

Membership Services Committee: terms of reference

Membership: Members of Council and Staff with a particular interest in membership matters. The committee is also open to other general members of Pedal Power.

Members proposed to be Rod Katz, Gillian Hellyar, Bruce Paine, Emily Blacker and John Armstrong.

Meetings: As determined by the members of the committee with an aim of every two months

Purpose: The Membership Services Committee is responsible to Council for:

1. Evaluation of the wide range of services provided by Pedal Power to its members
2. Monitoring of membership levels and recommending new membership classes and costs as appropriate



More Canberrans cycling, more often, for a better community



*Cycling Advocacy
Recreational Rides
Five Peaks Challenge*

*Centenary Trail Blaze
Fitz's Challenge
Amy's Big Canberra Bike Ride*

*Ride to Work
Ride or Walk to School
Ride Safe to School Day*

*Cycle Facilities Rating
New Horizons
Bicycle Maintenance*

Membership Services

With Management, the Committee reviews the quality and membership satisfaction with services provided to members including:

- Membership processing (new memberships and renewals),
- Sale of merchandise (point of sale and by Internet),
- The usefulness of the cycling insurance provided to members,
- The effectiveness of, and patronage at, the monthly Social & Information Nights, the Christmas Party and the AGM,
- The responsiveness of Pedal Power to member requests for assistance with cycling-related issues (by telephone, email and in-person),
- The level of member satisfaction with Pedal Power's various courses (bike maintenance, New Horizons), and
- The level of member satisfaction with the social ride program

Other committee liaison

- Advocacy
- Events
- Tours
- Finance
- Communications

Key performance indicators

- Total membership numbers and trends
- Membership income
- Renewal rates
- Participation rates in activities and programs
- Membership satisfaction surveys (carried out and completed)

Membership Classes

The committee is to periodically review Pedal Power's membership classes and associated fees and where necessary provide recommendations to Council to restructure membership classes and associated fee levels.

It will have regard to:

- Increasing the numbers of members of Pedal Power ACT;
- Ensuring that membership provides a core funding stream for Pedal Power's activities (it would be desirable to have a target ratio of membership fee income to operating expenses)
- Increasing the scope and breadth of membership for PP ACT (particularly attracting more younger members);
- Increasing the availability and exposure of Pedal Power to members of the ACT Cycling community more broadly (i.e. looking at making membership attractive to members of other associations)

Principles for determining categories:

The basis of decisions about categories of membership and associated fees is to ensure that membership classes;

- Provide an equitable fee structure for the majority of members of Pedal Power ACT;
- Are administratively simple;
- Result in fees that at least cover the marginal cost of adding the member;
- Are attractive to potential new members;
- Do not appear unfair to existing members;
- Do not undersell the benefits of membership