

Candidate Statement – Derek Enderby

I have always had a passion for cycling. Being a child of the 80s, having a bicycle gave me my first sense of freedom. The chance to go where I wanted when I wanted. Since then my love for the bike has put me in races, fondos, and many adventures. I even took a bike with me on my honeymoon (the wife has never let me forget it). My love for cycling runs deep, it is a massive part of who I am. If you don't believe it check out my Strava and Instagram profiles

- <https://www.strava.com/athletes/1499605>
- <https://www.instagram.com/derekenderby/>

In the past 10 years I have been involved with a local cycling group, The Melbourne Gruppetto. This group has reinvigorated my love of riding to the point where I have done some of the most amazing rides, including Around the Bay and The 3 Peaks Challenge (at the 2016 event I raised \$11,000 for charity). I have enjoyed taking on these challenges but what I have enjoyed more is encouraging new people to take up the bike and go on their own bicycling journey. Gruppetto has given me a love of helping anyone who wants to get on a bike.

I see the Bicycle Network as my opportunity to scale and help more people pick up a bike. Sure I love going fast and going big, but I know that's not for everyone. When I ride my bike to work I see a lot of different types of people doing the same. From people dropping their kids at school on 3 seater electric bikes, people on stand over bikes on their way to work, delivery riders dropping off meals, and people like me, in lycra going a little faster. We're all cyclists, and I want to encourage more people to take up the sport and make it part of their lifestyle.

In my professional life I work with the C Suite in some of Australia's most iconic organisations. I helped them deploy strategies that made it easy to achieve their business goals. This included a large membership organisation, CPA Australia, and a well known charity, Movember. In both these cases I worked closely with the executive team to develop approaches for better engagement with members and strategies to find more of them.

Joining the Bicycle Network as a board member will give me the opportunity to leverage what I have learned as a professional and merge it with my passion. I look forward to providing guidance on how to do more with less, and drive member engagement. At the same time I am excited about having a leadership role in the cycling community helping improve safety, encouraging riders to take on aspirational challenges, and making riding easy for everyone.

I am very excited about this opportunity and will be very honoured if the members select me as a board member.