

# Annual Report 2021

**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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Incorporated in the ACT – ABN: 98 440 716

## President's Report



*Rosemary Dupont*  
*President, Pedal Power ACT*

What another challenging year for the not-for-profit sector, including for Pedal Power ACT.

For the past twelve years, the Australian Institute of Company Directors has undertaken an annual *Not-for-Profit Governance and Performance Study* and published its findings. Its 2021 findings noted many organisations were already facing significant challenges, even before the advent of Covid-19.

The Australian Sports Foundation in its *Impact of Covid-19 on Community Sport* report (September 2021 update) that sports clubs lost substantial revenues remarking:

*“Despite being largely volunteer run, outgoing costs continued even though sporting activities were on hold. These ongoing expenses, coupled with the loss in revenue, caused 93 per cent of all clubs to lose money.”*

Since 2019, Pedal Power has had to dip into its reserves, even though we received Covid related support from both the Commonwealth and ACT governments. Pedal Power's main source of income is membership revenue, which began to decline in early 2019. During the past year, membership stabilised but has not increased, despite the best efforts of the Board and staff. The second main source of revenue for Pedal Power has historically come from events. Events have also been an important source of new memberships. We had to cancel three out of four events over the past two years. Although the 2021 Fitz's Challenge went ahead, it was greatly scaled down and the profit was minimal. Our third source of revenue is a small biannual grant from the ACT Government – which can never be guaranteed.

It is therefore not surprising that the net impact of fires, smoke, poor weather and the pandemic has left Pedal Power in a more difficult financial situation than it has faced for many years. We have received less revenue, but our fixed and essential costs have remained the same or increased. Insurance is a case in point: the premium for public liability insurance increased in November 2021 by 70%; from an annual premium of \$25,000 to \$43,000 despite Pedal Power never recording significant claims in this field. Enormous effort was put into sourcing a variety of quotes, only to find few insurance companies prepared to insure sporting organisations, and in particular, cycling ones.

The Board reluctantly made the decision to cancel the 2022 Big Canberra Bike Ride. The uncertainty around the ongoing impact of the Omicron variant and our lack of confidence in being able to run a financially successful event (defined, in 2022, as simply being able to break-even) made this the only prudent course of action.

The Board has had to make many difficult decisions over the past year. The need for a clear business focus and good governance, including wise financial decision making, has never been more important. The Board's challenge going forward is to respond to changes in the operating environment including diversifying income sources. To that end, the Board scheduled a strategy meeting at the end of February to review the organisation's purpose, risk and strategy.

Notwithstanding the challenges and pressures facing Pedal Power, I am very proud to have been President of an organisation delivering terrific value to its members. Every week, I see Pedal Power bring enormous enjoyment to hundreds of Canberrans through its social rides and all members have the peace of mind of

24/7 insurance whenever and wherever they ride. And we have continued our very successful advocacy to achieve better cycling infrastructure throughout the ACT.

Pedal Power's Constitution limits the term of a President to three consecutive years. New blood brings new ideas. As I step down after three years, I reflect with genuine pleasure on working with such intelligent and inspiring colleagues on the Board. In particular, I have appreciated my colleagues lack of fear in speaking their mind and using their expertise to guide Board decisions.

We are blessed to have a hard-working CEO in Ian Ross. Ian has an unwavering commitment to Pedal Power, despite repeated setbacks over the last few years.

Following some departures at the end of 2021, we have been able to replenish the team with a magical bunch of professionals. The Board is thankful to Ian and his team for supporting and implementing so many hard decisions over the past year.

Pedal Power can only continue with the support of you, our members, and all our dedicated volunteers who do so much to make Pedal Power such an exceptional community organisation. Thank you for helping us help more Canberrans to ride, more often.

## Chief Executive Officer Report



*Ian Ross*  
*Chief Executive Officer, Pedal Power ACT*

I am pleased to provide this report on Pedal Power's operations for 2021.

Although the Covid-19 pandemic and impacts of climate change have continued to present many challenges to Pedal Power ACT throughout this year, Pedal Power has continued to deliver on its mission to enhance cycling in the ACT.

Pedal Power continued to run learn to ride classes throughout the year and successfully taught 106 people how to ride a bike. Our *Fitability* program continued to support inclusive riding on tandem bikes during 2021, and we were thrilled when the *Girls on Bikes* program received a special commendation at the 2021 Multicultural Awards.

Thanks to dedication of Pedal Power ride leaders and coordinators, Pedal Power continued to run social rides throughout 2021 with some adaptations to meet the Covid health guidelines. More than 800 rides were run during the year, with an average of eighteen riders participating in each ride: i.e., some 14,500 separate rides.

During 2021, Pedal Power trialled and introduced TeamApp, an online ride description, registration and attendance recording app. It has simplified and improved Pedal Power's record keeping of our social rides and it provides data which will improve Pedal Power annual reporting processes.

## **Membership**

Pedal Power's membership reduced slightly in 2021. We began the year with 5,962 members, and ended with 5,840 members. Membership numbers do not capture the significant efforts Pedal Power undertook to grow our membership numbers.

Pedal Power had great success with the very popular Choose CBR campaign, where 145 people joined in the one day. The Choose CBR vouchers enabled Pedal Power to give a \$50 discount on our membership price. This discount was a great incentive to join.

Based on the success of this campaign, Pedal Power engaged marketing firm Fiber to run a campaign to grow Pedal Power's membership. Over the first twelve weeks of the campaign, Pedal Power offered a 20% discount for new members, a 'Black Friday' sale, and a major prize draw as incentives to join. However these campaigns were less successful and, after reviewing the outcomes, Pedal Power terminated its contract with Fiber.

Membership retention and recruitment remains a major focus for our work in 2022.

## **Insurance**

Members of Pedal Power are covered by our insurance anytime and anywhere they ride, in the ACT, Australia and overseas, 24 hours a day, 7 days a week. We protect our members with Public Liability Insurance if found liable for negligence whilst riding a bicycle (if you are in a crash with a motor vehicle or another person, and the injured party takes action against you, you are covered, even if you were at fault).

Our personal accident insurance covers you for non-Medicare medical expenses, loss of income, and student tutorial benefit if you are injured, and provides a lump sum payment for death and permanent injury.

Despite significant work by the Board over the last few years to revise and improve our member insurance policies, the cost of insurance remains significant and is increasing annually. This year our public liability insurance rose by 70% (over \$17,000). Our Personal Accident and other insurance costs fell by just over \$10,000, a 10% decrease from last year premium. The Board will continue to monitor and look for the best value insurance for our members.

## **Advocacy**

A key focus of Pedal Power's advocacy in 2021 was to target improvements to our negligent driving laws, and specifically to improve the safety of vulnerable road users (people walking and riding pedal cycles and motor cycles). Pedal Power has actively engaged on this matter throughout 2021 and formed alliances with many key stakeholders to promote this aim, including the Motorcycle Riders' Association of the ACT and the Australian Federal Police Association. This work resulted in ACT Greens MLA Jo Clay drafting a bill to increase penalties for negligent driving, and shortly thereafter a second bill was developed by Minister for Transport Chris Steel. The bills will be put before the Legislative Assembly in early 2022. Whichever bill is eventually passed, the ACT will benefit from improved negligent driving legislation accompanied by an increase in funding for road safety education to protect vulnerable road users. These outcomes would not have been achieved without Pedal Power assertively promoting these reforms.

The year 2021 saw a significant investment by the ACT Government in cycling infrastructure, and we are pleased that Pedal Power's advocacy has borne fruit with several of our key long-term priorities being addressed. These include completion of a new path through the Woden Town Centre, a new path along Menindee Drive (which completes the north side of the Lake Burley Griffin loop), the final extension of the Heyson Street path which now connects to the Woden path network, the new path adjacent to Kuringa Drive connecting Owen Dickson Drive to the Barton Highway (in Spence) and the construction of several new raised

wombat crossings. We are also pleased to report planning work has commenced for the new Sulwood Drive path.

There was a boost to the ACT Government's path maintenance budget for 2021-22 which has enabled welcome repairs to some very degraded parts of our path network, including sections of the principal cycling routes around Lake Burley Griffin, Lake Ginninderra, and Lake Tuggeranong, on the C5 (Weston Creek path), C7 (Gundaroo Drive) and in locations in Belconnen, Woden, and Tuggeranong.

A major path condition assessment was commenced by the ACT Government in 2021 and is currently nearing completion. That should give improved information on the requirements for path upkeep and maintenance.

Path navigation signage has continued to be rolled out. It has been pleasing to see that feedback from Pedal Power's Advocacy Team has contributed to improvements to this important asset.

### **Partnerships**

Pedal Power has continued to partner with a range of community organisations to encourage more people to cycle in Canberra. This included the Kowalski Brothers Cotter Pines Trail Building, the CBR Electric Bike Library, and the Conservation Council's Make the Move project.

Toward the end of 2021, Pedal Power worked in partnership with the Conservation Council ACT Region and SEE-Change to develop a proposal for programs to increase active travel in the workplace. We have presented this to Transport Canberra and City Services as a solution that will support the ACT Government's Climate Change Strategy targets. It will also help address the significant disruption that will be caused by works on Light Rail stage 2A (from Alinga Street station via London Circuit to Commonwealth Avenue). We are looking forward to progressing this project in 2022.

### **Thank you**

I am incredibly grateful to lead such an amazing organisation as Pedal Power ACT that is full of passionate, dedicated, and resourceful people.

I thank: the Pedal Power Board for steering Pedal Power through many difficult decisions throughout the year; my wonderful team who have supported Pedal Power to deliver on its mission despite the many challenges and changes that have affected our work throughout the year; our many office, program, ride, and events volunteers who have worked to keep our wheel turning throughout the year; and in particular the extraordinary Fitz's Challenge team who once again supported Pedal Power to deliver a successful event despite many setbacks.

Finally, Pedal Power could not exist without the support of our thousands of members. Thank you for your support and for your engagement on the many issues we championed and fought for throughout the year.

## **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 comprises six teams – five regional teams concentrating within the 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.

### **Advocacy Group activities:**

- Identifies and sets key infrastructure and maintenance priorities to inform Pedal Power's 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 ACT Legislative Assembly.
- Develops communications for Pedal Power's e-newsletter (*NewsWheel*), 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 (TTM) Plans and Development Applications (DA).

### **Overarching Pedal Power advocacy objectives** that the advocacy teams work towards:

- An ongoing, adequately resourced systemic program of path maintenance across Canberra
  - After many years of Pedal Power advocacy work, this goal was significantly progressed in 2021. ACT Government announced a preliminary path assessment would be undertaken, to inform a program of maintenance work.
- Funding for a network of safe, direct, separated cycleways
  - The ACT Government has committed to deliver a safe, direct, separated cycleway as part of work to extend light rail to Woden. A cycleway alongside Adelaide Avenue will be a boon for cycle commuting. Pedal Power will continue engaging with government and contractors on this commitment.
- Increased commuting by bike
  - Pedal Power is seeking to achieve this goal through a number of initiatives including: advocating for inclusion of electric assist bikes in the sustainable household scheme; adult learn-to-ride programs; advocating for an end-of-trip facilities guide; and secure bike parking facilities.
- Improvements for rider safety
  - Pedal Power initiated a campaign to strengthen the ACT's negligent driving laws in instances where a vulnerable road user is injured. Strong campaigning and engagement saw two bills introduced to the ACT Assembly that both seek to strengthen negligent driving laws. The bills are set to be debated in 2022.
- Completion of missing links
  - Pedal Power developed a priority list of infrastructure work, including key missing links in the path network. New paths have been constructed to remove some missing links.
- Promotion of cycle tourism
  - Due to Covid-related border closures, this objective was challenging to progress in 2021. However, Pedal Power continued its work advocating for delivery of the Stromlo Forest Park master plan.

These outcomes were achieved through project work with stakeholders, and escalating issues within government in response to community concerns.

## Programs and events

For a second year, running programs and events proved challenging in the context of Covid-19 and weather. Border closures impacted the ability of interstate riders to register and attend any Pedal Power events or programs. A general hesitancy to attend social activities also impacted participation numbers

### **Big Canberra Bike Ride 2021**

The year began with great disappointment when Pedal Power was forced to cancel the Big Canberra Bike Ride just one day before the event was due to start, when a severe weather warning (damaging winds and heavy rain) was announced that exceeded our risk management plan parameters. The wild weather that weekend brought down trees and caused flooding at many locations across the ride routes, so we were pleased that we had made the right decision in the interests of rider safety. Nevertheless, this was a significant blow to the cycling community, who enjoy the event's non-competitive nature and the opportunity to cycle safely on closed roads in the nation's capital. Cancelling the BCBR left a significant hole in Pedal Power's budgeted income.

The Big Canberra Bike Ride is a fundraising event for our charity partner, the Amy Gillett Foundation, and while some money was raised despite the event's cancellation, it was a disappointment that we were unable to see the event through and continue raising the profile of our partner charity.

### **Fitz's Challenge 2021**

We were pleased at the end of 2021 to be able to run the Fitz's Challenge bike riding event. This event had to be rescheduled twice: first because of the withdrawal of our event partner *Sea Otter Australia*, and then in response to Covid lockdowns.

The Fitz's Challenge was held on Sunday 12 December and was a positive and successful event. The 12 December date proved to be an excellent option weather-wise, with riders enjoying moderate temperatures of twenty two degrees.

Ironically unseasonable heavy rains in the days before the Fitz's Challenge caused flooding at Uriarra Crossing closing part of the course. However, we were able to reroute the event and over 300 riders enjoyed a fantastic days riding through the hills to the south west of Canberra.

Despite reduced participant numbers (due to border restrictions and event hesitancy stemming from a burgeoning new strain of Covid, Omicron), riders who participated on the day reported an enjoyable experience.

### **Cycle Well**

Pedal Power ran two adult learn-to-ride courses ('Cycle Well') in autumn and spring. These classes – with approximately twenty participants per class – provide skills and confidence to new bike riders and are a successful means of encouraging more people to ride more often.

### **Big Skills for Small Bikes**

Pedal Power offered three learn-to-ride courses for children during the year – Big Skills for Small Bikes. It is a learn to ride course for three to eight-year-olds and focuses on teaching parents and carers how to help their kids to ride confidently and safely.

The program uses a curriculum developed by a Cycling Australia coach. Adults attend the training sessions with their children and are provided with resources to empower them to continue to teach and support their child to develop bike skills after they have completed the course.

## Financial report

### Pedal Power ACT at 31 December 2021

| Income and expenditure | 2021             | 2020        | 2019        |
|------------------------|------------------|-------------|-------------|
| Income                 | <b>\$781,011</b> | \$728,036   | \$723,958   |
| Expenditure            | <b>\$775,317</b> | \$739,822   | \$770,994   |
| Surplus (deficit)      | <b>\$ 5,694</b>  | \$( 11,786) | \$( 47,036) |

### Balance sheet at 31 December

|                         |                  |           |           |
|-------------------------|------------------|-----------|-----------|
| Assets                  | <b>\$500,534</b> | \$484,671 | \$451,467 |
| Current assets          | \$338,232        |           |           |
| Non-current assets      | \$162,302        |           |           |
| Liabilities             | <b>\$380,662</b> | \$370,493 | \$325,503 |
| Current liabilities     | \$301,184        |           |           |
| Non-current liabilities | \$ 79,478        |           |           |

|                               |                  |           |           |
|-------------------------------|------------------|-----------|-----------|
| <b>Net assets 31 December</b> | <b>\$119,872</b> | \$114,178 | \$125,964 |
|-------------------------------|------------------|-----------|-----------|

### Sources of income

|                               |                  |           |           |
|-------------------------------|------------------|-----------|-----------|
| Membership fees               | <b>\$487,344</b> | \$441,873 | \$365,212 |
| Donations & sponsors          | <b>\$ 24,700</b> | \$ 2,810  | \$ 966    |
| Grants – ACT Government       | <b>\$188,212</b> | \$132,459 | \$115,709 |
| Event income                  | <b>\$ 66,359</b> | \$ 10,336 | \$174,621 |
| Aust Gov't Covid-19 Support   | <b>\$ 0</b>      | \$127,354 | \$ 0      |
| Merchandise sales             | <b>\$ 7,407</b>  | \$ 3,002  | \$ 20,572 |
| Fees for service              | <b>\$ 0</b>      | \$ 0      | \$ 29,509 |
| Interest, advertising & other | <b>\$ 6,989</b>  | \$ 10,202 | \$ 17,369 |

Full audited Pedal Power ACT Financial Report for 2021 and 2020 are available at:  
[www.pedalpower.org.au/>About>Governance](http://www.pedalpower.org.au/>About>Governance)

## Treasurer's Report

*Alan Tse, Treasurer*

The financial accounts for 2021 showed an operating actual surplus of \$5,694, against an operating budget deficit of \$4,325. The positive variance is due to numerous factors ranging from tough and astute decisions from the Board and the management team with minimising cost, with many event cancellations due to weather or Covid, and government income support.

We have experienced our first operating surplus in 2021 after two years of operating deficits in 2019 and 2018. This is a result of the size of the increase in donations, government support and membership fees income factors exceeded the increase in general operating expense.

As a membership organisation, it's no surprise the majority of our revenue comes from membership (\$487,344 in 2021 compared to \$441,873 in 2020). We received more government income in 2021 (\$188,212) compared to prior year (\$132,459).

The Board is aiming to continue generating an operating surplus in 2022.



## 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 Kerin Ayyalaraju

#### Board

*President:* Rosemary Dupont

*Secretary:* Linda Laker

*Treasurer:* Alan Tse

*Members:* Julie Polson, John Widdup, Lynne Prentice, Amanda Day (from October)

#### 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.

#### Staff

Chief Executive Officer: Ian Ross

Communications Manager: Lil Bryant-Johnson (until May)

Engagement manager: Kate Mokrij

Events Manager: Emily Stacey (until October)

Events Manager: Perdy Sutherland (from November)

Office & Membership: Aishwarya (until November)

Office and Membership: Victoria Wells (From December)

#### Public officer

Luke Wensing

