling safety.

1. Commission a significant piece of research that understands the attitudes/behaviours of the broad range of perpetrators responsible for serious injury or death of bicyclists via collision with cars.
2. Facilitate the housing of '100%' of safety related research within the Amy Gillett Foundation website.
3. Collaboratively identify and prioritise the research needs of the bicycling community in regard to safety - and develop a plan to undertake these pieces of work.

Core Strategy #2

Construct strategic planning, collaboration and communication methodology to enable galvanisation of the bicycling community.

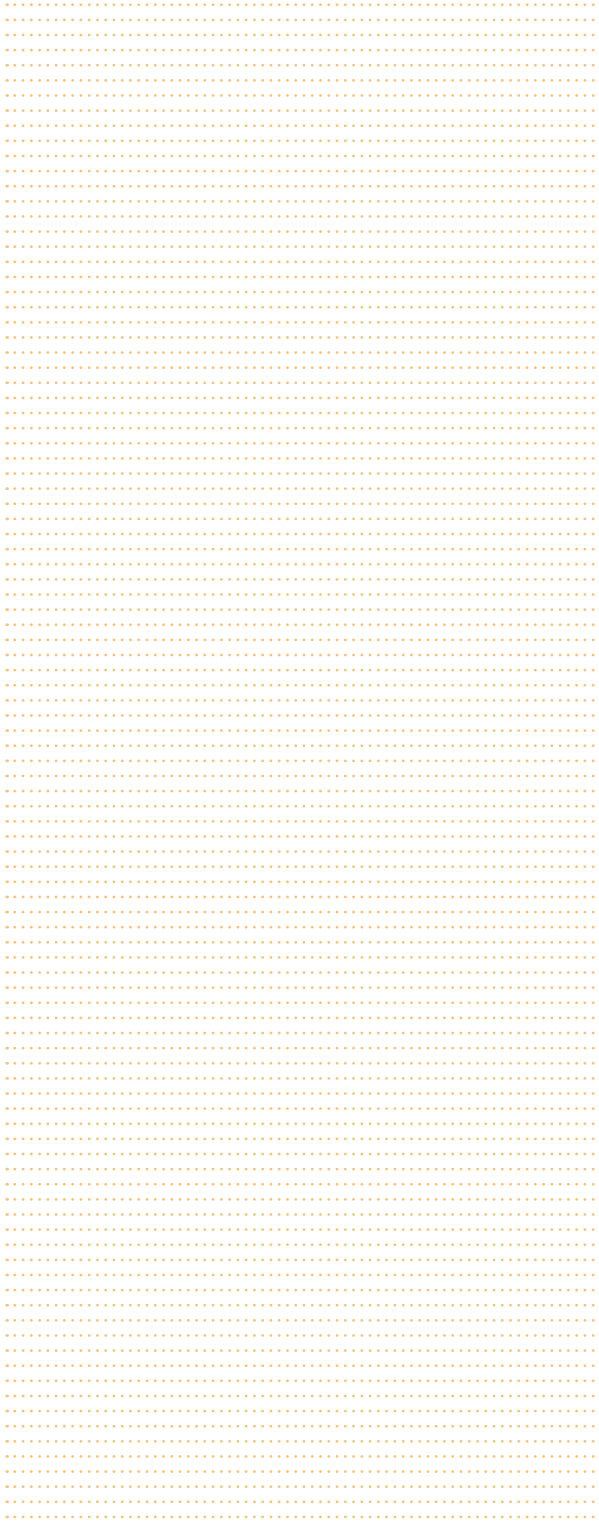
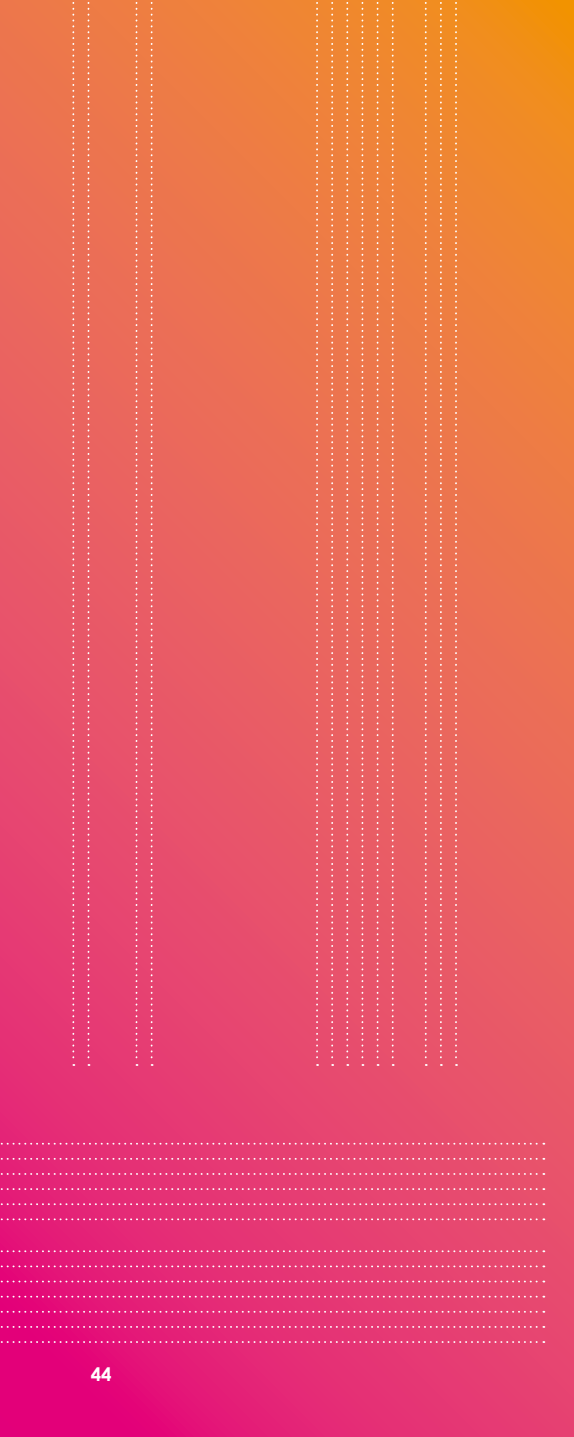
Tactical Plan

There is a broad acknowledgement that 'it's time' for bicycling organisations to join together and collectively enable the enormous potential that exists for the bicycling.

- A shared vision – To build the most galvanised and progressive bicycling community on the planet has been articulated by a diverse group of key bicycling organisations that are committed to working together and collaboratively planning the future for bicycling in Australia.
- A shared mission of More people riding bikes, more regularly and safely has also been developed to ensure that a focus on the higher ideals and shared goals of bicycling are consistently referenced and used as a guide to the process that will be undertaken.

The first phase of a four-stage planning and collaboration process with bicycling organisations nationally will begin in February 2011.





AGF Organisation

AGF Board



Tracey Gaudry
Chief
Executive
Officer

Board Member, Cycling Australia

Member Anti-Doping Rule Violation Panel, Australian Sports Anti-doping Authority (ASADA)

Formerly Strategic and Business Development Manager – Australian Government, DLA Phillips Fox; Formerly Head of Company Operations and Executive Group member, Jacobs Australia

Former professional cyclist – competed at two Olympic Games, three Tour de France events, multiple National Champion, ranked third in the World in 1999, over fifty international medals.



Chris Criddle

Partner, Crescent Capital Partners

Chairman Waterwheel Group, director GroundProbe and Steel Line Group.

Previously Chairman Surfhardware International and director Simply Squeezed and Valley Longwall Group.

Previous employment at Pacific Equity Partners and McKinsey & Company.

Bachelor of Civil Engineering and Business Administration.



Rod Katz

Transport Policy Researcher

Previous Employment – President of the Bicycle Federation of Australia – under his leadership, the BFA ran two successful national conferences, managed a number of Government funded projects and built stronger linkages with other cycling stakeholders through the Cycling Promotion Alliance

Awarded the 2005 Cycling Promotion Award

Economics and Law qualifications & PhD in Management (transport)



Duncan Murray
(Chairman)

Partner, Otway Partners

Chairman, Full Circle Holdings

Previously, CEO Belong Group and Legion Interactive, CEO Platinum Media and Australian CEO EyeCorp

Bachelor of Arts and Law degrees

Racing bicycles at club and state level on and off for 20 years



Di Gillett

Partner and Vic Retail Practice Leader at Talent Partners

Previous Employment – Executive Search Consultant at Consortium Management Planning; Fashion Group International (Victorian chapter)

Bachelor of Arts (Fashion)



Stephen Hodge

Principal of Day & Hodge Associates

Board member of Cycling Australia and Cycling Promotion Alliance

Previous Employment – professional cyclist representing Australia at 10 World Championships, Commonwealth and Olympic Games; completed six Tours de France

Patron - Juvenile Diabetes Research Foundation



Matthew Pringle

Currently Partner/Executive Director at Pitcher Partners in Business Advisory and Assurance division

Previous roles within Pitcher Partners and predecessor firms since 1982, predominantly providing advice and services to clients across a variety of industries including advertising, financial and investment, media, retail and transport.

Chair of AGF Finance and Governance Sub-Committee since inception (April 06)

Recently appointed Board member of Rowing Victoria



Alastair Simson

Currently Marketing Director Cheese National Foods.

Previous marketing roles across a variety of industries – Fonterra, George Weston Foods, Reckitt Benckiser.

Diploma – Company Directors Course (Graduate: April, 2007)

AGF Organisation

Patrons

Phil Anderson

Simon Gillett

Mark Webber

Ambassadors

Andrew Banks – Managing Director Talent2 International

Craig Bingham – Managing Director Portfolio Partners

Katie Brown – Amy's Teammate

Rex Comb – Partner, Otway Partners

Matt Dimattina – Director, Credit Suisse

David Dunn – Partner, Otway Partners

Cadel Evans – professional racing cyclist

Rod Evans – Group Manager Acquisitions & Strategy, Alinta

Brian Gallagher – CEO, Full Circle

Olivia Gollan – Olympic Cyclist and good friend of Amy

Lorian Graham – Amy's Teammate

Lindy Hayward – Company Director

Warren McDonald - Former Australian Women's Road Cycling Coach

David Moffatt – Executive Chairman, CloudSphere

Kate Nichols – Amy's Teammate

Louise Padgett – Amy's Teammate

Andy Penn – CEO, AXA Asia Pacific Holdings

Alexis Rhodes – Amy's Teammate

Gerry Ryan – Managing Director, Jayco Caravans

Mary and Denis Safe – Amy's parents

Mark Textor – Managing Director, Crosby Textor

John Trevorrow – Director, Cycling Events DownUnder

Anthony Willis – Partner, DLA Phillips Fox

Management Team

Kayt Edwards, Programs Manager
Tracey Gaudry, Chief Executive Officer
Simon Gillett, Events Manager
Rachel Kininmonth, Events Co-Ordinator
David Lee, Head Of Marketing
Melitta Pinney, AGF Administrator
Michael Scott, Head Of Strategy

Sub-Committee Members

Education, Research & Policy

Max Cameron
Kayt Edwards
Tracey Gaudry
Russell Greig
Narelle Haworth
David Healy
Marilyn Johnson
Rod Katz (Chair)

Events

Matt Dimattina
Tracey Gaudry (Chair)
Simon Gillett
Lindy Hayward
Rachael Kininmonth

Finance & Governance

Paul Cooke
Chris Criddle
Tracey Gaudry
Rod Katz
Dave Lee
Matt Pringle (Chair)

Marketing & Comms

Lahra Carey
Kayt Edwards
Tracey Gaudry
Di Gillett
Russell Greig
David Lee
Alastair Simson (Chair)

Club 500

The AGF Club 500 is open to individuals and corporations who pledge an annual donation of \$1000 (gold) or \$500 (silver). These funds are used to maintain existing AGF road safety programs, as outlined in this report, and to build up funds to commence new programs. The AGF acknowledges the important role of Club 500, including the following individuals and organizations that were public members during 2009-2010:

Alex Baneres • Geoff Barnett • Margie Barry • Marcel Bengtson • Noor Blumer • David Blyth • Simon Cannington • Mark & Deborah Chambers • Mark Chapman • Rex Comb • Aaron De Fina • Matt Dimattina • Sholto Douglas • David & Paula Doyle • Shane Duncan • Kayt Edwards • Rupert Elvins • Michael Farrington • Bradley & Barbara Fenner • John Fife • Tony Fox • David Fox • Fiona Fox • Brian Gallagher • Ryan Genero • Simon Gillett • Di Gillett • Mark Goldblatt • John Gordon • Kerrie Grainger • Damian Hancock • Michelle Hendrie • David Mill • Bruce Hick • Stuart Hickson • David Hiley • Paul Hilton • Stephen Hodge • Angela Holbeck • Mark Hollis • Mark Hurwitz • Jon Irvine • Mal Jones • Rachael Kininmonth • Angela Koch • Sam Kyriacou • David Lee • Jed Macartney • Duncan Mackellar • Alison Marquardt • Rosemary & Dick Marquardt • Rob Marshall • Jim McConnel • Mark Menhinnitt • Wayne Messer • Michael Milling • David Moffatt • Martin Morrow • Duncan Murray • Vivienne Olian • Louise Padgett (Nee Yaxley) • David Paradice • Andrew Penn • Sam Penny • Veronica Pettifer • Scott Pickett • Matthew Pringle • Shane Rattenbury • Graham Reilly • Kara Richardson • Rowena Roque Del Castillo • Gerry Ryan • Denis & Mary Safe • Rod Salmon • Brady Scanlon • Donna Scotson • Gary Silver • Alastair Simson • Mark Skocic • Claire Stevens • Simon Stockfeld • Cheryl Symons • Mark Textor • Andrew Thomas • Robin Tiffany • Greg Ward • Mark Webber • Andrew Wood-Rich • James Worrell

Financial Report

For the Year Ended 30 June 2010

Amy Gillett Foundation Trust

Amy Gillett Foundation Trust
ABN 46 200 981 503

(Trustee: Amy Gillett Foundation Pty. Ltd. ACN: 118 522 375)

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The following Financial Reports are extracted from the Amy Gillett Foundation audited Financial Statements, a copy of which, including Notes to the Financial Statements, Trustee Director's Declaration and Independent Auditor's Report may be found on the Amy Gillett Foundation website.

Income Statement For The Year Ended 30 June 2010

	2010	2009
	\$	\$
Sales revenue	1,859	1,744
Other income	996,098	478,424
	997,948	480,168
Cost of Sales	(152)	(2,377)
Occupancy expenses	(18,378)	(13,607)
Administrative expenses	(463,454)	(240,869)
Employee expenses	(239,124)	(217,070)
Scholarship expenses	(33,214)	(12,000)
Professional and consulting related fees	(98,557)	(32,344)
Other expenses	(26,533)	(5,985)
Profit/(loss) before income tax expense (income tax benefit)	44,084	26,237
Income tax benefit (income tax expense)	-	-
Profit/(loss) from continuing operations	118,536	(44,804)

Balance Sheet As At 30 June 2010

	2010	2009
	\$	\$
CURRENT ASSETS		
Cash and cash equivalents	507,567	394,953
Trade receivables	20,225	230
Inventories	5,433	145
Other	9,944	6,713
TOTAL CURRENT ASSETS	543,169	402,041
NON-CURRENT ASSETS		
Property, plant and equipment	12,982	21,006
Intangible assets	—	4,700
TOTAL NON-CURRENT ASSETS	12,982	25,706
TOTAL ASSETS	556,151	427,747
CURRENT LIABILITIES		
Trade and other payables	6,953	3,944
Provisions	8,430	3,995
Other	11,693	9,269
TOTAL CURRENT LIABILITIES	27,076	17,208
TOTAL LIABILITIES	27,076	17,208
NET ASSETS	529,075	410,539
TRUST FUNDS		
Settlement capital	10	10
Accumulated surplus	529,065	410,529
TOTAL TRUST FUNDS	529,075	410,539

**Statement of Cash Flows For
The Year Ended 30 June 2010**

	2010	2009
	\$	\$
CASH FLOW FROM OPERATING ACTIVITIES		
Receipts from customers	969,436	461,998
Payments to suppliers and employees	(867,283)	(553,276)
Interest received	13,050	18,319
Net cash provided by operating activities	115,203	(72,959)
CASH FLOW FROM INVESTING ACTIVITIES		
Payment for property, plant and equipment	(4,624)	(11,005)
Proceeds from the sale of property, plant and equipment	2,035	-
Net cash used in investing activities	(2,589)	(11,005)
Net increase/(decrease) in cash held	112,614	(83,964)
Cash at beginning of financial year	394,953	478,917
Cash at end of financial year	507,567	394,953



Amy Gillett FOUNDATION
Safe together

