

Who we are and what we do

Pedal Power is a not for profit association which advances the health and wellbeing of our community through the promotion of the safe and convenient use of bicycles and other pedal powered vehicles.

1. Encourage cycling in the community for health and wellbeing, transport, recreation, tourism and personal enjoyment

- a. Communicate and promote the benefits of cycling and Pedal Power's role in supporting cycling.
- b. Inform Canberrans about cycling activities, options, and facilities in the ACT region.
- c. Deliver training, events, activities and projects that will
 - teach people of all ages and abilities how to ride a bike, and build their confidence in cycling
 - engage Canberrans in cycling and
 - inspire more Canberrans, including a greater proportion of women, to cycle.

2. Build and utilise our capability to advocate to government, business and community to drive investment in cycling

- a. Build our partnerships with stakeholders to identify and deliver measures that increase the safety, comfort, and convenience of cycling in Canberra.
- b. Successfully advocate for
 - increased investment in Canberra's cycling infrastructure, maintenance and end-of-trip facilities and
 - better policies and laws that improve awareness and positive behaviour of other road and shared path users towards people riding bikes.

3. Deliver services and products our members value

- a. Provide a value-for-money cycling insurance scheme to our members.
- b. Engage with our members to design and deliver valued products and services including: rides, tours, online services, membership benefits, and member communications.

4. Operate a sustainable organisation

- a. Create and maintain adequate financial reserves through robust membership numbers, generating surpluses from activities, and diversifying revenue sources (including from members, government grants, events and sponsorships).
- b. Promote the value of our organisation to members and the community.
- c. Support, value and recognise staff and volunteers.
- d. Maintain an effective and diverse Board.
- e. Build and manage efficient and effective IT systems.
- f. Meet all legal and governance requirements.