

Mission and Aims

The aims of the BIA include:

- To foster the interests of the Australian Bicycle Industry.
- To promote sound and ethical trading and commercial practices.
- To collect information and statistics on the Australian Bicycle Industry.
- To make representations to governments and other industries for the benefit of the Australian Bicycle Industry.
- To promote communication within the Australian Bicycle Industry.

BIA activities include the following:

- An information and update service (email) on matters affecting the industry.
- Collecting statistics on activity in the bicycle industry.
- Providing advice on consumer and trade practices matters.
- Representing the industry on Standards committees.
- Member meetings including expert briefings on topical issues.
- Encouraging improved quality of services provided by the industry.
- Networking with national and international bicycle industry associations.
- Providing oversight of the Cycling Promotion Fund.
- Representing the industry to governments, relevant agencies & organisations.
- Participating in national, and State & Territory bicycle advisory councils.
- Supporting selected campaigns and advocacy actions through the Cycling Promotion Fund.
- Providing a point of referral and information for the general public.
- Making submissions to governments, the media and others on matters concerning bicycle related issues including standards, promotion, facilities and cycling culture.