

5th October 2008 - FOR IMMEDIATE RELEASE



BEACH ROAD CYCLISTS DEMAND IMMEDIATE ACTION ON WEEKEND CLEARWAYS

Beach Road Cyclist is a cycling advocacy group based in Melbourne's bayside suburbs. Our group is at the forefront of voicing the safety concerns of on-road cyclists, particularly those relating to the Beach Road area.

Beach Road is the most popular bicycle route in Australia. The latest traffic count revealed over 7000 bicycle riders are using this route on Saturday mornings. Parked cars on Beach Road constitute a cycling traffic hazard that consistently leads to accident and significant injury.

Many road users realise road safety and motorist awareness are the major issues confronting cyclists in Australia and around the world. Beach Road Cyclist is active on these concerns locally. Since 2002 we have led the campaign for the implementation of weekend clearways on Beach Road from Elwood to Mordialloc between 6am and 10am.

In July 2006 Port Phillip council introduced weekend morning clearways on Ormond Esplanade, Elwood, between Glenhuntly Road and St Kilda Street. Bayside and Kingston councils rejected proposed clearway trials. Ironically, 60% of surveyed Bayside residents support the introduction of weekend clearways on Beach Road.

"Despite many years of consultation with Bayside and Kingston councils resolution of this road safety issue seems a distant prospect. The proposed weekend morning clearways should be implemented for the entire length of Beach Road," said Marcel Lema, spokesperson for Beach Road Cyclist.

"Beach Road Cyclist invites Premier Mr John Brumby to take the initiative and introduce weekend morning clearways on Beach Road for the safety of not only cyclists but for all road users alike."

"With numbers of cyclists on Beach Road continuing to grow we strongly encourage the State Government to intervene on behalf of an estimated 20,000 Victorians who ride this road each weekend in creating these necessary clearways," said Mr Lema.

Accidents causing serious injury ruin the lives of bike riders on Beach Road at an alarming rate. A cyclist was tragically rendered quadriplegic following a collision on Beach Road in June 2008. Regrettably a cyclist had to be killed in Melbourne's CBD to force an overdue change to bus parking policy on Swanston Street. Prompt action on Beach Road clearways will save lives.

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