Pedal Power ACT Inc.

Annual Report 2011
About Pedal Power

Pedal Power ACT Incorporated is a 37 year old not-for-profit organisation with about 3400 members. It was founded in 1974 to act as a rallying point for people who ride bicycles in the Australian Capital Territory and Queanbeyan regions.

Pedal Power promotes the activity of cycling for recreation, transport and sport as well as for the benefits of improved community fitness and for the positive contribution cycling makes to a sustainable environment.

Pedal Power is an incorporated association managed by a Council of ten members who volunteer their services and are elected at the Annual General Meeting.

Pedal Power has three part-time employees (an Executive Officer, a Project Manager and an Office Manager) who run its affairs under the direction of the Council.

The organisation relies heavily on volunteers who advocate for cycling causes, organise and run events, rides, and training courses, and undertake various administrative tasks.

Pedal Power’s income comes from membership fees, donations, events, sponsorship, gifts, prizes and grants from the ACT Government through Sport and Recreation Services and the Department of Health.

This annual report covers the activities of Pedal Power for year ended 31 December 2011.
Mision statement
To get more Canberrans cycling more often for a better community

Objectives
The objectives of Pedal Power are to:
• run recreational bicycle rides and events
• promote membership of Pedal Power
• provide member services
• educate the community about the health, environment and economic advantages of cycling
• provide advocacy for cycling services and facilities
• maintain direction as an organisation

Benefits to members
Pedal Power membership provides an attractive package of measures designed to enhance members’ riding experience, through:
• Insurance for personal injury and third party costs
• The satisfaction of supporting Pedal Power’s efforts to improve cycling infrastructure
• The opportunity to participate in a multitude of social rides, one-day events and cycle touring, as well as bike maintenance courses
• Discounts at major bike shops and cafes in the Canberra region
• The bi-monthly Canberra Cyclist magazine and the e-mail bulletin that is issued regularly to keep members informed of club activities and cycling issues generally.

Volunteering

Pedal Power volunteer recognition
The following volunteers received specific recognition in the Canberra Cyclist during 2011:
• Philip Kirk, for running the Pedal Power Wednesday social ride
• John Morgan, for long service as an adopt-a-shop volunteer
• Tom Campbell, for leading many Saturday and Sunday social rides
• Harvey Bell, for organising and managing the annual Cordon Count
• Leigh Furlonger, for leading the Sunday Wanderers intermediate group
• Terry George, for his contribution to Pedal Power’s advocacy work
• Paul Truebridge, for his contribution to Pedal Power’s advocacy work
• Phil Price, for managing the registrations and results for Fitz’s Challenge

Special annual volunteer award winners for 2011
Volunteer of the Year – Jeff Ibbotson for many years of immense input to all aspects of Pedal Power activities
Event of the Year – Pedal Power Pub Crawl conducted by Ann McDevitt and Peter Gamble over the last five years (with number six being organised for April 2012)
Leadership Award – Brendan Nerdal as the Advocacy Team leader
Service Award – Eric Huttner as Treasurer
Volunteer Recognition Awards – Ted Catchpole and Ray Bracwell for production of the e-bulletin; John Smits for managing the rides calendar; Clem Tozer for managing Fitz’s Challenge; and Terry George for advocacy work

Council and staff during 2011

Council Members comprising the Executive
President          John Widdup
Vice President    Jeff Ibbotson
Vice President    Jane Brooks
Secretary         Richard Bush
Treasurer         Eric Huttner

Staff Members
Executive Officer John Armstrong
Project Manager   Matt Larkin
Office Manager    Emily Blacker

Other Council members
Carol Taylor
Chris Mann
Clem Tozer
Rod Driver
Rod Katz

Cover is a watercolour painting by Ray Barnett showing people with bicycles in Alinga Street, Canberra. Reproduced with permission of the artist.

The Rotary Club of Woden recognised Pedal Power in 2011 for ‘encouraging cycling within the community and representing cyclists to all levels of government’. Shukry Sahhar from Rotary is shown in the photo presenting the Community Service Award to Pedal Power Vice President Jane Brooks.
President’s report
John Widdup

Working for a better community and a cleaner environment

Pedal Power had another successful and interesting year in 2011 with some significant achievements as outlined in this annual report.

Pedal Power’s primary objective is to get more people cycling in the Canberra region for transport, recreation and sport. We have not lost sight of this objective and Council, when considering any new initiative, always asks ‘how will that get more people riding more often?’

Over recent years there has been an increasing willingness of governments to invest in bicycle riding facilities because cycling can improve community health, reduce traffic congestion, and contribute to a cleaner environment. Accompanying this has been an increasing community interest in riding a bicycle for transport – including amongst our elected representatives and the bureaucracy. Pedal Power, and particularly our Advocacy Group, can take some credit for these changes.

The creation of the bicycle network

Pedal Power initially advocated for off-road community paths for use by people walking and riding bicycles. A reasonable, but incomplete, network now exists and all new developments in the ACT include community paths as a matter of course. Pedal Power is advocating for completion of that network and for improvement to some of the older parts – particularly widening to accommodate increased traffic (walking and bicycling).

Some ten years ago, Pedal Power recognised that community paths were often unsuitable for people commuting by bicycle, particularly if they were travelling a reasonable distance.

Over recent years, Pedal Power advocated for on-road cycle lanes to form an arterial network generally following the arterial road network. They were relatively easy and inexpensive to implement and thus very cost effective. That network is partly developed (and is currently being extended) but is not suitable for everyone. Many people will not use the on-road cycle lanes and so do not commute by bicycle. Pedal Power is still pressing for completion of the arterial on-road cycle lane network where it is the best option.

The future: separated cycle-only lanes

Over the last couple of years, Pedal Power has been advocating for the third generation of transport cycling facilities: that is, cycle-only lanes on arterial routes within the road reserve and physically separated from the motor traffic. Many European cities and other capital cities in Australia successfully use such cycle-only lanes.

The Civic Cycle Loop will mostly consist of these cycle-only lanes (and some shared spaces) and the proposed reconstruction of Northbourne Avenue incorporates them. Where these cycle-only lanes are on trunk routes, they can replace the on-road cycle lanes. However, they cannot replace community paths as those paths cater for people walking as well as riding bicycles.

With an arterial network of cycle-only lanes, we could expect most of the ‘would-cycle-if-suitable-facilities-were-there’ brigade to take up cycling for transport. That group represents some 60% of the community. Then we could expect some 25% to 30% of commuting trips to and from work would be by bicycle (based on experience elsewhere) and ACT would really stand for Australian Cycling Territory.

There is still a long way to go before bicycle riding becomes the number one choice for many people. We will have achieved our primary goal once we all ask ourselves, before each trip, ‘why am I going to go by car instead of bicycle or bus?’.

The changing scene

The role of Council is to ensure a well managed Pedal Power particularly from a financial and achievement perspective. We continually monitor the way we work as the environment in which we operate is changing. A ‘business as usual’ approach does not suffice.

During the year, Council revised the strategic plan that involved a critical look at where we should be in the future and how we could get there. We distributed the plan to members for comment and we have started on its implementation with much more to go. Following that, we prioritised the objectives and developed an implementation plan while working on the key objectives.

Pedal Power relies heavily on many volunteers to get things done but the volunteer input capacity is limited. To achieve more for cycling we need to build a sustainable and capable team involving more paid staff in lead and support roles.

Funding is a limiting factor and we are continually looking for ways to attract, fund, develop and retain the appropriate talent. As a start, we are looking to increasing our income from all sources.

This year we introduced a ‘Council corner’ section in each edition of the Canberra Cyclist to advise members about what Council was doing. Initially, that was in response to a request from members at the last Annual Meeting. Previously, we had advised members in separate articles. Feedback on the change was positive and we will retain it.

The work of our volunteers and staff

Pedal Power has been effective in advancing the interests of all people who ride bicycles (or who would ride bicycles if appropriate infrastructure were there) and improving the cycling infrastructure. This was primarily due to the tremendous effort of our dedicated volunteers. We have maintained (and even enhanced) our reputation with government as an effective and efficient representative of the cycling community.

Thank-you

On behalf of all members, and others who cycle in the ACT, I thank John our Executive Officer, Emily the Office Manager, Matt our Project Manager and all the volunteers (over 250 of you) for assisting to make 2011 another successful year.

This year’s AGM will see my second stint as president come to an end – Pedal Power has a rule limiting presidential terms to three consecutive terms. However, I am standing for re-election to Council. 😊
Community activities: encouraging people onto bikes

**Cycling development**
Pedal Power was active during 2011 in providing courses to improve riding and bike maintenance skills with twenty-one courses and 244 participants.

**New Horizons**
New Horizons for Women is a long-established and successful Pedal Power program that is popular among women who wish to gain more confidence on the bicycle and improve their riding skills and knowledge.

In 2010-11, we extended the program to include courses for seniors, both men and women.

Paul and Di Truebridge planned and conducted the courses with the assistance of instructors and presenters.

There were four courses in 2011 with sixty one participants. Each course ran for ten weeks and covered familiarisation with bikes and accessories, bike maintenance, cycle clothing, physical fitness, nutrition, bike safety, road rules and lights. The practical riding skills part of the course involved numerous riding excursions including a weekend ride to Yass and return.

As in previous years, the 2011 courses were successful with participants saying that their expectations had been exceeded.

Pedal Power thanks the volunteers on this program, namely: Harvey Bell, Mary Brunton, Jenny Cleaver, Kerrie Finlayson, Yvonne Hopkins, Colleen Laugesen, Tim Levy, Sheena Moyer, Jeanette Rogers, Julie Thornton, Julie Ward, Charlotte Wheeler, David Whisker and Gail Wilson.

Pedal Power is grateful for the expertise willingly provided by the presenters: Jannie and Trevor of Lonsdale St Cyclery, Leanne Elliston, Dietician, and Roslyn Penfold, Physiotherapist.

**FIT-Ability tandem riding**
FIT-Ability is a partnership between Pedal Power, Females in Training and VisACT (Vision Impaired Sport ACT). It provides tandem riding to vision impaired cyclists and others who cannot ride alone.

During 2011, FIT-Ability tandem riders participated in major events: Hartley Challenge from Canberra to Kosciuszko return, the 210 km Bay in a Day ride, Fitz’s Challenge (one completed the 207 km Fitz’s Epic) and the 1000 km Ride for Retina. Tandem riders occasionally joined scheduled Pedal Power rides for training and recreation.

Regular tandem races were held with the ACT Veterans and Vikings Cycling clubs and three FIT-Ability members are racing in national and international paracycling competitions.

The award of a Disability ACT Innovation grant allowed FIT-Ability to launch its own website (www.fitability.org.au) to promote its activities and provide information to interested cyclists and existing members. The website allows supporters to make online donations to maintain the fleet of tandem bikes.

If you would like to assist in any way so that our vision impaired riders can participate in cycling we would love to hear from you. We are always looking for confident cyclists to ride as pilots, including on Pedal Power social rides.

**Information and social evenings**
Pedal Power continued the popular program of information and social evenings in 2011.

There were eight evening events during the year with attendance ranging from fifty to ninety members.

Presenters covered a wide range of interesting subjects. Tales of cycle touring in overseas countries continued to be popular among members. Other evenings discussed buying a bike, air travel with the bike, cycle clothing, lighting and nutrition.

Pedal Power thanks Claire Munro, Annie McDevitt and Carol Taylor for organising and conducting an interesting program.

**Rides and tours**
Pedal Power prides itself on offering a wide range of regular recreational rides and tours. These rides vary in length and difficulty ranging from short morning social rides in the suburbs to long distance multi-day cycle tours. A common feature of all rides and tours is the shared enjoyment of riding and the fellowship among members.

The wide range of rides and tours on offer ensures that rides are available for riders of all ages and abilities as well as rides for road, mountain and city bikes.

As Pedal Power membership has grown so has the number of rides and tours – increasing from 180 in 2004 to over 300 in 2011 with as many as 4,500 riders participating in 2011.

In October 2011 alone, Pedal Power offered twelve weekend social rides, twelve longer Sunday Wanderers rides, and ten weekday rides. In the same month, we conducted the Spring Mountain Tour and Fitz’s Challenge.

Volunteers plan and conduct all rides and tours. They are generally open to members and non-members although Pedal Power encourages non-members to join Pedal Power for insurance cover.

Visitors to Canberra are especially welcome on our rides.

Pedal Power encourages its members to participate in other rides and tours such as Tour de Femme (Canberra), Round the Bay in a Day (Victoria) and the annual ‘Big Rides’ organised by our sister cycling organisations.

**Bike maintenance**
Pedal Power volunteers conducted seventeen bike maintenance courses in 2011 with 183 participants. Doug Thompson and Silka Smaglinksi managed the program assisted by a number of instructors. Courses were at a number of levels to cater for beginners as well as those with more knowledge and experience.

The courses have a good reputation and serve a valuable service especially for those people who are expanding their riding horizons and wish to know more about the mechanics of their bikes.
Cycling advocacy in 2011

How we work on infrastructure issues
Pedal Power made submissions to the ACT Government on cycling issues, met with politicians and officials and commented on development proposals. Meetings were held with key Members of the Legislative Assembly (MLA) and their staff to ensure previous budget, election and other commitments were delivered (for example, directional signage on shared paths) and to discuss future policy. These meetings included sessions with the then Minister responsible for transport, Simon Corbell, and other members including Caroline LeCouteur, Alistair Coe, Dr Chris Burke and federal member Andrew Leigh.

Pedal Power is a member of several working groups and talks regularly with the ACT Government and the National Capital Authority to promote cycling-friendly policies and provide comment on proposals. Our early involvement provides valuable input and helps avoid major anti-cycle decisions. Pedal Power attended Roads ACT’s regular ‘Cycling and Walking Infrastructure Group’ meetings to discuss infrastructure priorities. We participated in Roads ACT’s ‘Bicycle Advisory Group’ together with other organisations.

Key achievement – Civic Cycle Loop
After several years of representations by Pedal Power, the ACT Government committed in late 2011 to commence work on the Civic Cycle Loop – a project designed to improve the cycle links within and through Canberra’s CBD. This is a major development. This will improve the amenity of the Civic area as well as bringing third generation cycle infrastructure (on-road, physically separated cycle lanes) to Canberra for the first time.

Improving Bowen crossing delayed
Pedal Power has lobbied the National Capital Authority for over a decade to improve safety at Bowen Crossing in the Parliamentary Triangle. In August 2011, the NCA committed to building an underpass by 2013 only to announce in November that construction would not commence until 2014. This is a major disappointment and one that Pedal Power will continue to pursue with the Federal Government in 2012.

Major submissions in 2011
Written submissions lodged with the ACT Government in 2011 dealt with numerous subjects. They included:
- the Civic Cycle Loop; completion of the best half-day ride in Australia around Lake Burley Griffin/Kingston Foreshore; cycling options for the future of Northbourne Avenue; the Majura Parkway upgrade; the Canberra Avenue Bus Study; ‘missing link’ projects; the ACT Government’s draft ‘Transport for Canberra 2011-2031’ plan; parking in the Parliamentary Triangle; and the Canberra Centenary Trail.
- ACT Roads agreed to circulate Pedal Power’s guideline on Temporary Traffic Arrangements to stakeholders to ensure that there are appropriate provisions for people riding bicycles around all construction sites. Pedal Power will endeavour to get the guidelines incorporated into government policy and procedures in 2012.
- Pedal Power made a submission on the 2012-13 ACT budget seeking funding for the Civic Cycle Loop, renewed commitment to active and sustainable transport goals, reassurance that all new ACTION buses will be fitted with bike racks and a commitment to build new priority infrastructure and maintain existing infrastructure.

Principles underlying our approach
Pedal Power develops proactive policy proposals, such as the Civic Cycle Loop, which are suitably conceptualised, documented and advocated – mostly by volunteers.

Pedal Power provides comment to Government and the media, such as on the failure to provide bike racks on all ACTION buses.

To make these representations as effective as possible Pedal Power stresses:
- Transparency: posting submissions and policies on our website
- Regular updates: using the Canberra Cyclist and email bulletins to provide ongoing information about Pedal Power’s activities and upcoming issues and in the latter part of the year, engaging with members through its Facebook site ‘Pedal Power ACT:
- Canberra Region Cycling’.

- Advocacy team: having an Advocacy Team with broad membership and making new members welcome
- Member emails: using emails from members (and others) to help us understand what concerns our members and the wider community, and we try to answer the emails and report on them to the Advocacy Team. The most common topics raised in emails in 2011 were poor behaviour by other road and path users, infrastructure faults and gaps in the cycle path and lane network.
- Consultation process before forming new policy: consulting with members as widely as possible in the time available and obtaining informed Council approval.
- Website upgrade: we will use the website upgrade to provide new web tools that support even greater dissemination of information and collaboration.

Looking ahead to 2012 and the ACT election
Pedal Power’s pre-election work in 2008 help lay the foundations for four years of major cycle infrastructure improvements.

We will seek an even better outcome for the 2012 ACT Legislative Assembly elections scheduled for 20 October 2012. We will seek specific proposals from candidates so that voters can hold them accountable. We will prepare our election wish list early in 2012 and post it on our website for member input. We will make one of our social and information nights a discussion meeting for members to have input into the wish list.

We will hold a pre-election open forum with candidates late in 2012 and will allow members to hear key candidates speaking on their cycle policies, as well as showing the candidates that cycling matters.

Acknowledgements
Pedal Power’s effective advocacy relies largely on volunteer work. Brendan Nerdal led the advocacy team of over twenty volunteers.
and Pedal Power’s Executive Officer, John Armstrong, took a lead role on relations with the media and in some negotiations with the ACT Government and the NCA. Tony Shields, our previous team leader for over ten years, remains an active and essential team member and provides sound continuity.

Volunteer support is declining for many sporting clubs in our increasingly time-poor community. However in 2011, Pedal Power remained relatively immune from that trend and managed to achieve more than many other groups that rely on paid staff.

Pedal Power thanks the advocacy team members for their donated hours of skilled and passionate labour and looks forward to welcoming more members to work on our advocacy priorities so that we can achieve another successful year in 2012.

**Cycle cordon count**
Volunteers, led by Harvey Bell, conducted the annual Pedal Power cordon count around Civic on 1 March 2011.

The count found that 2,177 people cycled into Canberra’s central precinct on that morning. This number was about the same as in the 2010 count but represented a 64% increase in the number of commuters since the counts first began seven years ago. Over the years, significant increases in numbers occurred after the completion of major improvements in the cycling infrastructure. The recent plateau in commuter cycle numbers suggest a need for more investment in cycling infrastructure to achieve the ambitious cycle transport targets set by the ACT Government.

The chart shows the trends in numbers of commuters since 2004.

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**The Centenary Trail**

**Circumnavigating the ACT**

Pedal Power is on the advisory working party for the proposed ACT Centenary Trail project and provided constructive suggestions and feedback on details.

The trail concept was originally proposed by Pedal Power and is one of the projects sponsored by the ACT Government to mark Canberra’s centenary in 2013. It will be a 140 km self-guided loop trail for walkers and cyclists traversing urban and rural environments and passing many iconic sites within the Canberra area. For most people, the trail will be a two or three day ride. People can ride segments as shorter trips. It will not be a trail for narrowed-tyred road bikes, as much of the trail will follow existing unpaved fire trails, walking tracks and shared paths. Indeed, some sections of the trail will be challenging and suitable for mountain bikes.

ACT Government Territory and Municipal Services website published the proposal trail route towards the end of 2011 with an invitation to comment. Pedal Power responded saying we supported the project and encouraged its construction and timely completion. We added it would be important that the trail would be suitable for the average bike rider.
Events

Fitz’s Challenge 2011
Pedal Power conducted the 29th annual Fitz’s Challenge on Sunday 30 October.

The event comprised five separate rides and attracted 1141 participants, a record number with riders from ACT, NSW, Victoria, Queensland, South Australia and Western Australia. For the first time this year, we introduced the 250 km Fitz’s Extreme with 69 entrants. The 205 km Fitz’s Epic had 152 entrants, the 165 km Fitz’s Classic had 392, the 105 km Tharwa Challenge had 410 while the 50 km Tidbinbilla Challenge had 118 riders. Of the 1141 entrants, 91% finished their selected ride within the specified time limit.

Participants ranged in age from 13 years (our age limit is 12 years old) to 72 years with 18% of entrants being female. The dominant age groups were in the 36 to 55 ranges with most riders (17%) in the 36-40 age group.

Fitz’s Challenge relies heavily on the work of volunteers with some 80 volunteer workers involved in this year’s event. Volunteers from Pedal Power provided the administration and marshalling services while a local amateur radio group WICEN (a regular Fitz’s feature) provided the important communication services for the event.

Hartley Lifecare provided food services at the Start/Finish area and lunches for the volunteers.

The major charity beneficiary for the event was the Oncology Children’s Foundation (OCF) – a partnership Fitz’s has had for some years. Participants raised some $40,000 through donations and sponsorships – including over $6400 with registrations.

Fitz’s Challenge will be on again in 2012. Keep Sunday 28 October free to ride in one of the challenges or to join the happy band of volunteers.

Big Cananberra Bike Ride
The fourteenth running of the Australian Ethical Big Canberra Bike Ride took place on 14 March, Canberra Day, 2011. For the first time we collaborated with The Amy Gillet Foundation to incorporate Amy’s Ride within the Big Canberra Bike Ride and offered, in addition to our traditional 25 km route, a 68 km and 105 km route.

The three courses all started from Old Parliament House, drawing a large crowd that mingled with others attending the Canberra Festival Balloon Spectacular.

Groups of people riding bicycles set off on Canberra's streets in groups of 50, with 1300 people taking part. Despite rain during the night before the ride the weather was kind and the event went off well with dry roads, no rain and comfortable temperatures. There were many smiling faces amongst the returning riders and post-ride evaluation shows riders generally had a very enjoyable day.

Another new aspect of the event was the provision of entertainment at the start/finish area. Live music, jumping castle, face painting as well a range of refreshments meant that many riders hung round for an hour or two after the finish to soak up the atmosphere.

Over 50 volunteers helped with many tasks varying from helping with registrations, marshalling and putting out signs, helping with handing out certificates and clearing the site when everyone had left.

A number of our established supporters provided assistance, Australian Ethical Investment, The Tradies, ACT Health, Cycle City and Smith Cycles along with Stromlo Forest Park, The Canberra Times, Honda, The Canberra Orthopaedic Group, Triathlon ACT and Continental Tyres.

The beneficiary charity was the Heart Foundation who encouraged many riders to seek sponsorship.

Away tours
The weekend and longer tours organised and conducted by Pedal Power volunteers during 2011 were:

- Illawarra Escape (February - 2 days in the Wollongong region)
- Pub Crawl #5 (March – 4 days riding in Gulgong Dubbo and Wellington region)
- Crookwell Weekend Away (April – 2 days Canberra to Crookwell and return)
- Braidwood Stroll (May – a day of touring around Braidwood)
- Spring Mountain Tour (Oct – 13 days of touring in the Snowy Mountains area)
- Binalong Annual Spring Ride (Nov – 2 days to Binalong and return)
- Sydney to the Gong charity ride (Dec – a large team from Pedal Power participated over a weekend).
Membership

At 31 December 2011, Pedal Power had 3413 members, from 1057 individual memberships and 764 household memberships (with 2344 members) and two corporate members (CityWest Carpark and Diversity Arrays).

The adjacent chart shows trends in membership levels since 2008. The overall level of members did not increase in 2011.

A sizeable proportion of Pedal Power members have been members for many years. However, the average length of membership is just three years and 26% of members joined in 2011. These figures indicate that many members are not renewing after one year of membership. Canberra’s relatively mobile population is part of the cause.

Council is concerned about the high membership ‘churn’ rate and is addressing measures to encourage renewals as well as to attract new members.

Communications

Pedal Power uses a number of channels to communicate with members, friends, other cycling organisations, ACT Government decision makers, the media, and the wider community in the Canberra region. In this way, it maintains a strong presence in the ACT.

**Canberra Cyclist magazine**

Pedal Power produces the full colour *Canberra Cyclist* every second month and distributes over 2000 copies to all household and individual members and to local politicians, bureaucrats, bike shops and others. The estimated readership is about 5500.

The magazine is popular with members and carries a range of articles on topics such as: cycle health, cycle touring, organisational reports, advocacy issues, technical cycling information and general stories from members.

Julia Widdup compiled and produced the *Canberra Cyclist* on a voluntary basis, with the assistance of other volunteers undertaking proofreading.

**Website**

The Pedal Power website is well established and is often the first point of contact and a key communication tool for the organisation.

The ‘unique visitor hit rate’ remains high, averaging over 100 per day. The most common section accessed are membership and events.

Pedal Power uses the IMG Sports Technology Group website services for the management of its membership database and for major event marketing and on-line registration.

In 2012, Pedal Power will reconstruct its website to make it more engaging, to allow better communications and to improve its functionality.

**Mass media**

Pedal Power proactively seeks appropriate media opportunities through media releases and interviews with press, radio and TV.

The Executive Officer was the primary media spokesperson during 2011 with some involvement from and some Council and advocacy team members.

**E-bulletin**

Pedal Power uses its electronic e-bulletin, published every two weeks, for more regular communications and for sending out timely information. Additionally, the e-bulletin is a communication tool for members who are encouraged to submit items for publication.

The e-bulletin covers information relevant to the coming weeks and topical matters of interest to people who ride bicycles.

Pedal Power sends the e-bulletin to members who have an email address and to others who subscribe to the e-bulletin (through the web site). At the end of 2011, about 3330 bulletins were e-mailed each fortnight. That is an increase of 14% over December 2010 mailings (more than 400 additional mailings).

Ray Bracewell and Ted Catchpole shared the role of volunteer of e-bulletin editors in 2011.

**Website usage during 2011**

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Partnerships

Pedal Power is unquestionably the largest recreational organisation in the ACT and enjoys a healthy relationship with its government and corporate partners particularly where their objectives are in line with our objectives.

The Canberra Cycling Coalition

Pedal Power was active throughout 2011 in engaging all of the cycling entities in the Canberra region to encourage more cycling. Pedal Power coordinated and facilitated a series of meetings leading to various organisations sharing expertise in junior development, event notification and volunteer support.

The limitations to furthering the level of shared support and improving coordination across all disciplines have been the human and financial resources available to each of the organisations. Pedal Power has sought the assistance of the ACT Government through Sport & Recreation Services to review the options available to the Canberra cycling organisations to work more effectively into the future.

Pedal Power stands ready to accept its responsibility in any future model.

National galvanisation of the cycling industry

Pedal Power participated in a process of engaging all stakeholders in the cycling industry through the national galvanisation process initiated by the Amy Gillett Foundation. The process brought together representatives from the sport sector (Cycling Australia, BMX Australia, MTB Australia, Audax), the business sector (Retail Traders Association, Cycling Promotion Fund) and the bicycle transport and recreation sector (Pedal Power, Bicycle Victoria, Bicycle SA, Bicycle NSW, Bicycle Qld, etc).

The process led to stronger levels of communication between most parties and recognition that a national entity could be very effective for the cycling industry. The limitation in resources and the limited capacity to advance without a full commitment by all primary participants has led to the galvanisation process not continuing at the end of 2011. Pedal Power supported the concept, played an active role in shaping the strategic imperatives of such an organisation, and supports future initiatives in this area.

Pedal Power considers that a national entity would support the principles of more people cycling more often.

Australian Bicycle Council

The ABC is a sub group of the COAG (Council of Australian Governments) and includes representatives from Australian government, state and territory road and transport agencies, local government, bicycle industry and the cyclist user groups. The Bicycle Federation of Australia (BFA) was the ‘bicycle user group’ representative on the ABC. However, on the demise of BFA, the Cycling Promotion Fund (CPF) took over that role. Pedal Power and others consider the CPF is not the best representative of the ‘bicycle user group’ as it represents business that import, manufacture or wholesale bicycle products, and/or provide services to the point-of-sale sector of the bicycle industry.

Following on from the discussions on the formation of national group representing, Pedal Power and the other bicycle transport and recreation groups around the nation are now considering how best to have a ‘bicycle user group’ representation on the ABC.

Enhancing partnerships

In 2011, Pedal Power strengthened its partnerships with many organisations to enhance the future development of cycling within the ACT.

Pedal Power strengthened its links with the Heart Foundation ACT with its involvement as a charity in the Big Canberra Bike Ride incorporating Amy’s Ride and its involvement in advocacy work for bicycle infrastructure in the ACT. The shared philosophy and support for active transport and increased participation has enhanced Pedal Power’s advocacy across many initiatives including the Civic Cycle Loop and the Bowen Place Crossing.

Other strong event partnerships include the combination of strengths from the Amy Gillett Foundation (AGF) and Pedal Power to provide the largest cycling participation event in Canberra.

The Australian Ethical Investments organisation has now supported the Big Canberra Bike Ride for three years providing valuable support for sustainable transport and increased recreational riding.

The association of the Oncology Children’s Foundation (OCF) with Fitz’s Challenge continued with the OCF being the sole charity sponsor attached to the event for the third year.

ACT Health have been strong sponsors and supporters of the initiatives of Pedal Power, with 2011 grants covering the Tap into Water message, the continuation of the Ride to School Program (leading into an extension initiative for 2012) and the emergence of the Cycle Friendly Workplace project for 2011-12. These initiatives are core to Pedal Power providing extended programs that truly change the cycling landscape in the ACT and address behaviour change that can allow more people to ride more often.

This year saw Pedal Power’s triennial grant extend from $14,000 per year to $22,000 per year thanks to the operational funding provided by Sport and Recreational Services. This was supplemented in 2011 by some further assistance in running the New Horizons for Seniors initiative.

Grants received by Pedal Power

- ACT Health Promotion Grants: Ride2School project grant – $38,564
- ACT Territories and Municipal Services: participation funding for New Horizons for Seniors – $9,970 (we intend to continue that program in 2012)
- ACT Health: Cycle Friendly Workplace project grant – $20,000
- ACT Health: Health Promotion Grant – $10,000
- ACT Territories and Municipal Services: operational grant provided though Sport and Recreational Services – $22,000
Sponsorships received by Pedal Power
- Australian Ethical Investments - $4,250 for the Big Canberra Bike Ride
- The Tradies - $1,000 for the Big Canberra Bike Ride
- The following organisations provided support for the Big Canberra Bike Ride: ACT Health, Cycle City, Smith Cycles, Stromlo Forest Park, *The Canberra Times* and Honda.
- Support at Fitz’s Challenge was provided by Cycle City, Hammer Nutrition, WICEN and Blacktor Learning.
- Lend Lease supported Ride To Work Day

Charities benefiting from Pedal Power events
- Heart Foundation – from the Big Canberra Bike Ride
- Oncology Children’s Foundation – from Fitz’s Challenge

Pedal Power’s membership of other organisations
- YHA - NSW
- Associations Forum
- Conservation Council
- Our Community

Member’s donations
During 2011, Pedal Power received $1,981 donated by members.

Merchandise
Pedal Power now offers a full set of club clothing including jersey, nicks and wind vest.

Steady sales of publications continued – the cycling map, and two books entitled, *Where to Ride Canberra* and *Cycling Around Canberra.*

Insurance
Pedal Power maintains insurance policies to protect the organisation and its volunteers and to give some protection to members. Member insurance is:
- Legal liability to third parties covering all Pedal Power members with regard to personal injury, death and/or property damage resulting from an occurrence arising from a bicycle riding activity (including tricycles but not unicycles) anywhere in the world except within the United States of America, Canada and their territories.
- Bicycle riders accident insurance covering all Pedal Power members whilst they are participating in ‘bicycle riding’ (including tricycles but not unicycles) in Australia or New Zealand, that provides defined compensation based on the consequences to the members from the accident (as per a schedule in the policy documentation)
- Voluntary workers accident insurance covering all Pedal Power volunteers (aged 5 to 85 years) whilst the volunteer is engaged in unpaid voluntary work performed on behalf of Pedal Power provided that such work is officially organised by and under the control of Pedal Power. It provides defined compensation based on the consequences to the volunteer (as per a schedule in the policy documentation).

The above summary of the insurance cover is a guide only, and terms and conditions apply to all insurance with an excess payable. The insurance product disclosure statements are available on the insurance page of the Pedal Power website.
Projects

Ride2School
Pedal Power received funding in 2011 from ACT Health Promotion Branch to help turn our pilot Ride2School into an operational program.

The schools we have been working with are going from strength to strength with increased numbers of bikes evident in many bike sheds.

ACT Health was busy during 2011 starting to coordinate efforts across the ACT that encourage active transport amongst school children.

We look forward to working closely with ACT Health in 2012, and shifting our emphasis more towards sustainable school travel plans, and working alongside others to keep encouraging children to change their behaviour and get on their bikes.

Ride to Work Day 2011
Ride to Work Day 2011 took place on Wednesday 12 October and hundreds of Canberrans faced the frost and rode bicycles to work. With the support of Lend Lease we treated cyclists to a free breakfast in Glebe Park.

One notable rider was Parliamentary Secretary for Climate Change, Mark Dreyfus QC, who rode to the breakfast with a group from his Department before heading off to Parliament to take part in a debate on climate change.

Additionally, MLAs Dr Chris Bourke, Alistair Coe and Caroline Le Couteur rode the route of the proposed Civic Cycling Loop with Pedal Power advocates Brendan Nerdal and Tony Shields before joining the breakfast.

Anecdotal reports suggest that the cycle paths all around Canberra, from Queanbeyan to Civic to Woden were at least twice as busy as normal. And in Glebe park we had around 500 riders pass through. It is hard to gauge exactly how many but we got through 300 sausages, 400 drinks, tray upon tray of Bakers Delight Rolls and the bananas had all gone by 8 am.

Thanks again to the team from Lend Lease for manning the barbeques and providing much of the food.

The exhibitors in Glebe Park got plenty of interest with a display of Trek bikes getting many admiring glances and the physiotherapists getting plenty of enquiries and a long queue for their bike-fitting service that kept them busy even whilst everybody else was packing up around them.

Cycle-friendly workplaces
The ‘Cycle-friendly workplace’ program is a new Pedal Power initiative that started in 2011. We will be piloting the project in the financial year 2011-2012 and aim to produce a star-rating system for workplaces based on their end of trip facilities for cyclists. We will train a team of assessors to undertake a review and assessment of those workplaces that seek to be involved in this pilot. A report is generated with suggestions on how each workplace can improve on their current rating will be provided.

ACT Health is supporting the pilot phase of the program with a financial grant.

Ride leader accreditation
In late 2010, Pedal Power introduced a system for testing and accrediting ride leaders to conduct participation rides. We did that because there is no national accreditation system for such ride leaders.

To date we have tested and accredited forty-nine ride leaders. Many had been leading rides for some time but we attracted a number of new ride leaders. We are continuing to attract new leaders and would like that to result in a bigger and more varied calendar of rides.

Bike parking
Pedal Power provided bike-parking services for Floriade and the National Folk Festival in 2011.
Pedal Power finished 2011 with a surplus for the year of $27,011 (2010 was $45,094) thereby increasing the financial buffer created over the past years to a total equity of nearly $227,000.

Revenue from membership fees, the largest single source of funds, grew by two per cent to $137,261 while the cost of membership remained stable. Our membership numbers were similar to the previous year and the income increase is due to the timings of receipts.

The cost of insurance and staff salaries continued to increase. For the personal accident insurance, it went from $19,975 in 2010 to $24,164 in 2011. For staff salaries it went from $70,000 to $100,000. We continue to explore our options to deliver cost-effective, high quality insurance to our members. Our financial position has allowed us to prepay the annual insurance premium in a lump sum at renewal thereby reducing the cost slightly.

Grants from the ACT Government agencies TAMS (Sport and Recreation Services) and ACT Health continued to be an important source of funds. In addition to our regular operational grants from these agencies in 2011, Pedal Power obtained other grants from ACT Government agencies. These allowed us to undertake specific activities such as the Ride2School pilot project, some training and development for volunteers and council members, the New Horizon programs for Seniors and the Cycle Friendly Workplace assessment project where workplaces are rated for their bike friendliness and the end of trip facility they provide.

Fitz’s Challenge contributed to Pedal Power’s financial resources. However, the Big Canberra Bike Ride (now run together with the Amy Gillett Foundation) made a small loss due to us paying the project officer as the event manager.

In 2012, new grants will allow us to continue our efforts with schools through the School Travel Plans project, and continue the Cycle Friendly Workplace project.

Council has approved a budget for 2012 with an increased support for the Advocacy Group, the development of a new website to serve our members better, and some long needed capital investment in the office.

Please take the time to read more about these, other activities, and the support received by Pedal Power elsewhere in the Annual Report. The Statement of Financial Position is on this page and the Statement of Comprehensive Income is on the following page 14. The auditor’s report is on page 15. All financial reports are for the 2011 calendar year (from 1 January to 31 December). There have been no significant financial events subsequent to the reporting date.

Pedal Power ACT Inc.
Statement of financial position as at 31 December 2011

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current assets</strong></td>
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</tr>
<tr>
<td>Cheque account</td>
<td>100,340</td>
<td>37,601</td>
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<td>Business Online Saver account</td>
<td>99,609</td>
<td>134,030</td>
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<tr>
<td>Prudential Fund - term deposit</td>
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<td>62,715</td>
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<tr>
<td>Cash on hand</td>
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<td>166</td>
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<td>Trade debtors</td>
<td>1,254</td>
<td>3,200</td>
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<tr>
<td>Accrued income</td>
<td>370</td>
<td>-</td>
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<td>Stock on hand</td>
<td>4,253</td>
<td>773</td>
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<td>Prepayment of insurance</td>
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<td><strong>Total current assets</strong></td>
<td>294,572</td>
<td>248,054</td>
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<tr>
<td><strong>Non-current assets</strong></td>
<td></td>
<td></td>
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<tr>
<td>Trailer</td>
<td>2,162</td>
<td>2,162</td>
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<tr>
<td>Bike maintenance tool kit</td>
<td>2,273</td>
<td>2,273</td>
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<tr>
<td>Less accumulated depreciation</td>
<td>-2,329</td>
<td>-1,886</td>
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<tr>
<td><strong>Total non-current assets</strong></td>
<td>2,105</td>
<td>2,548</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>296,678</td>
<td>250,603</td>
</tr>
</tbody>
</table>

|                |        |        |
| **LIABILITIES** |        |        |
| **Current liabilities** |      |        |
| Operational grants received in advance | 4,998| 10,000 |
| Tied grants received in advance    | 39,248| 16,870 |
| Event sponsorship received in advance | -   | 4,250  |
| Trade creditors                | 13,238| 11,487 |
| GST collected                  | 10,458| 7,870  |
| GST paid                       | -3,413| -2,564 |
| Superannuation payable         | 1,177 | 755    |
| PAYG tax payable               | 3,157 | 2,144  |
| Accrued expenditure            | 1,011 | -      |
| **Total current liabilities**  | 69,874| 50,811 |
| **TOTAL LIABILITIES**          | 69,874| 50,811 |
| **NET ASSETS**                 | 226,804| 199,792|

**EQUITY**

<p>| | | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Retained earnings</td>
<td>199,793</td>
<td>154,698</td>
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<td>Current year earnings</td>
<td>27,011</td>
<td>45,094</td>
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<tr>
<td><strong>TOTAL EQUITY</strong></td>
<td>226,804</td>
<td>199,792</td>
</tr>
</tbody>
</table>

Notes to the financial statements:
see next page 14
## Notes to the financial statements:

**Note 1:** Core income means income from all operations other than events/projects.

**Note 2:** Operational grants from ACT Government through Sport and Recreation and the Department of Health

**Note 3:** Core expenses means all expenses other than for events/projects.

**Note 4:** Printing costs for the magazine in 2011 were $22,739.42 (2010 was $23,024)

**Note 5:** As at 31 December 2011 there were no non-current liabilities (2010 was nil)
This annual report, including the financial statements, signed on behalf of Pedal Power ACT Inc. in accordance with a resolution of the Council, by:

John Widdup    Richard Bush
President    Secretary

Canberra 6 February 2012