



Pedal Power ACT

Annual Report 2020

Pedal Power ACT is the ACT's largest cycling organisation that, for more than four decades, has been representing the interests of Canberrans who cycle or wish to cycle.

Our Goal

Canberrans recognise cycling as an everyday activity supported by infrastructure, policies and attitudes enabling all residents and visitors to ride comfortably and conveniently.

Our Vision

Canberrans join Pedal Power ACT as the recognised, respected and leading recreational and transport cycling organisation and voice for cycling in the Territory.

Our Mission

Our mission is to advance the health and well-being of our community through the promotion of the safe and convenient use of bicycles and other pedal powered vehicles.

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Pedal Power ACT Inc.

Level 2, Griffin Centre, Genge Street, Canberra ACT 2600

PO Box 581, Canberra ACT 2601

Phone: 02 6248 7995 Fax: 02 6248 7774

Email: office@pedalpower.org.au

Web: www.pedalpower.org.au

Facebook: pedalpoweract

Twitter: @actpedalpower

Incorporated in the ACT – ABN: 98 440 716



President's Report

*Rosemary Dupont
President, Pedal Power ACT*

Like so many not-for-profits, the bush fires and Corona Virus have had a tremendous impact on every aspect of Pedal Power's operations this year. We survived financially with the help of both Commonwealth (Job Keeper) and ACT funding. For the latter the organisation was pleased to receive a number of grants and aid including a moratorium on the office rent. Our membership dropped sharply and we also lost income from both of our major events; the Big Canberra Bike Ride (BCBR) and the Fitz's Challenge, as both were cancelled. The BCBR was cancelled because of the smoke haze that settled over Canberra in March and Fitz's as a result of the epidemic. These black swan events impact organisations economically and fray the morale of staff and volunteers. As such the Board congratulates the CEO and his team for a sterling to remain focused and productive. This will be demonstrated in March when Pedal Power runs an even bigger and better BCBR. To assist with that, we have recently welcomed a new Events Manager, Emily Stacey.

Following the rule changes agreed at the 2020 AGM, the Board was reduced from ten members to six. It is a professional Board consisting of high performing individuals and I am grateful for their support and strategic vision. The membership of the Board remained stable. The organisation benefited greatly from the Board's capacity to make early decisions on important matters affecting the membership. Like the staff, the Board was not idyll over the past year. The Board held meetings approximately every two months (seven in total) adapting to Zoom. There was a strong focus on financial matters to steer the organisation through one of its hardest years. Human Resources and a Grants policy were developed. The Privacy policy and the Terms and Conditions for events received major updates.

The Risk sub-committee undertook a comprehensive review of all elements of risk, including an extensive review of the organisation's insurance. Insurance remains one of the greatest risks for Pedal Power, not necessarily because of claims but because of the precarious situation of the insurance industry where there is little room for negotiation on price even when claims are very low. For instance, during the past year we had very low levels of claims for Personal Liability yet the premium for that component went up nearly \$9,000. A member survey on insurance was extremely well received by members with a high participation rate. The data that was collected has enabled the Board to prepare a forward focused insurance strategy. The Board was pleased to be able to renew the annual insurance in November 2020 with improved membership benefits while maintaining membership fees at 2019/20 levels.

The annual Strategic Planning session could not be held until early September. Despite adversity, the Board and organisation as a whole is tracking well against our six strategic goals – build acceptance of cycling in the community; build and utilise our capability to advocate government, business and community to drive investment in cycling; help make cycling convenient, comfortable, safe and enjoyable; maintain a financially sustainable organisation and products that members value; and develop and support an effective workforce.

In particular Pedal Power's advocacy with the ACT Government continues to produce excellent outcomes and a win/win situation for the Government and all people who ride bikes. No other cycling organisation in Australia is able to replicate or replace this important role. Pedal Power's advocacy receives bouquets from members and non-members alike.

In October the Board called a Special General Meeting to approve a proposal to change Pedal Power's purpose to clarify that our role as an organisation includes the advancement of the health and wellbeing of our community through the promotion of cycling.

This motion was approved unanimously, and Pedal Power subsequently registered our new purpose with the ACT Government. This change better aligns Pedal Power with other health promotion organisations, and paved the way for Pedal Power to apply to be recognised as an organisation with a charitable purpose. Pedal Power subsequently applied to be registered as a charitable organisation with the ACNC. I am pleased to advise that our application was accepted in December.

During the past year Pedal Power continued to offer the very popular program for children, “Big Skills for Small Bikes”, and run a training course for new pilots for the Fitability tandem program.

The Board approved a budget for marketing membership and a specialist company has been engaged to help increase membership.

Pedal Power was able to gain two grants to extend the mountain bike track network around the Cotter. Thanks to Alan Vogt and his team of volunteers (known as Kowalski Trailworks) one major track has already been completed and another is well advanced.

Ms Pernille Kardel is the new Ambassador of the Kingdom of Denmark and it was a great pleasure for the CEO, Ian Ross, and I to recently meet with her. She has agreed to continue the tradition of being one of Pedal Power’s patrons. The other patron is Marion Derckx, Ambassador of the Kingdom of the Netherlands. Our patrons are highly valued as are our many volunteers some of whom will be officially recognised with our annual awards.

Once again this year I thank all the volunteers for their significant contributions to the conduct of the many Pedal Power activities and to drafting or reviewing policies on behalf of the membership.

I look forward to 2021 with increased membership, great events and programs and lots of safe and enjoyable bike riding by members of the community.



Chief Executive Officer Report

*Ian Ross
Chief Executive Officer, Pedal Power ACT*

Pedal Power has been tested and changed by the events of 2020, but we should be proud that we have not wavered in support of cycling in Canberra.

2020 began with more than 17 million hectares of land being burned across Australia leaving Canberra choking through clouds of toxic smoke. The year ended with many cities in COVID-19 lockdown, and our communities struggling to cope with the social and economic impacts of these extraordinary events.

2020 may have been one of the most difficult years that Pedal Power has ever faced: Our two major events the *Big Canberra Bike Ride* and the *Fitz’s Challenge* were cancelled, major projects were not able to proceed, our riding programs were put on hold, and as the recession took hold, our membership retracted by over 20%.

It speaks to the quality of our Board, the support of our members, and the passion of our team of staff, volunteers, and advocates that despite all these challenges that we have remained a strong organisation with a clear mission.

Thankfully our Board made clear and early decisions about the impacts of bushfires and COVID on our programs and events. That enabled us to minimise the negative impact of the cancellations. We also realigned our constitution and adjusted our purpose to more clearly align our role as a health promotion organisation, and, following significant consultation, we adjusted our insurance offering to maximise the value and benefit to our members.

To protect our members, Pedal Power adjusted how our social rides operated to be COVID Safe, and (when they re-started) we adjusted our bike skills programs to comply with the best ACT Government health advice. We moved our staff to work-from-home arrangements, which required the staff and Board to quickly learn how to communicate through online meetings and video conferencing.

Financially, Pedal Power was able to weather the unprecedented events of 2020. Although our financial position has retracted, we brought the year to a close in a better position than our revised mid-year budget had predicted.

This was in part because our organisation was able to attract funds from the Federal Government's Job Keeper program and from the generous ACT Government community sector support packages. We were also helped by the many members who stuck by us despite the impact of our economic recession.

Our advocacy work significantly expanded in 2020. During the early stages of the lockdown, Pedal Power was successful in creating a *Clockwise is COVID-Wise* campaign around our lakes, and in encouraging the Government to institute a Slow Streets program. Pedal Power worked with our community allies to urge for a greater level of investment in cycling infrastructure in the ACT Government's economic stimulus packages and we were pleased that many upgrade projects were funded as a result – including many new paths and raised road crossings.

During the 2020 ACT Election, Pedal Power actively engaged candidates and political parties on cycling issues. We worked with community partners to hold an active travel forum and extracted commitments from all major parties in support of cycling. The success of this engagement is evident in the many active travel initiatives that are outlined in the new Labor-Green Parliamentary Agreement.

Pedal Power maintained strong community partnerships throughout the year, and these relationships were critical to the success of our advocacy efforts. Pedal Power is particularly grateful to the Conservation Council, and We Ride Australia for their support of our advocacy work throughout the year. We are excited by our new partnerships with Kowalski Brothers in developing new mountain bike trails in the Cotter Pines, and with See Change and Switched-on Cycles as supporters of the Electric Bike Library. We are pleased to maintain our support of the Girls On Bikes program and the great work they do in teaching migrant and refugee women to ride. As ever, we are grateful for the unwavering assistance from Sneddon Hall and Gallup lawyers, who assist Pedal Power as both sponsors and with many hours of pro bono legal advice.

Operationally, Pedal Power has continued to be productive throughout the year. We upgraded to a new membership database, revised and updated our human resource policies, privacy policy, and risk plan. We developed a new Social Ride Manual and have started to explore new tools to record social ride participation.

I thank the Board for its dedication and support throughout 2020; I thank my wonderful team for their commitment, passion; I thank our many advocates and volunteers for the incredible work you do on behalf of all Canberra riders; and finally I thank all the members who stuck with us during this very challenging year, we are so grateful for your support.

Many challenges remain for Pedal Power in the coming year. The pandemic will continue to impact on our rides, programs, events, and advocacy. We will need to work hard to rebuild our membership and in the face of strong competition from other cycling organisations who are actively seeking to recruit riders in the ACT.

Now more than ever, it is important to remind Canberra riders of the value of having a strong connected local community membership-based organisation who advocating specifically for the Canberra riders.

All that being said, our mission and purpose remain as vital as ever: the health and wellbeing of our community will be improved if we can support more Canberrans to get on a bike and ride.

Strategic Advocacy

Pedal Power's Advocacy Group aims to proactively advocate to achieve Pedal Power ACT's vision of more Canberrans cycling, more often, for a better community.

The Group revised its structure during the year, breaking into six teams – five regional teams separated by electorate boundaries (Kurrajong, Brindabella, Murrumbidgee, Yerrabi and Ginninderra) and a cycling participation team based on Canberra-wide and/or non-infrastructure projects including travel habits, climate change, cycling experience (e.g. bikes on buses, road rules), and planning.

The Advocacy teams work towards the overarching Pedal Power objectives:

- Systemic program of path maintenance

- Improvements to safe, direct, separated cycleways
- Increase commuting by bike
- Inspire and encourage more people to ride
- Improvements for rider safety
- Completion of some missing links
- Promotion of cycle tourism

That is achieved through project work with stakeholders, and escalating issues within government in response to community concerns. The Advocacy Group:

- Identifies and sets key infrastructure and maintenance priorities to inform PP submissions and ACT Government budget priorities
- Identifies any new or emerging issues or opportunities to improve cycling conditions within the ACT.
- Supports Pedal Power's community engagement by building relationships with community groups, and representing PP at local forums and community events
- Asks questions of Members of the Legislative Assembly
- Develops communications for Pedal Power's e-newsletter, social media, Canberra Cyclist magazine, and external media.
- Develops strategies to improve cycling engagement, such as organising local rides and information evenings.
- Provides technical advice in response to Temporary Traffic Management Plans and Development Applications.

Successes during 2020 include:

- Putting cycling firmly on the agenda of the major parties ahead of the ACT election. This significant body of work involved developing cycling recommendations based on Pedal Power's key priorities, and working with the parties to include these projects in their policy platforms. This ensured significant cycling commitments featured in all campaigns, including a \$20 million per annum active travel budget recommendation by the ACT Greens, and a program of work committed by ACT Labor including infrastructure development in all regions of Canberra. The Canberra Liberals also made their largest commitment to cycling infrastructure.
- Providing advice and expertise to government about stimulus package infrastructure works to inform the government's COVID recovery FastTrack program.
- Forming an advisory group which provided recommendations to ACT Government for a three stage program of works to support Canberrans to cycle to school/work as part of the regional COVID recovery.
- Developing the 'slower streets' campaign with ACT Government.
- Completion of the Belconnen Bikeway by ACT Government following years of advocacy by Pedal Power. Advocates coordinated a 'behind-the-scenes' tour of the bikeway for Ride 2 Work Day.
- Completion of the Heysen Street path in line with recommendations by Pedal Power advocates.
- New cycle route signs on principal cycle routes.
- Successful advocacy to ACT Government to remove or modify multiple hazards on paths across Canberra.
- Ongoing consultation and community engagement in relation to the West Basin redesign.
- Woden bikeway and CIT Woden design consultations.
- Kuringa Drive design consultations.
- Successful advocacy for additional raised pedestrian crossings in multiple locations.
- Ongoing work with government on planning issues.
- Participation in the Bicycle Advisory Group.

Financial report

Pedal Power ACT at 31 December 2020

Income and expenditure	2020	2019
Income	\$728,036	\$723,958
Expenditure	\$739,822	\$770,994
Surplus (deficit)	\$(11,786)	\$(47,036)

Balance sheet at 31 December

Assets	\$484,671	\$451,467
Liabilities	\$370,493	\$325,503

Net assets 31 December **\$114,178** \$125,964

Sources of income

Membership fees	\$441,873	\$365,212
Donations & sponsors	\$ 2,810	\$ 966
Grants – ACT Government	\$132,459	\$115,709
Event income	\$ 10,336	\$174,621
Aust Gov't Covid-19 Support	\$127,354	\$ 0
Merchandise sales	\$ 3,002	\$ 20,572
Fees for service	\$ 0	\$ 29,509
Interest, advertising & other	\$ 10,202	\$ 17,369

Full audited Pedal Power ACT Financial Report for 2020 and 2019 are available at: www.pedalpower.org.au/
>About > Governance

Treasurer's Report

Alan Tse, Treasurer

Pedal Power ended the 2020 financial year with a deficit of \$11,786 (a profit margin of -1.62%), compared to a budgeted deficit of \$20,117. This is a significant improvement from 2019 which had a deficit of \$47,036. Previous large deficits were a result of upgrading our IT infrastructure and the bulk of those cost have now been paid for. We are not expecting any significant large non-business-as-usual expenditures in the next year.

Membership revenue was significantly less than budgeted and expenses only slightly better than budgeted. The Board increased membership fees early in the year to primarily offset the increase in insurance premiums. A few factors have depressed our revenue: The bushfire we experienced in early 2020 meant we had to cancel the Big Canberra Bike Ride which historically has been a huge revenue generating event for Pedal Power. Then the COVID situation had a severe impact on our Fitz's Challenge event – another huge revenue generating event. However, Pedal Power was eligible for Jobkeeper 1.0 along with rent assistance for the Pedal Power office which offset some of the foregone events and membership revenue.

I commend our CEO Ian, the Pedal Power team and our book keeper from Successful Alliance who have done an amazing job at optimising cost, maintaining membership revenue and identifying and being successful with grant and other income opportunities that enabled Pedal Power to achieve a better than budgeted result in the midst of a global pandemic. Of course our job is not done. The Board is working closely with the team to achieve a surplus in 2021, pending external factors that we cannot control or forecast.

Board members statement

In the opinion of the Board members, there are reasonable grounds to believe that Pedal Power ACT will be able to pay its debts as and when they become due.

Personnel

Co-patron

The Ambassador for the Kingdom of the Netherlands, Ms Erica Schouten and the Ambassador for Denmark, Ms Pernille Kardel

Ambassadors

Sue Powell and Michael Milton

Board

President: Rosemary Dupont

Secretary: Linda Laker

Treasurer: Alan Tse

Members: Julie Polson, John Widdup, Lynne Prentice

Staff

Executive Officer: Ian Ross

Communications Manager: Lil Bryant Johnson

Events Manager: Emily Stacey

Advocacy Manager: Kate Mokrij

Office & membership: Aishwarya

Public officer

Luke Wensing

Volunteers

Pedal Power ACT relies heavily on volunteers who are the 'backbone' involved in many of our activities, including: advocating for cycling; organising and conducting social rides, events and training courses; producing the magazine; and undertaking various governance and administrative tasks and programs.