

Amy Gillett Foundation – Wiggle Partnership Fact Sheet, April 2014

1. Who is the Amy Gillett Foundation?

The Amy Gillett Foundation (AGF) is a charity with one purpose – reducing the incidence of death and injury of bike riders.

The Foundation is the leading bicycle rider safety organisation in Australia; it is a catalyst for change, driven by our Manifesto for safer bike riding. The AGF has become synonymous with shared awareness and respect between motorists and cyclists, with safety being our paramount emphasis while maintaining the guiding principles that were integral in forming the AGF.

Our Mission: Safe cycling in Australia

Our Vision: Zero bike rider fatalities

Everyone has the right to ride in safety for work, sport and play.

An outcome of a safer environment is greater cycling participation, leading a more active, productive, healthier community.

Who does the Amy Gillett Foundation work with to achieve its objectives?

The AGF works tirelessly with many people, community groups, government agencies and NGOs, business and corporations across many industry sectors because safer outcomes for cycling benefit our whole community in many ways.

The AGF receives no ongoing government funding, nor is a member based organisation. Thus the support of the community, groups and partners is instrumental to our ability to achieve our collective mission.

Care and consideration is given to the affiliations undertaken by the AGF and the use of the Amy Gillett name so as to ensure the protection of the AGF and Amy's reputation and to protect against commercial exploitation or wrongful appropriation.

2. Who is Wiggle?

Wiggle is a leading international online retail business based out of the United Kingdom. It provides consumers with a reliable, low cost product offering covering triathlon, running and cycling.

3. Why is a leading international online retailer partnering with an Australian bicycling safety organisation?

Wiggle is proud to be able to support Australia's premier cycle safety organisation, and aims to work with the AGF to improve cycling safety. Improved safety and conditions for cycling are key enablers to encourage more people to cycle in Australia.

4. How long is this partnership for?

The partnership is for a three years.

5. Is there a financial benefit involved or is it simply a sharing of resources?

Wiggle is making a significant financial contribution that includes both the cost to raise awareness about cycling safety via its online portal and support the AGF work across Australia in cycle safety behaviour change including the development of its "Cycle Safe Communities" collateral.

Wiggle is also enhancing its own online portal to include a consumer donation option at the point of “check-out” for those customers who wish to donate to the AGF in support of its important work.

The AGF recognises Wiggle’s support through events such as Amy’s Gran Fondo and Amy’s Rides.

6. What is the partnership expected to achieve?

Every AGF affiliation is based around the benefits of achieving the AGF’s mission and vision:

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Our philosophy is to improve the interaction and relationship between cyclists and drivers and indeed all road users. That is, the whole community are stakeholders in our work. This is reflected in our partnership with Wiggle and in existing partnerships including with Toll, Subaru, Sheppard Cycles and Europcar.

7. How does this impact the traditional retail cycling sector in Australia?

Increasing consumer demand, technology, policy and economic factors are contributing to a rapidly growing and evolving wholesale and retail market where consumers have multiple choices about how they source and purchase cycling products and services. Traditional Australian bicycle wholesalers and retailers continue to develop by offering superior service, niche products, reliability and presence. *Wiggle.com.au* has been involved in the Australian market for more than three years delivering products at affordable prices coupled with a convenient service.

8. What is the AGF’s position with regards to the traditional cycling retail market?

The AGF’s work is first and foremost about cycling safety and reducing the incidence of bike rider serious injuries and fatalities. Safety is not exclusive, it is in all our interests. By improving safety for bike riding, more people from across a number of demographics will make the choice to cycle, resulting in a more active, healthier productive community. From a cycling retail perspective the market will grow.

The AGF continues to actively support, promote and hold mutually beneficial affiliations and partnerships with the domestic bicycle wholesale and retail market as it has done since its inception. For example, we value our long standing partnership with Sheppard Cycles and its distribution of Australian approved (AS/NZS) helmets. Through Sheppard Cycles a range of Rosebank helmets has been endorsed by the AGF for sale to adults and children through Big W stores nationally.

9. Is the AGF looking to expand its message beyond Australia?

Bike rider safety is a global imperative as countries and communities worldwide tackle the burgeoning issues associated with densely populated major cities and a motoring culture. The AGF’s Manifesto for safer bike riding and our work has relevance across the globe.

Notwithstanding, the AGF’s dedicated focus is to improve bike rider safety in Australia with a vision for zero bike rider fatalities. We form strategically relevant affiliations and partnership in support of our objectives.

10. What does the AGF gain from this partnership?

The AGF’s partnership with Wiggle will help the AGF to build on the important work already being done to create a safer environment for bicycle riders (current and future) in Australia.

Amy Gillett Foundation

Sean Sampson

Communication and Advocacy Manager

0435 597 197

ssampson@amygillett.org.au