



Advocacy Survey Report 2025

Prepared April 2026



A message from the BikeSA Board

Every person who rides a bike deserves to feel safe, respected and supported.

BikeSA's Advocacy Survey invited South Australians to tell us about their experiences of cycling, the barriers that discourage people from riding, and the changes they most want to see. We thank everyone who contributed. Your responses provide a compelling picture of both the value of cycling and the work still required to make it a safe, accessible and practical choice for more people.

The message is clear. South Australians want safer and better-connected cycling infrastructure, stronger protection for people riding, well-maintained routes, safer streets, and sustained investment in active transport. Many respondents also told us that unsafe roads and driver behaviour continue to limit when, where, or whether they ride.

These findings will help shape BikeSA's advocacy priorities and strengthen the evidence we bring to governments, councils, decision-makers and community partners. They will support our work across five key areas: Safe Infrastructure; Safe Streets; Law and Policy; Planning and Investment; and Participation and Access.

Publishing this report is not the end of the conversation. It is a commitment to carry the community's views forward, report on progress, and continue building the case for a South Australia where cycling is safe, convenient and welcoming for everyone.

On behalf of the Board, thank you to every person who shared their experience and helped shape this important work.



Nathan Petrus

President

On behalf of the Board of Bicycle South Australia Inc



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1. Executive Summary

The 2025 BikeSA Advocacy Survey was conducted to help identify the issues and priorities that should guide BikeSA's future advocacy work. The results show that safety remains the central issue for members.

While many respondents feel safe cycling some of the time, very few feel safe all the time. This suggests that cycling confidence is conditional, depending on the route, traffic conditions, infrastructure quality, and road environment. The key barriers identified by respondents were lack of safe cycling infrastructure, dangerous driver behaviour, unsafe road conditions, and gaps in enforcement.

The survey's ranked advocacy priorities point to a focused safety agenda. The top priorities were:

1. Expanding separated cycleways
2. Strengthening laws to protect cyclists
3. Improving road maintenance for cyclists
4. Lowering urban speed limits
5. Increasing cycling infrastructure funding

To respond to these findings, it is proposed that BikeSA structure its advocacy around five pillars:

Safe Infrastructure: separated cycleways, safer intersections, connected routes, trails, secure parking, and end-of-trip facilities.

Safe Streets: lower-speed environments, better maintenance, safer shared spaces, and reduced conflict between cyclists and other road users.

Law and Policy: stronger protections, clearer rules, better enforcement, and greater accountability for behaviour that endangers cyclists.

Planning and Investment: sustained funding, coordinated network planning, and stronger partnerships with state and local government.

Participation and Access: education, awareness, public transport integration, workplace support, and measures that make cycling easier for more people.

The survey also highlights the need for caution in using the place-based findings. Respondents identified many corridors, intersections, trails, and missing links, but the data is not robust enough to form a definitive infrastructure shortlist. A more detailed hotspot survey, supported by existing datasets such as BikeSpot, would provide a stronger basis for future place-based advocacy.

Overall, the findings support a sharper advocacy direction for BikeSA: focus on the practical changes that make cycling safer, more connected, and more accessible across South Australia.

2. What We Heard

2.1 Safety is fragile, not guaranteed

Although most respondents say they feel safe cycling in South Australia “most of the time”, the low proportion who feel safe “always” suggests that confidence is conditional rather than deeply embedded. In practical terms, this points to a cycling environment where riders may feel comfortable on some routes, at some times, or under some conditions, but not across the network as a whole.

This is important as cycling participation is often shaped not by whether a person can ride, but by whether they can rely on feeling safe consistently enough to make riding an ordinary, repeatable choice. The results therefore suggest that Adelaide’s cycling environment may be good enough to retain many existing riders, while still falling short of the level of predictability and comfort needed to support broader growth.

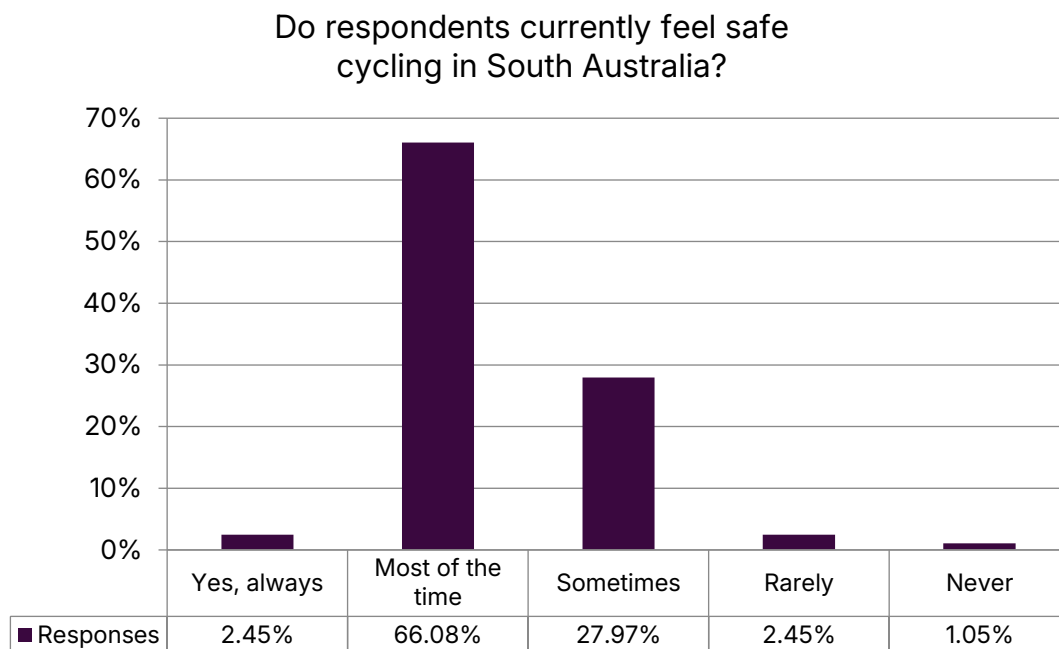


Figure 1



2.2 The safety problem is structural

When respondents explain why they feel unsafe, they overwhelmingly point to factors outside themselves, especially driver behaviour, unsafe road conditions, and gaps in safe infrastructure. That is a strong signal that the problem is not primarily about rider confidence, skill, or willingness, but about the operating conditions of the transport system.

Put differently, respondents are not saying cycling feels unsafe because they are unprepared. They are saying it feels unsafe because the surrounding environment is unforgiving. This has important strategic implications for advocacy, because it suggests the biggest gains are likely to come from system design, road environment changes, and enforcement, rather than from messaging that places responsibility back onto cyclists.

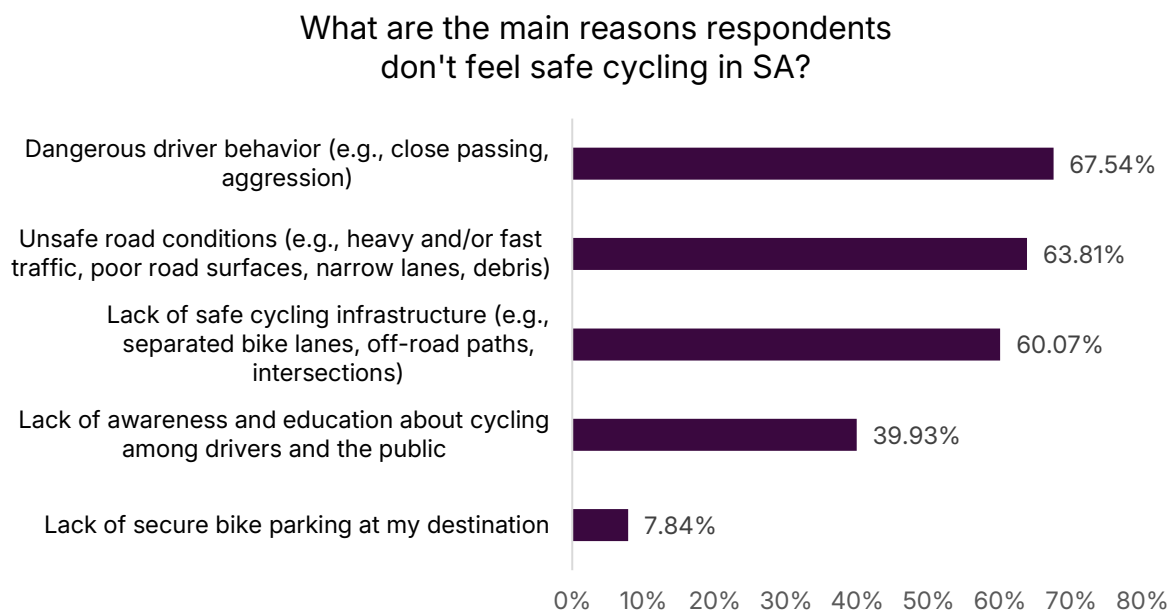


Figure 2

2.3 Near-misses (and crashes) are common lived experience

The reported prevalence of near-misses and crashes gives weight to the broader safety narrative in the survey. These are not abstract fears or second-hand impressions. For many respondents, risk appears to be a routine part of riding. Near-misses are especially important here because they can shape behaviour even when no physical injury occurs. A rider does not need to crash in order to change route, avoid certain roads, stop riding at certain times, or decide that cycling is only worth doing recreationally. The findings suggest that what undermines confidence is not only actual harm, but repeated exposure to situations in which harm feels plausible or narrowly avoided.

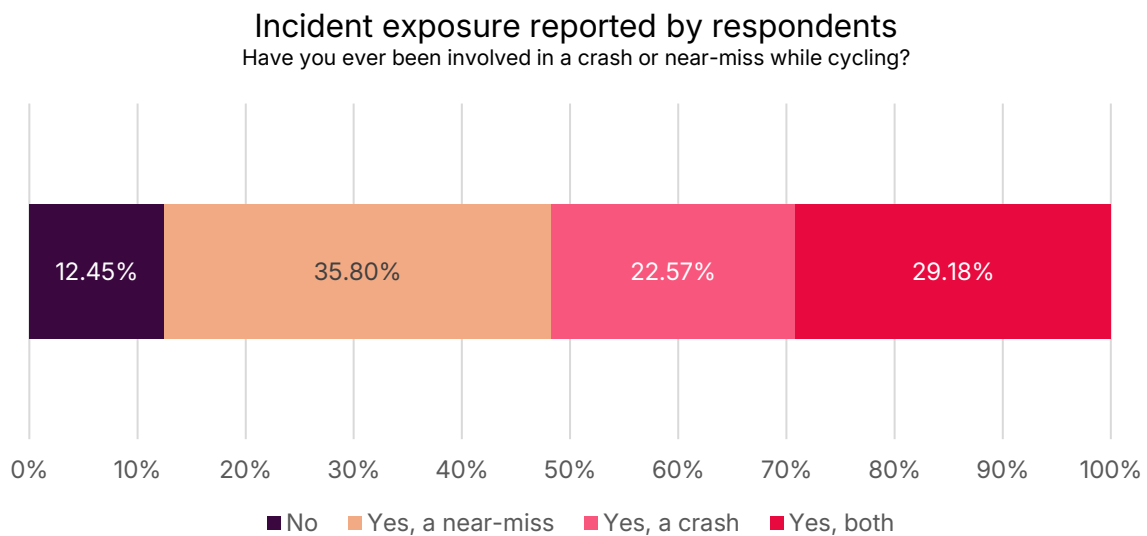


Figure 3

2.4 “Driver failed to give way” is the standout incident cause

The dominance of “driver failed to give way” as the leading cause of serious incidents points to a problem that is both behavioural and structural. On one level, it reflects individual errors, inattention, and poor compliance. On another, it may also indicate road designs and intersection treatments that create ambiguity, poor sightlines, or conflict points where cyclists are not expected or not sufficiently visible. The prominence of close passing alongside failure to give way suggests that the issue is not confined to one type of incident but reflects a broader pattern in which cyclists remain insufficiently protected in routine interactions with motor vehicles. That makes this less a story about isolated bad drivers and more a story about a road system that still does not consistently accommodate cyclists safely.

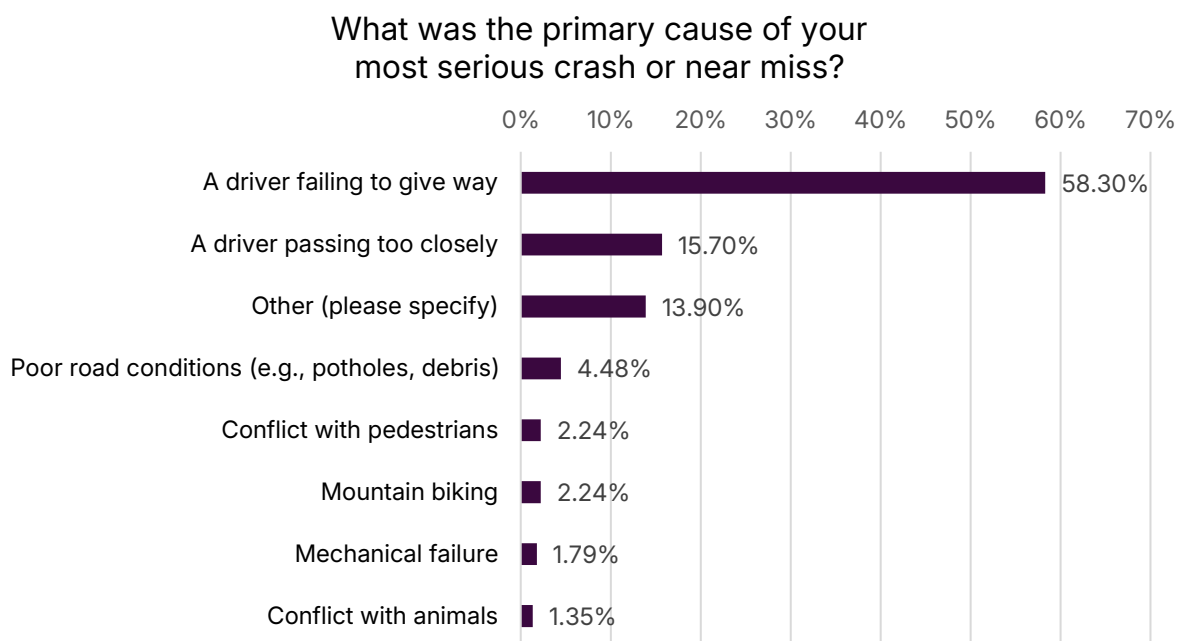


Figure 4

2.5 The growth constraint is still “safe, connected routes”

When respondents consider what prevents more people from cycling, they point most clearly to the quality and connectedness of the riding environment. This is significant because it suggests the limiting factor for cycling growth is not interest in cycling itself, but confidence in the network people would need to use.

In other words, the survey implies that Adelaide may not have a demand problem so much as a conditions problem. Many people are likely open to cycling in principle, but unwilling to do so if the route between origin and destination feels fragmented, exposed, or stressful. The recurring focus on infrastructure and driver behaviour indicates that participation is being constrained upstream, before convenience, health, cost, or environmental benefits can even become decisive.

What do respondents think are the biggest challenges preventing more people from cycling?

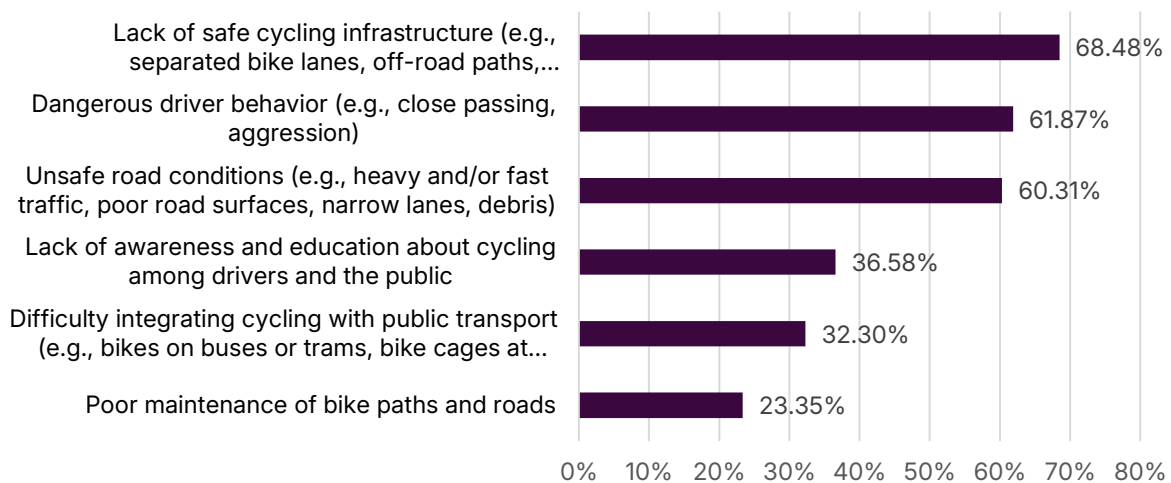


Figure 5

2.6 People want separation, but also continuity through intersections and maintenance

Separated bike lanes emerge as the clearest infrastructure priority, but the accompanying support for safer intersections and better maintenance is just as revealing. Respondents do not appear to be asking only for more kilometres of bike lane. They are pointing to the quality of the riding experience across an entire trip. Separation matters because it reduces conflict with traffic, but its value is weakened if lanes disappear at intersections, force riders into mixed traffic at critical points, or are undermined by debris and poor surfaces. The pattern here suggests that respondents are looking for infrastructure that is coherent as well as present. Safe cycling is not achieved by isolated facilities alone, and depends on whether the network remains legible, continuous, and rideable when it matters most.

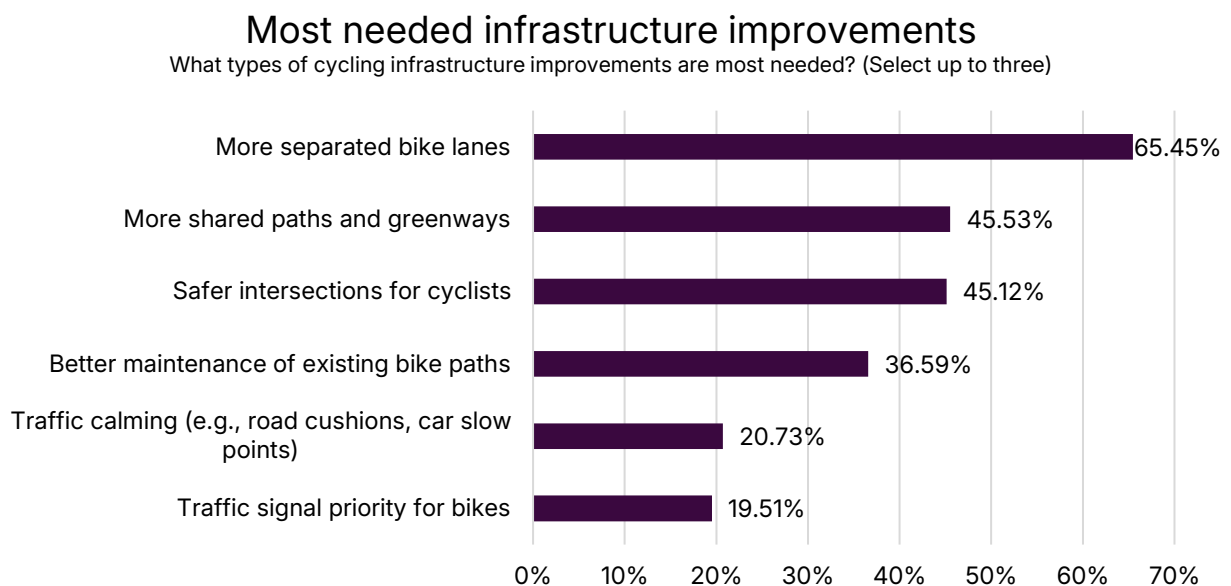


Figure 6

2.7 There's a confidence gap in law and enforcement

The survey suggests a meaningful gap between the existence of road rules and confidence that those rules deliver real protection in practice. This is important because regulation only shapes behaviour effectively if road users believe it is clear, enforceable, and consequential. Strong support for more enforcement and stronger penalties indicates that many respondents see current protections as too weak, too inconsistently applied, or too detached from lived experience on the road.

That does not necessarily mean respondents are calling for a purely punitive approach. It may equally reflect frustration that existing standards are not being taken seriously enough to change behaviour. In that sense, the law-and-enforcement finding is partly about legitimacy. Cyclists appear to be asking not just for better rules, but for proof that their safety is treated as a real public priority.

Do respondents think the current road rules adequately protect cyclists?

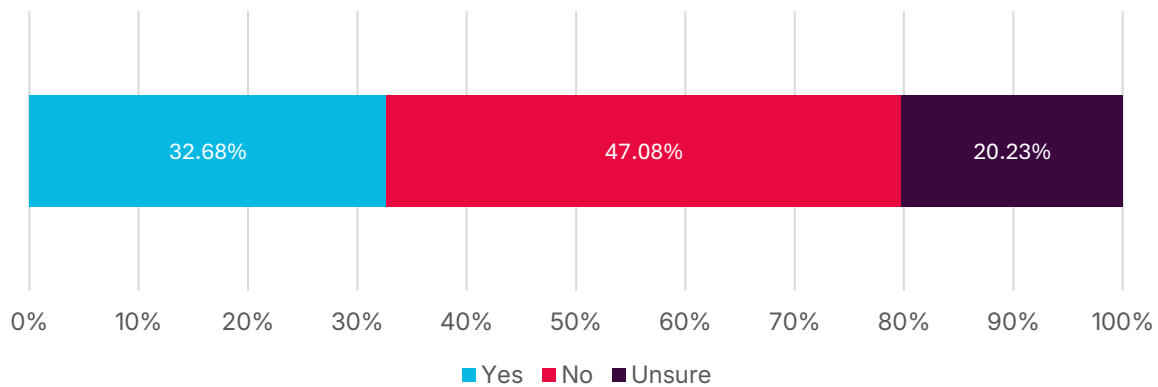


Figure 7

Would respondents support the following road rule changes?

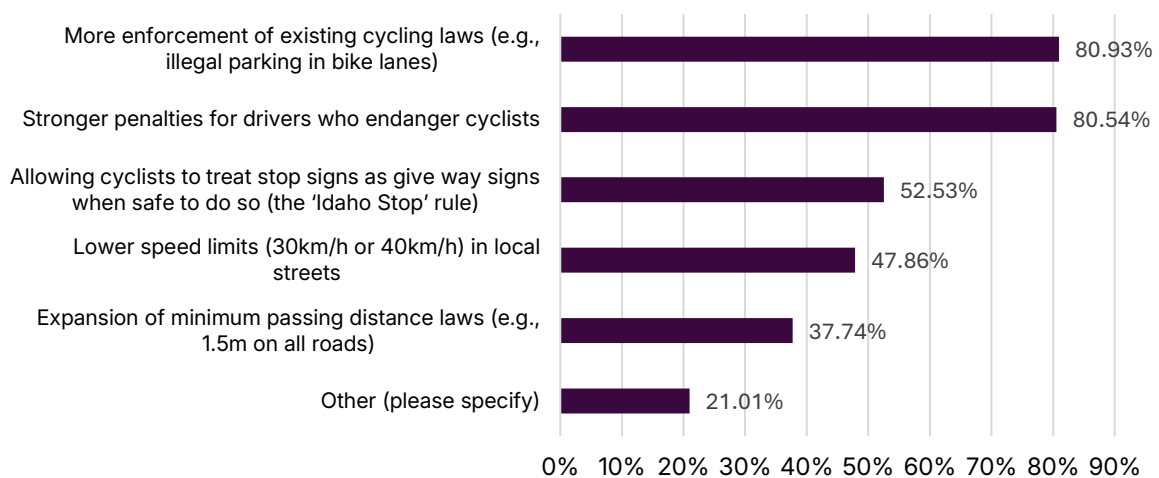


Figure 8

2.8 Advocacy priorities are clear and aligned with core safety barriers

The prioritisation exercise reinforces and sharpens the broader findings of the survey. Respondents clearly favour a set of advocacy actions that address the structural drivers of safety, rather than softer or indirect interventions. Expanding separated cycleways ranks highest by a meaningful margin (3.77), followed by strengthening legal protections (3.49), improving road maintenance (3.47), and lowering urban speed limits (3.42). Together, these top priorities form a coherent package centred on reducing risk at the system level through infrastructure, regulation, and road environment changes.

Notably, funding for infrastructure also ranks strongly (3.27), reinforcing that respondents are not only concerned with what should be delivered, but how it is enabled. By contrast, lower-ranked priorities such as business incentives, shared path rules, and emerging e-mobility issues suggest that while these areas have a role, they are not seen as core levers for improving safety or increasing participation.

Overall, the results indicate a high degree of alignment between perceived barriers and preferred advocacy focus. Respondents are not asking for a broad or diffuse agenda. They are pointing consistently toward a relatively tight set of interventions that improve physical protection, reduce exposure to traffic risk, and strengthen the systems that support safer cycling.

Which of the following should be the top priorities for advocacy?

Position	Priority	Weighted Score (out of 5)
1.	Expanding separated cycleways	3.77
2.	Strengthening laws to protect cyclists	3.49
3.	Improving road maintenance for cyclists	3.47
4.	Lowering road speed limits in urban areas	3.42
5.	Cycling infrastructure funding	3.27
6.	Running public awareness campaigns on cyclist safety	2.90
7.	A masterplan for an Adelaide cycling network	2.89
8.	Specific road areas of risk for cyclists	2.73
9.	Government funding for motorist education	2.75
10.	Expanding our cycling education programs	2.61
11.	Making bikes easier to take on public transportation	2.50
12.	Improved bike parking and end-of-trip facilities	2.34
=13.	Government funding for cyclist education	2.33
=13.	Establishment of and upgrades to regional trails	2.33
15.	Upgrades to existing metropolitan trails	2.31
16.	Emerging safety considerations for E-Scooters and E-Bikes	2.09
17.	Clearer rules for shared-use paths	1.83
18.	Encouraging businesses to provide cycling incentives	1.50

Table 1

2.9 Emerging mobility is a key inclusion lever, but “illegal speed + poor behaviour” is the flashpoint

The survey findings suggest respondents broadly recognise the value of e-bikes and e-scooters in a more sustainable and accessible transport mix, but that support is heavily qualified by concerns about how some devices are being used. The distinction respondents make between lawful e-bikes and modified or effectively motorbike-like devices is important. It shows that opposition is not necessarily directed at emerging mobility itself, but at ambiguity around standards, speed, behaviour, and enforcement. This matters for BikeSA’s positioning. The data supports a balanced stance that sees e-bikes as part of the solution for participation and access, while also acknowledging that poorly regulated high-speed devices can create new tensions, especially on shared paths.

In policy terms, this points less to rejection than to the need for clearer categorisation, better compliance, and infrastructure that can safely accommodate a wider mix of users.

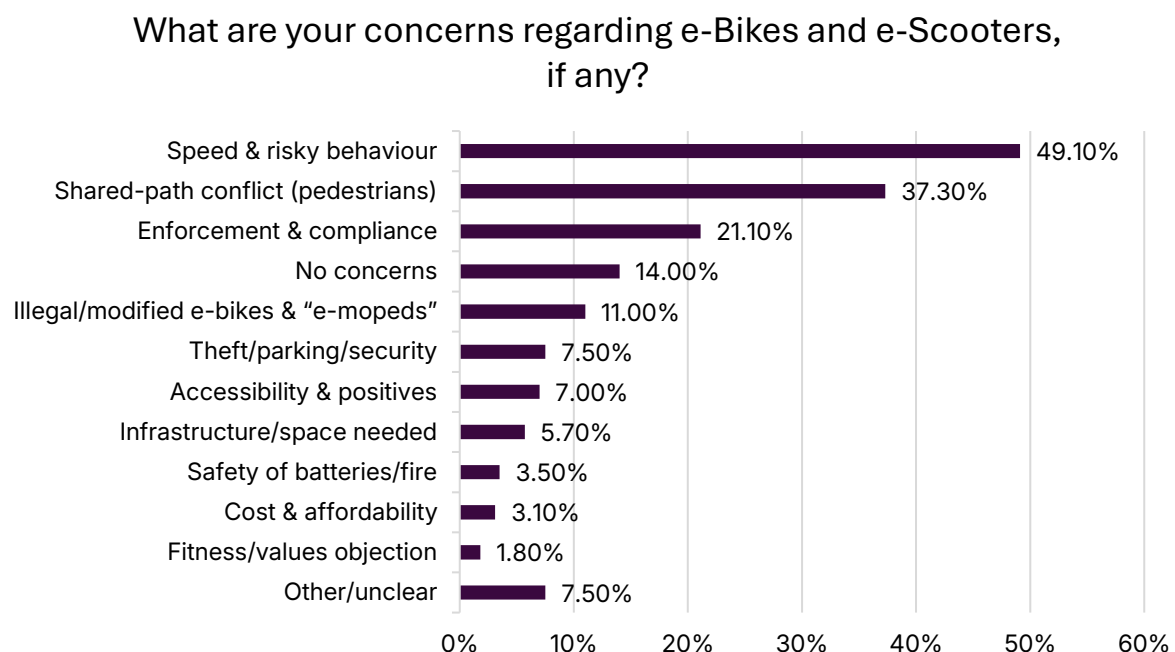


Figure 9

2.10 Women report lower safety confidence overall

The gender split in safety confidence is one of the clearest indications that average results can conceal uneven experiences. Women are more likely than men to report feeling safe only “sometimes”, which suggests that the current riding environment works less reliably for them. This matters because gender differences in cycling are often less about preference than about threshold. Where environments feel forgiving, connected, and socially safe, participation tends to broaden. Where they feel exposed or unpredictable, participation tends to skew toward those more willing or able to tolerate risk. In that sense, the finding is not only about women’s experience. It is also a test of network quality. If a cycling system does not feel safe enough for groups who are generally more sensitive to risk, it is unlikely to be performing well enough to support truly inclusive uptake.

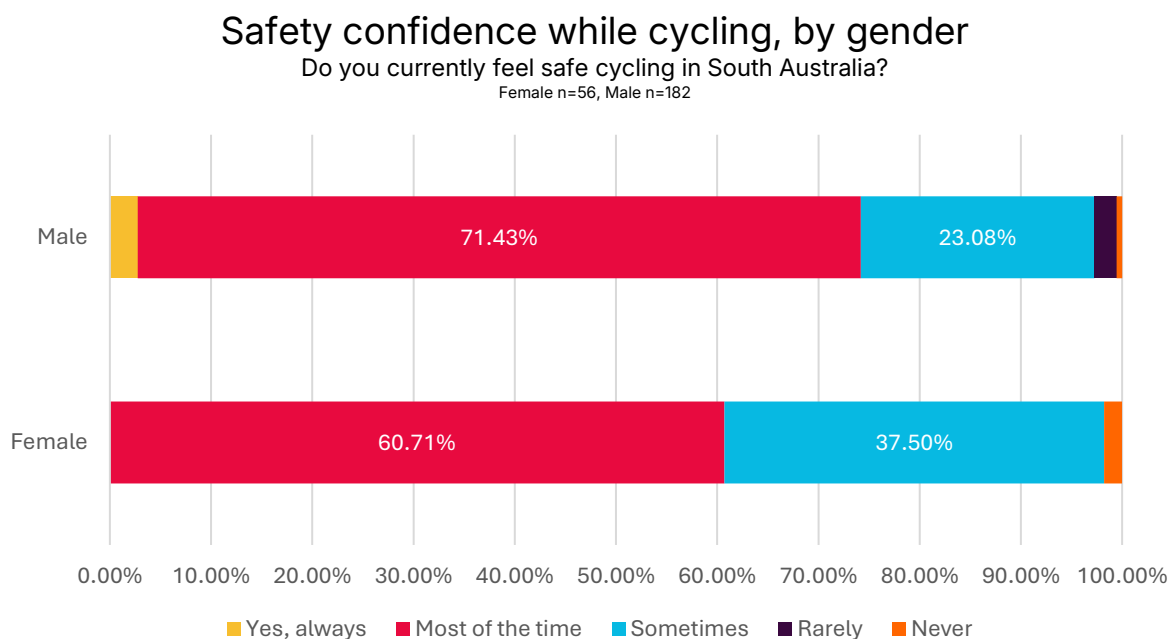


Figure 10

2.11 Women emphasise personal security and vulnerability far more

Women's stronger emphasis on lighting, isolation, personal security, and secure parking expands the safety conversation beyond traffic conflict alone. These concerns suggest that for many women, the question is not simply whether the route is protected from cars, but whether the overall journey feels safe before, during, and after the ride. This is a crucial insight because it broadens what counts as cycling infrastructure. Lighting, visibility, passive surveillance, route activation, and secure parking can all affect whether a trip feels viable. The implication is that a technically rideable route may still fail to feel accessible if it appears isolated, poorly lit, or insecure. For advocacy, this supports a more holistic understanding of safety, one that includes both traffic risk and personal security as legitimate and interrelated barriers to participation.

What are the main reasons respondents don't feel safe cycling in SA? (Female vs Male)

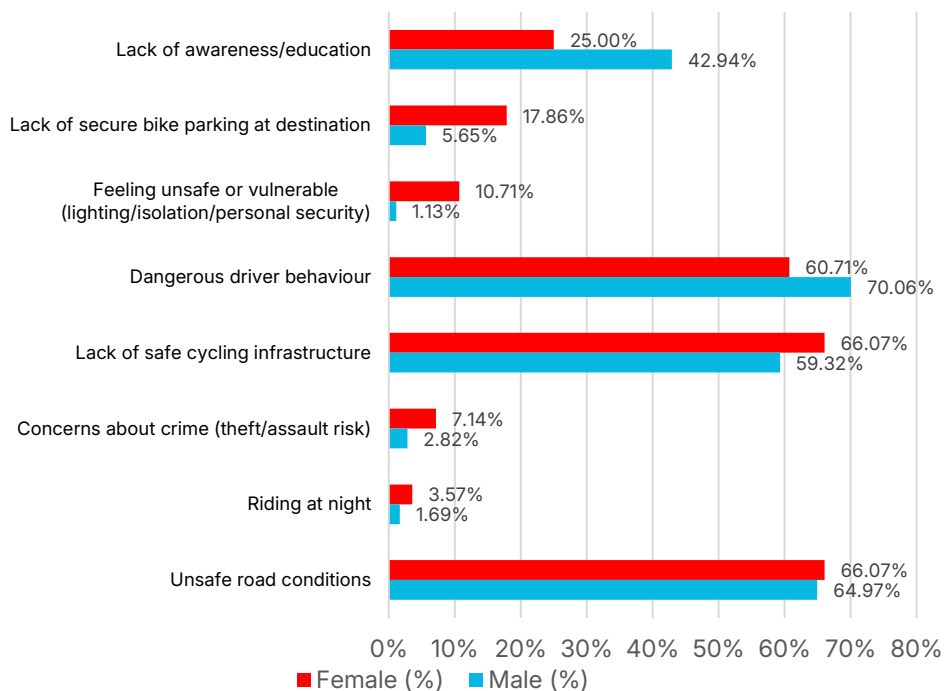


Figure 11

2.12 Women lean harder into separated lanes and lighting as solutions

Women's stronger support for separated lanes and better lighting suggests that infrastructure preferences are closely tied to differences in felt risk. Separated lanes appear to represent more than a design preference. They likely function as a proxy for predictability, lower conflict, and reduced exposure. Lighting, similarly, may be less about convenience than about whether people feel able to use routes confidently across different times of day. Men's relatively stronger emphasis on intersections and maintenance is still important, but the gender contrast suggests that what feels most urgent depends partly on what forms of risk riders are managing. The broader interpretation is that if Adelaide wants to build a network that serves a wider cross-section of riders, it will need to prioritise the features that reduce the need for confidence, rather than assuming confidence should be a prerequisite for using the network.

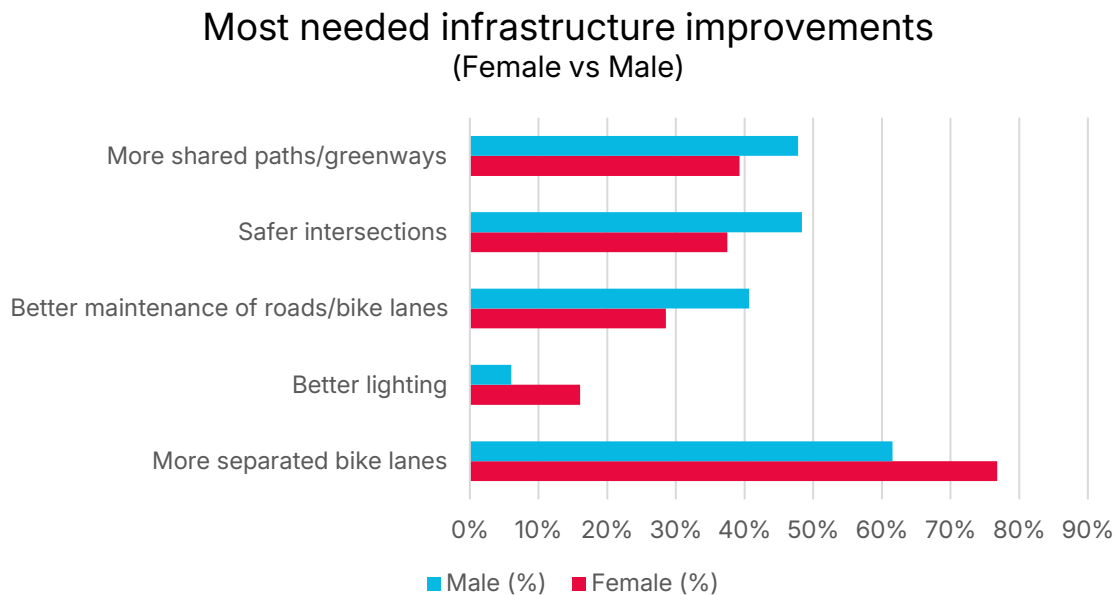


Figure 12

2.13 Younger riders show a worse safety-confidence profile

The survey suggests that lower safety confidence is more concentrated among the relatively younger adult groups in this sample, especially those aged 35 to 44 and 45 to 54, compared with respondents aged 55 and over. This is an important distinction, because the sample included very few respondents under 35 and none under 25, so the finding should not be read as a statement about “young riders” in a broad sense. Instead, it points to an age pattern within an older-skewing sample, where older riders appear more confident overall. This may reflect differences in experience, route choice, trip purpose, or riding habits. Older respondents may be more practiced or more selective in how they ride, while those in mid-life may be more exposed to commuter, transport, or other time-constrained trips that bring them into more frequent contact with stressful traffic conditions.

Safety confidence while cycling, by age

Do you currently feel safe cycling in South Australia?

25-34 n=6 | 35-44 n=17 | 45-54 n=31 | 55-64 n=78 | 65+ n=112

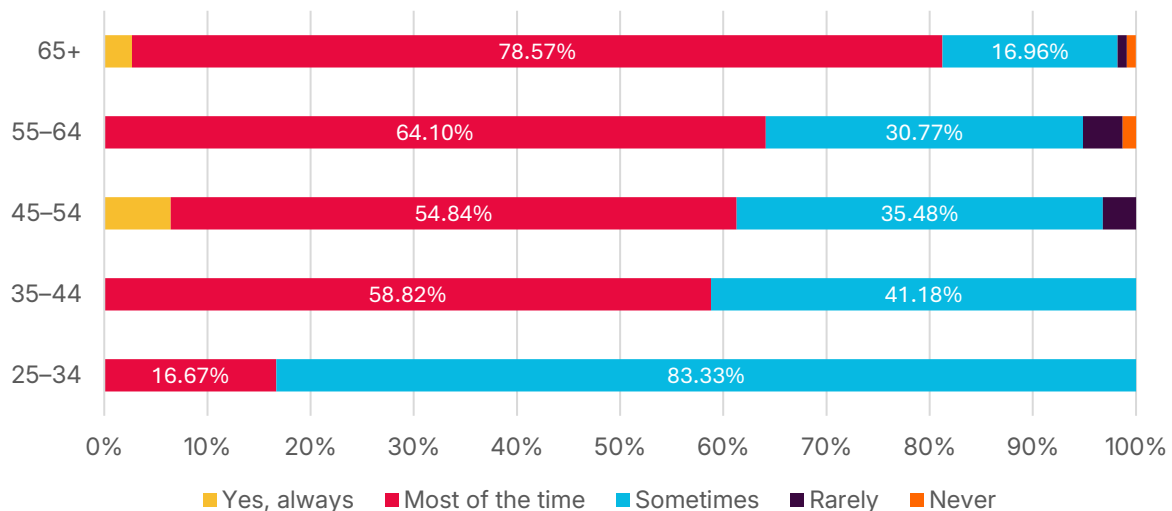


Figure 13

2.14 Riding frequency tracks with safety confidence

The relationship between riding frequency and safety confidence suggests that confidence and participation likely reinforce each other, but not in a simple linear way. Weekly riders appear to have the strongest confidence profile, while daily riders are somewhat less confident than might be expected. One plausible interpretation is that weekly riders include many experienced, self-selecting cyclists who ride often enough to be comfortable, but not so often that they are repeatedly exposed to the highest-stress travel conditions. Daily riders, by contrast, may include more commuters whose greater exposure to peak-hour traffic, constrained route choice, and time pressure lowers their reported sense of safety. The results therefore suggest that frequency is shaped not only by confidence, but by trip purpose and exposure. More cycling does not automatically mean cycling feels safer.

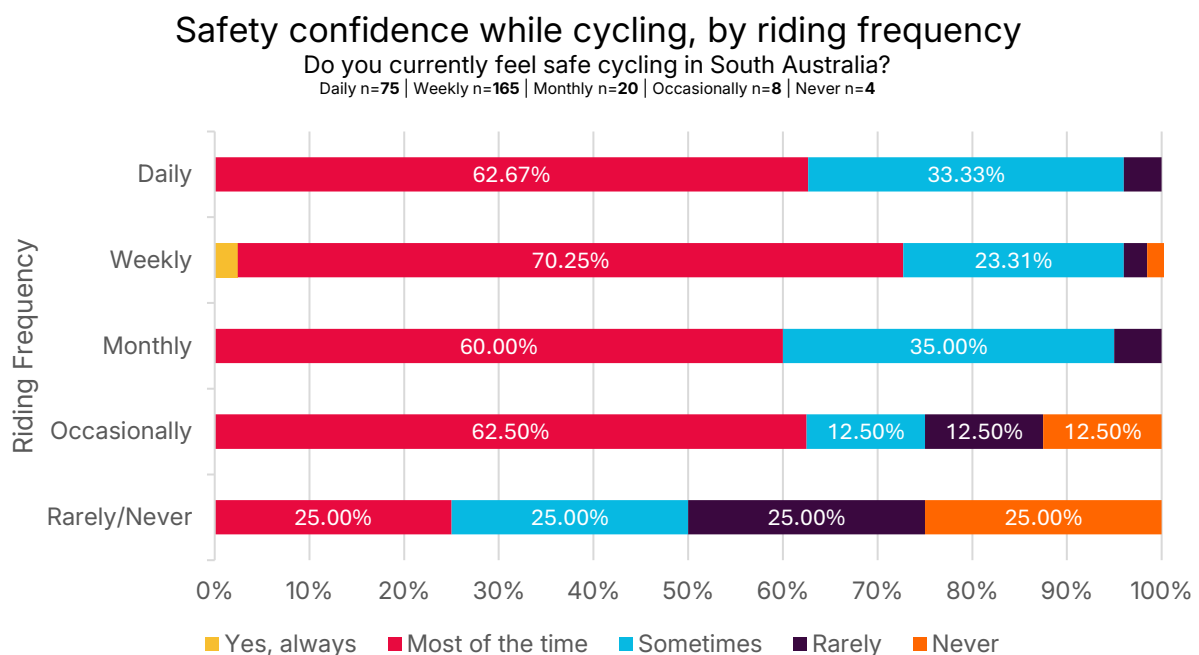


Figure 14

2.15 Commuters are the sharp end for safety experience

Commuters appear to sit at the point where cycling's practical potential meets the greatest day-to-day friction. Compared with some other riding groups, their confidence profile suggests higher exposure to the parts of the network where conflict is hardest to avoid, including arterial roads, busy intersections, peak-period traffic, and routes where directness matters. Recreational riders can often choose lower-stress times or locations. Commuters often cannot. That makes their responses especially valuable for advocacy, because they illuminate where the network is failing under everyday conditions rather than under ideal ones. If Adelaide is serious about mode shift, commuter experience is a critical test. A city will not materially increase transport cycling if the people most likely to ride for utility continue to encounter the highest levels of stress and exposure.

Safety confidence while cycling, by riding type

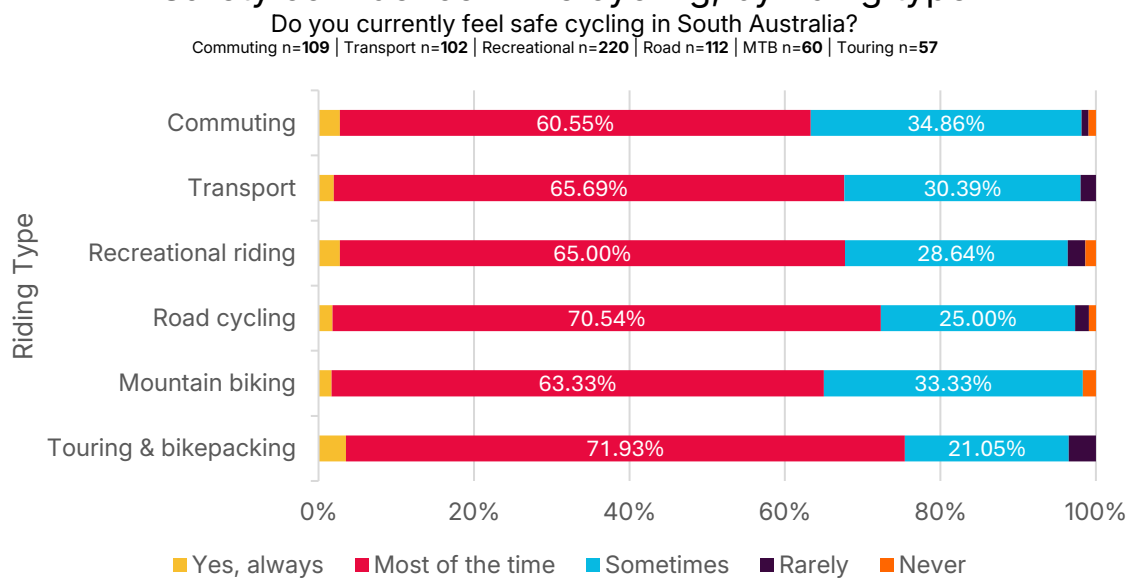


Figure 15

2.16 E-bike use skews older and supports participation

The age and riding-pattern data suggests that e-bikes are functioning as an enabling technology, particularly for older riders and for people whose riding may otherwise be constrained by distance, hills, fitness, or recovery demands. That supports the view that e-bikes can expand participation, not merely substitute for conventional cycling. The lower e-bike share in the 55 to 64 group relative to both 45 to 54 and 65+ is interesting, but it should not be overinterpreted. A plausible explanation is that riders in their late 50s and early 60s may still be relatively high-frequency and highly capable conventional cyclists, with less perceived need for assist, while the 65+ group may be more likely to adopt e-bikes as a way of maintaining riding volume and independence. Another possible factor is cohort timing, where the 45 to 54 and 65+ groups may have adopted at different moments for different reasons, while 55 to 64 sits in a transitional pocket. Given subgroup sizes, this is best framed as a hypothesis rather than a firm conclusion.

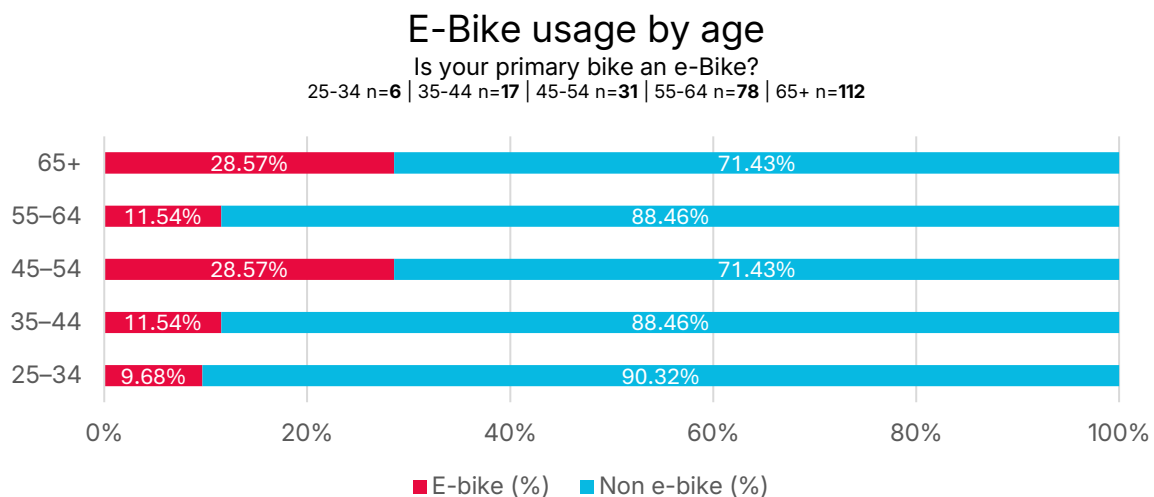


Figure 16

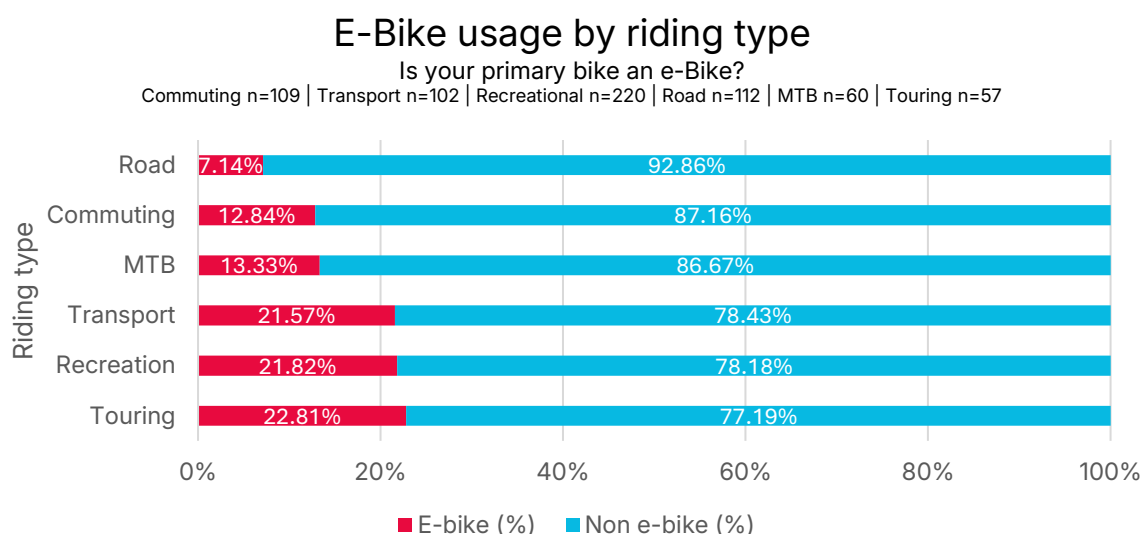


Figure 17

3. Advocacy Pillars

Following analysis of the advocacy survey, it is proposed that BikeSA structure its advocacy agenda around five core pillars. This framework reflects the strongest recurring themes in respondent priorities and provides a clear basis for future policy development, campaigns, stakeholder engagement, and public communications.

Safe Infrastructure focuses on advocating for physical cycling infrastructure that protects riders and improves network quality, including separated cycleways, safer road design, trail upgrades, and end-of-trip facilities.

Safe Streets safer day-to-day riding conditions on the existing network, including better road maintenance, lower urban speed limits, clearer shared-path rules, and responses to new safety challenges involving e-bikes and e-scooters.

Law and Policy centres on stronger legal and policy protections for cyclists, together with improved accountability measures that support safer conduct by all road users.

Planning and Investment includes advocating for the strategic planning and sustained public investment needed to deliver a connected and effective cycling network, including appropriate data collection and reporting mechanisms, long-term funding commitments and a masterplan for Adelaide's cycling network.

Participation and Access focuses on practical measures that reduce barriers to cycling and support everyday participation, including awareness campaigns, education initiatives, bike and public transport integration, and business-led cycling incentives.

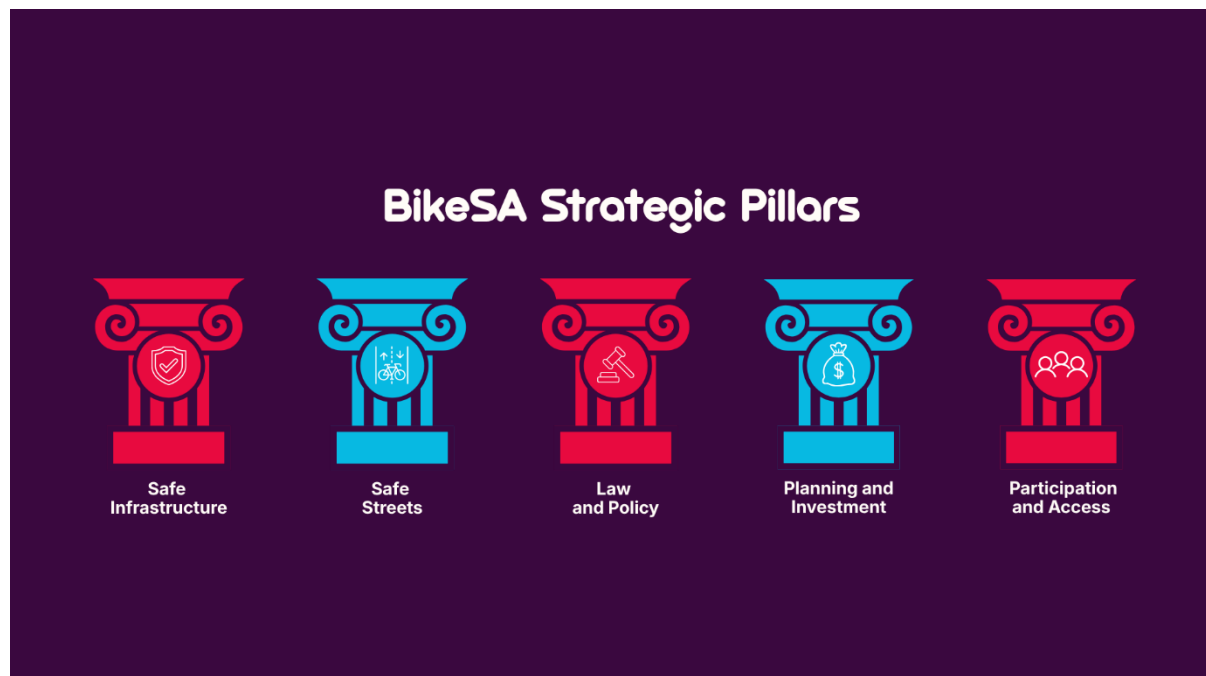


Figure 18

The survey results suggest that respondents do not view cycling advocacy as a single-issue agenda. Instead, their priorities cluster into a small number of related themes.

The strongest survey results are concentrated around direct safety and infrastructure concerns. Expanding separated cycleways ranked highest overall, followed by strengthening laws to protect cyclists, improving road maintenance, lowering speed limits, and increasing infrastructure funding. This indicates that respondents are primarily focused on interventions that either improve rider safety directly or create the conditions for those improvements to be delivered.

For that reason, the proposed pillar model includes:

- Safe Infrastructure
- Safe Streets
- Law and Policy

These three pillars collectively capture the core safety agenda emerging from the survey. They reflect the reality that safety is shaped by more than one factor. It depends on the physical network, the operating conditions of the street environment, and the legal and policy settings governing how road users interact.

The remaining two pillars, Planning and Investment and Participation and Access, serve a different but still important purpose.

Planning and Investment captures the enabling systems behind long-term network improvement. The strong support for infrastructure funding and a cycling network masterplan indicates that respondents are not only concerned with immediate upgrades, but also with whether government has a coherent plan and resourcing pathway to deliver change over time.

Participation and Access captures practical measures that support uptake, convenience, and cultural change. These issues received comparatively lower weighted scores than the core safety issues, but still represent relevant parts of a well-rounded advocacy agenda. Their inclusion ensures that BikeSA's advocacy strategy remains broader than infrastructure alone.

In effect, the five-pillar model provides both structure and discipline. It allows BikeSA to recognise the full spread of issues raised by respondents, while organising them into a coherent advocacy framework. Each pillar addresses a distinct part of the cycling environment, and together they provide a balanced model for advocacy that reflects the breadth of the survey results and supports a more strategic approach to improving cycling in South Australia.

4. Principles

The findings of this survey point not only to what BikeSA should advocate for, but also to how it may approach advocacy more consistently and strategically in the future.

BikeSA does not currently have a formalised, structured approach to advocacy. "Advocacy" is currently undefined, ad-hoc and largely reactive. An Advocacy Committee was established in 2025 to begin pursuing a principled, data-informed approach to setting advocacy policy and strategy for the organisation. The first objective of the Committee is to adopt principles in which policy can subsequently be grounded in. The Committee's role will then evolve to the development and pursuit of its policy objectives. Prior to establishing principles or policies, it was deemed important to consider the views of BikeSA members. This is the strategic context in which this survey has been conducted.

In setting principles for the organisation, it is important to consider their broad applicability and therefore their need to be of a high-level nature. They should speak to what BikeSA sees as important and fundamental to supporting safe cycling in South Australia. They should not be too specific.

The following principles are proposed for consideration as a foundation for that approach. They are intentionally high-level and broadly applicable. Rather than prescribing specific policy positions, they are designed to guide decision-making, ensure consistency across advocacy efforts, and provide a clear lens through which priorities can be assessed.

Each principle reflects key themes emerging from the survey, particularly the strong emphasis on safety, infrastructure, and system-level change. Taken together, they aim to support a more coherent and disciplined advocacy framework for the organisation.

Some principles BikeSA may consider adopting include:

1. Safety First, Not Safety Later

The survey results consistently show that safety is the primary constraint on cycling participation. While many respondents report feeling safe "most of the time", very few feel safe "always", indicating that confidence remains conditional. This principle reflects the need to treat safety as the starting point for advocacy, not an outcome that follows from other decisions. Interventions that directly reduce risk should be prioritised, recognising that without a safe riding environment, broader goals such as participation, health, and sustainability are unlikely to be realised.

2. System Change, Supported by Education

Respondents overwhelmingly attribute safety concerns to external factors such as driver behaviour, road conditions, and gaps in infrastructure. This suggests that meaningful improvements will come primarily from system-level changes rather than relying on individual behaviour alone. At the same time, there remains a role for education in supporting safer interactions between road users. This principle recognises that while education is important, it should complement, not replace, changes to infrastructure, policy, and enforcement.

3. Build Networks, Not Fragments

A recurring theme in the survey is that cycling infrastructure must be continuous and connected to be effective. Respondents highlighted not only the need for more separated cycleways, but also for safer intersections and better maintenance, indicating that isolated improvements are insufficient on their own. This principle reflects the importance of advocating for complete, legible networks that allow riders to travel safely from origin to destination.

At the same time, BikeSA recognises that infrastructure delivery often occurs incrementally due to funding, political, and delivery constraints. While the long-term objective should always be a connected network, smaller or interim improvements may still represent meaningful progress. In this context, individual projects should be supported where they contribute to the broader network over time, even if they do not immediately deliver full connectivity.

4. Streets Must Be Safe by Default

The survey highlights strong support for measures such as lower speed limits, improved road maintenance, and safer street conditions more broadly. These findings suggest that safety should not depend on rider confidence, experience, or constant vigilance. Instead, the street environment itself should reduce risk wherever possible. This principle supports a shift toward designing streets that are inherently safer for all users, particularly in urban areas where interactions between cyclists and motor vehicles are most frequent.

5. Rules Must Work in Practice

There is a clear perception among respondents that existing road rules do not adequately protect cyclists, with many calling for stronger enforcement and penalties. This indicates a gap between the intent of the law and its real-world effectiveness. This principle reflects the importance of not only advocating for appropriate legal protections, but also ensuring that those protections are understood, enforceable, and consistently applied. Without this, the legitimacy of the system is undermined and unsafe behaviour persists.

6. Design for the Least Confident User

Differences in safety confidence across gender and age groups suggest that the current cycling environment does not work equally well for all riders. Women, in particular, report lower levels of safety and place greater emphasis on factors such as lighting and personal security. This principle recognises that the quality of a cycling network is best judged by how it serves those who feel least safe. Designing for these users is likely to produce an environment that is safer and more accessible for everyone.

5. Place-Based Priorities

The survey asked respondents to identify specific locations or routes where BikeSA's advocacy is most needed. The responses show that cycling safety concerns are not evenly distributed across the network. Instead, they tend to cluster around major traffic corridors, difficult intersections, missing links, and heavily used shared paths.

To make these findings useful for advocacy, the long list of nominated locations has been consolidated into a ranked shortlist. The ranking is not intended to be a technical infrastructure audit. Rather, it identifies the places where survey responses, safety concerns, network importance, and advocacy opportunity appear to overlap most strongly.

5.1 Priority Corridors

The strongest place-based theme was the need for safer, more continuous cycling provision on major corridors. Respondents repeatedly identified roads where cycling space is narrow, inconsistent, or exposed to high volumes of motor traffic. These corridors matter because they often connect suburbs to the CBD, link major destinations, or form unavoidable parts of longer cycling journeys.

The highest-priority corridors represented were:

1. Anzac Highway
2. Marion Road
3. South Road
4. Portrush Road
5. Greenhill Road / Hutt Street
6. King William Street
7. Kent Town / inner-east approaches
8. Norton Summit corridor
9. Shepherds Hill Road corridor

These locations point to a consistent problem: cycling infrastructure often exists in fragments, but disappears at the moments when riders most need protection. This supports the broader survey finding that respondents prioritised separated cycleways, road maintenance, safer streets, and infrastructure funding.

5.2 Priority Intersections and Hotspots

A second group of responses focused less on whole corridors and more on conflict points. These include intersections, merges, city-edge pinch points, and locations where riders must negotiate unclear priority or fast-moving traffic.

The key hotspot areas emerging from the responses are:

1. South Road crossings and merge points
2. Portrush Road crossings and merge points

3. Greenhill Road / Hutt Street city-edge connection
4. King William Street CBD movements
5. Kent Town and inner-east pinch points

These may be treated as candidates for further validation with councils and DIT. The practical advocacy ask could be for safer intersection design, clearer lane continuity, improved signal treatments, and protection through high-conflict areas.

5.3 Priority Trails and Shared Paths

Respondents also identified issues on key trail and shared-path routes. These concerns were different from the arterial road concerns. Rather than high-speed traffic exposure, the issues were more often signage, maintenance, pinch points, unclear behaviour expectations, and conflict between different users.

The two highest-priority trail corridors identified in the current draft are:

1. Mike Turtur Bikeway
2. River Torrens Linear Path

These are important because they serve both transport and recreational cycling. Improving them would support a wider range of riders, including those who may not feel comfortable riding on major roads.

5.4 Recommended Use

The place-based responses in this survey provide a useful indication of where riders are experiencing concern, but they should not be treated as a definitive or statistically robust priority list. The survey was designed to identify broad advocacy priorities, not to conduct a detailed audit of cycling hotspots across South Australia. As a result, the location-based data is limited by sample size, respondent geography, inconsistent naming of locations, varying levels of detail, and the likelihood that responses reflect where respondents personally ride rather than the full cycling network.

For this reason, BikeSA should treat the place-based findings as an initial signal rather than a final advocacy shortlist. This chapter has identified the broad types of locations raised by respondents, including high-traffic corridors, difficult intersections, missing links and shared-path issues. It should be made clear that further work is recommended before BikeSA uses this data to prioritise formal approaches to councils, DIT or other infrastructure partners.

A more appropriate next step may be for BikeSA to develop a dedicated hotspot survey and mapping project, focused specifically on identifying unsafe, uncomfortable or poorly connected cycling locations. This could be modelled on RAA's *Risky Rides* survey¹, which asked cyclists to nominate infrastructure gaps on roads, cycle lanes and paths, and was then used by RAA to advocate for safer cycling infrastructure. RAA's 2022 survey received nearly 800 nominations

¹ [RAA Risky Rides Survey 2022](#)



from almost 400 people across South Australia, showing the value of a more targeted place-based methodology.

BikeSA may also consider drawing on existing datasets rather than starting from scratch. In particular, *BikeSpot 2023* provides a more comprehensive crowd-sourced map of places where people feel safe or unsafe riding. BikeSpot was developed as a national interactive mapping project, inviting riders to mark safe and unsafe locations and generate new data to help prioritise cycling infrastructure improvements. The completed interactive map offers insight into where riders feel safe and unsafe across the country, including in South Australia².

BikeSA's next stage of work may therefore be to combine three sources of evidence: the indicative locations raised in this Advocacy Survey, the BikeSpot 2023 map, and a new BikeSA hotspot survey designed specifically for place-based analysis. This would allow BikeSA to develop a more credible evidence base for future advocacy, including a clearer understanding of which locations are repeatedly identified, what type of intervention is needed, and which authority is responsible for action.

The practical outcome may be a validated *BikeSA Cycling Hotspots Map* and accompanying shortlist, grouped by corridors, intersections, trails and missing links. This would give BikeSA a stronger foundation for engagement with councils, DIT, MPs, local Bicycle User Groups and community advocates. It would also help ensure future place-based advocacy is grounded in a broader and more reliable dataset, rather than relying too heavily on the open-text responses from a survey that was not designed primarily for hotspot mapping.

² [BikeSpot 2023 Archive Map](#)

6. Methodology and Respondent Profile

The 2025 BikeSA Advocacy Survey was conducted to help identify the issues, priorities, and advocacy themes that matter most to BikeSA members. The survey asked respondents about their cycling habits, safety perceptions, barriers to riding more often, views on infrastructure, road rules, public transport integration, emerging mobility, and preferred advocacy priorities. Questions were structured to move from respondents' own riding experiences through to broader priorities for future advocacy, helping to distinguish between lived experience, perceived barriers, and strategic preferences.

The survey received responses from 241 BikeSA members. As with any voluntary member survey, the results should be interpreted as a strong indication of views among engaged BikeSA members, rather than as a statistically representative sample of all BikeSA members or the broader South Australian cycling community.

The respondent profile broadly reflects BikeSA's older and male-skewing membership base, but with some important differences. Compared with the broader membership, survey respondents were somewhat more likely to be male. Male members represented approximately 67.8% of the membership comparison group, but 76.6% of survey respondents who provided gender data. Female members represented approximately 32.2% of the membership comparison group, compared with 23.4% of respondents. This means the survey is useful for understanding the views of BikeSA's engaged member base but likely gives less visibility to the experiences and priorities of women riders.

Age Representation of
Members vs Survey Respondents

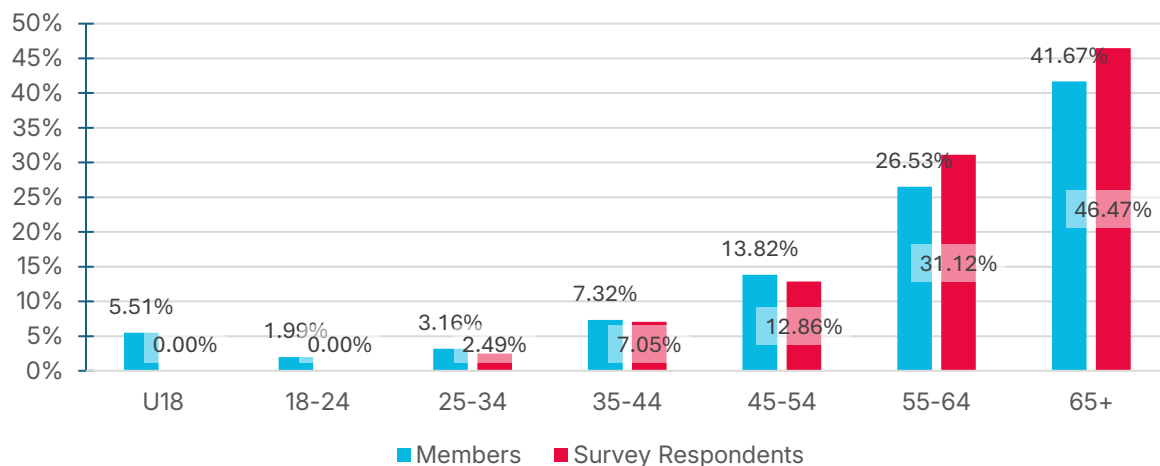


Figure 19

Gender Representation of Members vs Survey Respondents

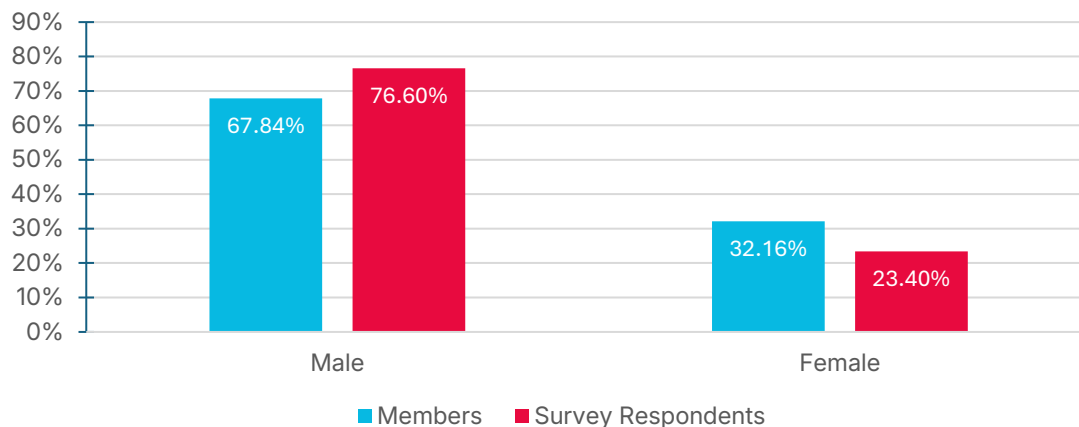


Figure 20

The respondent group was also slightly older than the broader membership. Members aged 55 and over represented approximately 68.2% of the membership comparison group, but 77.6% of survey respondents who provided age data. Respondents aged under 25 were not represented in the survey results, despite making up around 7.5% of the membership comparison group. This does not invalidate the findings, but it does mean the results are weighted toward older, more experienced riders and may provide less insight into issues affecting younger riders, including school and university travel, early-career commuting, affordability, confidence-building, and family cycling.

There are also likely differences between the survey respondents and the broader cycling community beyond BikeSA's membership. BikeSA members are more likely to be regular riders, recreational cyclists, road cyclists, touring participants, or people already engaged with cycling issues. As a result, the survey is likely to underrepresent people who ride occasionally, people who would like to ride but currently do not, children and young people, culturally diverse communities, lower-income riders, people using bicycles primarily for everyday transport, and people who are less connected to cycling organisations. These groups may experience different barriers, including cost, confidence, lack of safe local routes, access to bikes, secure storage, family logistics, or fear of traffic.

The findings should therefore be read as evidence of the priorities of engaged BikeSA members, rather than a complete picture of cycling need across South Australia. This distinction is important. The survey provides a credible basis for identifying member advocacy priorities, especially in relation to safety, infrastructure, road conditions, and driver behaviour. However, it should be supplemented over time with more targeted engagement of underrepresented groups, particularly younger riders, women, occasional riders, non-members, transport riders, regional communities, and people who are interested in cycling but currently feel unable or unsafe to ride.

In practical terms, the survey gives BikeSA a strong foundation for advocacy, but not the final word. It should guide the organisation's immediate priorities while also identifying where further evidence-gathering is needed to ensure BikeSA's advocacy reflects both its membership and the wider community it seeks to support.

7. Conclusion

The 2025 BikeSA Advocacy Survey provides a clear direction for BikeSA's future advocacy work. While the results should be interpreted with some caution due to the respondent profile, the message from members is consistent: cycling in South Australia does not yet feel safe, connected, or reliable enough for everyday participation.

Respondents identified the main barriers as structural rather than individual. Lack of safe infrastructure, dangerous driver behaviour, unsafe road conditions, inconsistent maintenance, and weak confidence in enforcement all point to a system that still places too much risk on cyclists.

The strongest advocacy priorities therefore sit around a clear safety agenda: separated cycleways, safer streets, better maintenance, lower urban speeds, stronger legal protections, and sustained infrastructure funding. These priorities support the proposed five-pillar framework of Safe Infrastructure, Safe Streets, Law and Policy, Planning and Investment, and Participation and Access.

The survey also shows that BikeSA's advocacy must remain evidence-led and inclusive. Different groups experience cycling differently, particularly women, commuters, less confident riders, and younger adult respondents. Future advocacy should therefore focus not only on more cycling infrastructure, but on infrastructure and policy settings that make cycling feel safer, more connected, and more practical for a wider range of people.

Overall, the survey gives BikeSA a strong mandate to focus its advocacy on the changes most likely to improve safety and confidence. The next step is to turn this evidence into a clear, practical advocacy agenda supported by targeted engagement with government, councils, partners, and the wider riding community.