



CEO Report - September 2026

Dear Members

Executive summary: FY26 delivered membership growth, stronger national advocacy, expanded education and empowerment programmes, a strengthened events strategy through Golazo, and continued progress towards our 2030 vision of safe cycling for anyone, anywhere, anytime.

Welcome, and thank you for attending the Pedal Power Association AGM 2026. A special welcome to our lifetime members and those joining from overseas. We have marked a meaningful 50th year with purpose, new initiatives and important milestones.

I would like to thank the many people and partners who have supported PPA over the past 12 months:

- My staff for their dedication and commitment despite ongoing challenging economic conditions and the changes we have been through.
- The PPA Executive Committee for its strategic oversight and support over the past 12 months. It is a privilege to serve you and the members.
- Our ongoing strategic alliance with the Bicycling Empowerment Network (BEN), with whom we now have an even closer operational, strategic and financial alignment.
- Our client partners at Toyota, the Road Accident Fund and Coca-Cola Pen Bev. Without your constant support and backing, we would not be able to deliver all we do.
- To the Western Cape Government, especially Premier Alan Winde and Minister of Mobility Isaac Sileku, for their support. This relationship is vital to the success of our advocacy endeavours.
- Our ongoing partnership with the education department across the country.
- Thanks also to National Transport Ministry and the eThekweni Municipality.
- Our partnership with the City of Joburg is in its 4th year now and we are seeing big efforts towards bringing about safer roads.
- To all the cycling clubs, including but not limited to Kings Park Cycling Club, Cycle Specialists Club, East Coast Cycling and Giants Cycling Club; a special mention also to ambassador Liezel van der Westhuizen and the many friends of the PPA who have given their time and energy to help deliver on our mandate. A sincere thank you.
- To our suppliers and business partners who enable our work: we value your commitment and look forward to many more years of working together. Thanks to Cycle Lab, the Lions Club of Pretoria South, Road Rangers Gauteng, John O'Connor Cycles, East City Cycling, Dragons Sports, Think Bike Marshals

in Cape Town, Volume Photography, Active Mobility Forum, The Young Urbanists, the Bicycle Mayor, Mpongo Cycling, Jaga Cycles, Ride Joburg, Tour Durban and Amashova.

- To the media outlets that have supported us and continue to amplify our messaging. We have many to thank but special mentions go to Primedia, Heart FM, SABC, News24 and ENCA.
- To Cycling South Africa and all the provincial structures that we work with inside your organisation: thank you for your support.

Thank you to all of you for your commitment and support over the last 12 months.

THE CYCLING ENVIRONMENT

The market context

South Africa and the broader global environment continue to face significant macro-economic pressure.

Global economic, geopolitical, climate and energy pressures continue to shape the context in which PPA must plan and respond.

In South Africa, weak growth, pressure on household income and low fixed investment continue to limit economic momentum and reinforce the need for sustained reform.

Ahead of the local government elections, job creation, service delivery and community safety remain central public concerns, making effective local government critical to confidence and long-term outcomes.

Our local funding is growing, and we remain in discussions with select international entities as we continue to diversify our funding sources. Our goal by 2030 is to have a healthy mix of funding sources.

Disposable income remains a challenge for many cash-strapped citizens. Because of this, PPA has held its membership fees over the last two years and raised our fees by just 3% for the 2026/2027 membership year. This has resulted in paid membership growth of 9% over the last three years and a 19% uplift from the 2024/2025 membership year, which is very encouraging.

As recently reported in the national press, PPA took a strategic decision to partner with Golazo, an international events provider based in Belgium, to stage, manage and deliver a larger and stronger national portfolio of PPA events. Under the licensing agreement, cyclists can expect an improved event experience and a broader choice of events, while PPA remains the sole owner of its events, including the Cape Town Cycle Tour, and retains full strategic and financial control over its assets.

Event participation has grown in recent years, including the Cape Town Cycle Tour, which has stabilised at around 26 000 entries and has been awarded UCI

Gran Fondo World Series status from 2027. This creates new local and international growth opportunities as we build towards the 50th edition in 2028.

We continue to manage costs carefully while investing in priority safety, empowerment, education and awareness programmes aligned to our vision of safe cycling for anyone, anywhere, anytime.

It is encouraging that, in year four of our long-term Destination 2030 strategy, the overall direction remains positive. We continue to see stronger collaboration, a more resilient funding model and promising opportunities that can support cycling across South Africa.

Our market presence has grown significantly, from an initial FY20 media value of R73 729.00 to a collective FY20–FY26 media value of R55 732 137.00. This coverage has focused mainly on advocacy, while digital engagement has shifted from reach to conversion, with PPA and Stay Wider of the Rider website traffic up 35 times since FY23 and overall engagement up 115%.

Our strategic framework

We have refined our **vision** to make it simpler and clearer.

“Safe cycling for anyone, anywhere, anytime.”

Our **mission**, which will lead us towards this vision has been encapsulated as follows:

“We commit to building a South Africa where cycling is safe, visible, valued and viable — and where PPA stands as a respected, trusted and principled organisation working for the common good.”

We have recently defined a **set of 7 values** which we use as a lens for every decision we take:

Integrity

We are aligned in thought, word and deed, earning trust as a leader in our space and challenging others to hold that same standard.

Respect

We treat people as we want to be treated, considerate of society, community and environment.

Accountability

We hold ourselves and each other to account for the promises we make to all our stakeholders - members, cycling bodies, communities, government, schools, businesses, partners and sponsors - near and far.

Professionalism

We conduct ourselves responsibly in everything we do, staying aware of our surroundings and sensitive to what each situation asks of us.

Collaboration

We work in open, trusting partnerships because together we make a far bigger difference.

Courage

We are prepared to step beyond our comfort zone and take considered risks, staying single minded about our mandate.

Organisational Sustainability

We build a financially secure, well-resourced and people centred organisation, fit for purpose and strategically relevant for at least the next fifty years.

Our **business goals** remain the same heading towards 2030.

In 2021, we began our diversification strategy: a high-risk, multi-year pivot from an events-led organisation to a broader advocacy organisation representing cyclists nationally.

- Developing new products & services (moving from a solely events based organisation focussing on sports & recreational cyclists) to a multi-disciplinary advocacy organisation that includes a national events focus but becomes the voice for all cyclists and cycling in general.
- Extension into new markets – moving from a Western Cape focus to that of a national organisation.
- And bringing awareness to this proposition and positioning in the market.

As a consequence of our strategy, we aim to achieve **2 long term business goals**:

2 Business goals

1. Healthy brand: Grow our Membership to 30 000 in 2030 (power / influence of numbers, remaining relevant to our members, awareness of new proposition).
2. Healthy Financials: Diversified revenue streams.

To support these goals, we are reviewing governance and legal structures that can improve continuity and strengthen our ability to represent all stakeholders over the medium to long term.

4 pillars that support our diversification strategy

1. Safety advocacy across all facets of the business
2. Empowering communities & schools through enabling access to bicycles
3. Education – cycling and road safety training in schools & communities

4. An events programme that is national in its footprint and broad in its reach enabling more people to become cyclists

Underpinning our four pillars are awareness programmes focused on both business-to-business and business-to-consumer engagement. These efforts support our new proposition, strengthen stakeholder relationships, unlock funding and partnership opportunities, and communicate the breadth of our safety, empowerment, education and events work to a wider national audience.

Success in 2030 will be measured by:

1. A greater awareness of cycling as a sustainable economic driver and appropriate support through corporate funding.
2. A Safer environment to cycle in (policing and infrastructure).
3. A wider accessibility to bicycles and cycling (affordability).
4. PPA is viewed by its publics as a key stakeholder in all planning, Non-Motorised Transport development and implementation nationwide.
5. Securing ongoing donor / grant and program funding to comprise the bulk of our funding.
6. Membership which reaches 30 000 (and is sustained) because of our proposition and relevance.
7. A better tiered membership structure considering the differing needs and desires of the cycling public.
8. Events that deliver nationally to a much wider and diverse member base.
9. PPA's brand positioning is understood as a "National organization which lives and delivers on it's ultimate aim of helping create an environment where we have **"Safe cycling for anyone, anywhere, anytime"**.

A deep dive into our goals & strategic pillars

GOALS

1. MEMBERSHIP

Membership grew 19% year on year. Individual membership fees increased by only 3% to R310, keeping fees accessible while rebuilding from the post-lockdown price reset.

Our long-term aim is to maintain a healthy national membership base with the scale and influence to help shape cycling advocacy. We believe our action plans, especially the Golazo partnership and our commuter and schools engagement, will strengthen member relevance and value.

Action Plans

Promoting PPA's non-event work

We continue to highlight PPA's non-event work and will invest further in advocacy as members become more selective about events. By promoting road safety, bicycle mobility and national cycling participation, we aim to remain relevant and help build a stronger cycling culture by 2030.

Consolidate overall member benefits

- We provide 25% discounts to all PPA paid up members at all PPA owned individual events (events that are wholly owned and managed by PPA as opposed to those where we provide some form of support to the organisers for a fee).
- We have also negotiated membership discounts for all paid up PPA members at all Cape Town cycle tour premier seeding events around the country.
- With our new Golazo deal, the plans are to grow events in other parts of the country with premier seeding status for the Cape Town Cycle Tour.
- Early entry (a better seeding) into the Cape Town Cycle Tour each year and a guaranteed entry should the numbers prohibit an automatic entry.
- To the point informative newsletters and relevant social media digital content.
- Preferential seeding at fun rides and published timing results.
- Discounts and membership benefits from our expanding list of partners (see www.pedalpower.org.za)
- A voice that is gaining in credibility in helping shape road safety policy, holding public officials to account on a manner of issues and assisting families in cycling incidents across the country.

2. DIVERSIFIED FUNDING STREAMS

Our long-term strategy is to build diversified annual revenue streams beyond reliance on the Cape Town Cycle Tour. We continue to pursue corporate CSI, sponsorship, grant, donor and dividend-based funding from organisations aligned with our long-term non-motorised transport vision.

We will keep membership fees competitive to support a larger, more influential tiered membership base.

THE PILLARS THAT SUPPORT OUR STRATEGY

1. OVERARCHING ADVOCACY & SAFETY

Our advocacy initiatives grew significantly over the past 12 months and remain central to our strategy.

We plan to increase investment in safety advocacy, policy input, lobbying and partnerships so PPA can remain a leading voice in South Africa's non-motorised transport sector.

A key objective is to raise awareness among political, public-sector, planning, business and community stakeholders of the benefits of cycling and non-motorised transport, including better health, reduced congestion, improved access to opportunity and more sustainable mobility.

We believe cycling and walking should be central to transport and urban development, supporting climate resilience and more inclusive places to live, work and play.

Policy initiatives and actions that we're involved in

The PPA is involved in helping shape and is making contributions to various policies and legislation that have an overall impact on NMT and sustainability in general. Listed below are just some of the initiatives/activities we have been or continue to be engaged with. Gordan Laing as Vice Chair leads these initiatives.

1. Ongoing interaction with the City of Cape Town's mobility department including active mobility, public transport and planning sections. This project is ongoing, and Gordon Laing meets with the heads of the sections on a regular basis. Now considering demonstration areas.
2. Representing PPA and BEN on the City of Cape Town integrated transport planning committee and its subcommittees.
3. Member of the Alliance for Climate Action with focus on NMT.
4. Member of the Gauteng Premier's Environmental Assessment Practitioners forum with focus on transport impacts and benefits.
5. Commenting on various plans and strategies. Recent comments were on the City of Cape Town's Road Safety Strategy, the Draft National Rail Masterplan and Stellenbosch's Integrated Development Plan.
6. Ongoing engagement in the Masiphumelele / Kommetjie corridor demonstration project.
7. Engagement with the City of Cape Town NMT Forum. This project is ongoing.
8. Ongoing engagement with the President's Climate Commission regarding sustainable transport with a particular focus on the role of NMT and cycling in the just transition.
9. Western Cape Provincial Land Transport Framework recently approved and our comments were incorporated directly.
10. Regular interaction on radio talk shows and other formats regarding sustainable mobility and access to opportunity.
11. Invited to present at the Southern African Transport Conference on sustainable transport.
12. Part of the task team looking to create pilot projects for safe cycling in the Western Cape.
13. Member of the City of Cape Town Urban Planning collective seeking to guide development approaches that enable walking and cycling.
14. South African Institute of Civil Engineers Transport Division Committee member with focus on Sustainable Transport including walking and cycling specifically.

Safe Cycling – general awareness, activations & projects

Overview

During FY26, PPA expanded its safe cycling campaign nationally through activities, activations and projects across the Western Cape, Gauteng, KwaZulu-Natal, Free State, North West and Eastern Cape.

Tactical Activities (Activations, events)

Our regular 2025–2026 activations included safety campaigns with the Western Cape Mobility Department, merchandise distribution to cycle shops and motorists, awareness and memorial rides, donation drives, Chapman's Peak Powerade handouts, expos, start-group activations and social media campaigns focused on road safety, infrastructure improvement and bicycle mobility. We also activated across several provinces, primarily in under-served areas, by distributing reflective bibs, lights, lumo tags, armbands and backpack covers to commuters across South Africa.

We conducted 31 awareness rides across the country in FY26, including events in Gqeberha, Durban, Mahikeng, Ga-Rankuwa, Soweto, Bushbuckridge, Cosmo City, Orange Farm and Cape Town. These rides helped expand our national reach, supported partnerships with municipalities and cycling communities, and reinforced our safety message in both recreational and commuter cycling environments.

We continue to engage with the National Department of Transport, local governments, municipalities and other stakeholders to support safer road conditions for commuting and recreational cyclists. This long-term advocacy includes our ongoing work to improve safety in areas such as Woodstock and Kayamandi/Cloetesville, where cyclist attacks have highlighted the need for coordinated enforcement, infrastructure and community safety responses.

We established a Durban beachfront bicycle patrol with eThekweni Metro Police using PPA bikes, and a similar Phetoho Bike Patroller programme in the Cradle of Humankind with Nirox, Avalanche and local management. Both initiatives support cyclists' safety, assistance and basic backup in high-use cycling areas.

Cycle Sundays in Durban now regularly attract more than 3 000 participants, with the M4 closed to motorists to create a safe, family-friendly cycling environment.

Stay Wider Merchandise & visibility drive

Our Cycle Lab partnership continues, with new lines launched periodically and a limited PPA 50th anniversary range planned for later this year. The range remains competitively priced, and product margins help fund safe cycling programmes.

Our “Share the Road/Stay Wider of the Rider” bumper stickers continue to gain visibility. This year, we partnered with Entelini on safety campaigns, including awareness for motorists on Chapman’s Peak, where signage has recently improved and further initiatives are underway.

Crash & crime map

Our online crash and crime map remains a useful tool for identifying cycling crashes, theft hotspots and high-risk areas. The PPA Stay Wider of the Rider WhatsApp line also enables cyclists to report incidents nationally, and we aim to develop more sophisticated support platforms in the year ahead.

Legal assistance

We sadly recorded several serious cycling incidents in FY26 and continue to support affected cyclists, families and legal teams where appropriate. Key updates at the time of writing are summarised below:

Veven Naidoo: February 2023

The accused driver, Giuliano Contu was sentenced to six years in prison for culpable homicide and failing to render assistance after striking and killing Durban cyclist Veven Naidoo on the M4 highway in February 2023. He then appealed his sentence but the Durban high court dismissed the appeal, ordering him to begin serving his sentence immediately at Westville prison.

Brent Herbert case: February 2024

On Sunday 18 February 2024, Brent Herbert was involved in a head on collision with a motorcycle on Chapman's Peak drive. The motorcycle overtook a vehicle on a blind spot and hit Brent head on. He was transported to hospital with severe head injuries in a critical condition. He filed a case against the motorcycle rider, Max Kleinschmidt, who was arrested and had to appear in the Cape Town Magistrate’s Court in July 2024. He pleaded guilty to the charge of reckless or negligent driving in the Cape Town regional court in November 2025 and paid a fine of R5 000. His motorcycle license was also suspended for a year.

Kerry Grundlingh case: July 2025

Kerry Grundlingh was out training with her father along the M5 in the Cradle of Humankind when she was allegedly struck by a vehicle from behind whilst cycling in the cycling lane. The family appointed an attorney after it became evident that the case was not receiving the attention required. A subpoena was

issued to SAPS Muldersdrift and a year later a docket has been sent to the NPA in Roodepoort for possible charges against the driver.

Dennis Hammar case: July 2025

Dennis Hammar, a PPA veteran cyclist who completed 41 Cape Town Cycle Tours, died of postoperative complications after he was brutally attacked along FW De Klerk Boulevard in Cape Town in July 2025. No one has been arrested in this case. We have further appealed to SAPS around the arrest of the perpetrators.

Danilo Waena case: August 2025

Danilo Waena, a bike mechanic from Olympic Cycles died after a dooring incident in Claremont main road. No charges were laid against the driver.

Allen Cox case: August 2025

Allan Cox passed away after a crash into a bus on Chapman's Peak Drive. No charges were laid against the driver.

Francois Esterhuizen case: December 2025

On Saturday 13 December on the R43 in Worcester, Francois Esterhuizen owner of Manic Cycles was killed in a hit and run incident. No arrest has been made.

Idries Sheriff case: December 2025

Idries Sheriff, was killed on December 16, 2025, after being struck by a vehicle while cycling on Victoria Road in Camps Bay. The 27-year-old driver, Bongani Mthethwa, appeared in the Cape Town magistrate's court soon after and was charged with culpable homicide, reckless or dangerous driving, and driving under the influence. He was released on R15 000 bail. Since his appearance in December 2025, the case has been transferred to the Cape Town regional court where it has been postponed several times. He is due to appear in court again on 18 September for plea negotiations.

Landon La Grange case: April 2026

Landon La Grange was part of a group of roughly 20 riders travelling towards Hout Bay on Victoria Road when the crash occurred. Landon was airlifted to hospital, where he underwent an amputation following severe leg injuries and later died from his injuries. Minibus taxi driver Siyabonga Myabalala appeared in the Cape Town magistrate's court earlier in the year and is facing a charge of culpable homicide. The case has been postponed to October 2026.

We have been in touch with all the families, and we have placed ghost bikes at the scenes of the crashes in Cape Town and Johannesburg. We have also conducted memorial rides related to some of these tragic deaths.

Many of these tragedies were avoidable. We remain committed to supporting the behavioural and legal changes needed to improve cyclist safety on South African roads.

Donation Drive

Our donation drives in the Western Cape, KZN, Gauteng and Gqeberha continues to provide a source of valuable used equipment and material for under-served areas and disadvantaged communities. Donation bins are still available at selected cycle shops.

2. EMPOWERING & EDUCATING COMMUNITIES & SCHOOLS

In partnership with BEN, the Bike4All and Cool Kid on a Bike programs drive most of our schools' and community engagements.

Our Western Cape Education Department partnership continues, with digital safety content reaching learners across the province and in-person school visits extending across the Western Cape, KwaZulu-Natal, Gauteng, Mpumalanga, Limpopo, North West and Eastern Cape. By 2030, we aim to reach up to 1 000 schools nationally through a programme embedded in Life Orientation.

Our partners from Toyota & the Road Accident Fund continue to invest in this program through the funding of bicycles as well as safety programming within targeted schools.

In partnership with BEN, we again delivered the Provincial Sustainable Transport Programme with the Western Cape Mobility Department. The new three-year contract awarded in early 2026 reflects the Province's confidence in the programme and its partnership model.

In 2025, 48 distributions have been conducted as part of the Provincial Sustainable Transport Programme (PSTP) resulting in the handing over of 375 bicycles. We hosted one bicycle day in Stellenbosch, where basic mechanical training, safety training and a bicycle skills activation was on offer.

As part of the Premiers Tour the PSTP distributed over 100 bicycles to schools on the Garden Route and POCS a further 51 bicycles to community safety groups.

This year the program focused on scholar mobility but other sectors who received bicycles were community safety groups, youth development groups, community development groups and SMME's.

Since 2019, the programme has delivered almost 3 300 bicycles to more than 330 beneficiary projects across six Western Cape districts. The new PSTP contract will distribute 500 bicycles annually for the next three years.

Safe cycling remains central to Bike4All and Cool Kid on a Bike, ensuring beneficiaries are trained before receiving bicycles and supporting broader road safety education in schools over the next three years.

We remain committed to strong partnerships, bicycle access for those who need it most, end-to-end distribution support and collaborative mobility projects.

3. EVENTS

State of play

Our events environment is growing again. Through Golazo, we aim to expand the national events portfolio, introduce innovation and remain relevant, guided by the principles below:

- a. Value for money for PPA members and to make it extremely attractive to become a PPA member
- b. Growth nationally– Western Cape, Free State, Gauteng, Eastern Cape, KwaZulu Natal
- c. Safe and convenient (areas/time)
- d. Access to premier seeding events for the Cape Town cycle tour and developing a seeding series to increase participation
- e. Bringing in new experiences and innovation within various event disciplines
- f. Inclusive to all
- g. Youth & School focus

Going into the detailed actions

- **Material discounts on all PPA events**
We continue to offer paid-up PPA members a 25% discount on all PPA events, helping keep participation affordable despite economic pressure.
- **Safety first**
Our Saturday social rides introduce cyclists safely to road riding in a relaxed, supported environment and remain popular across all experience levels.
 - PPA Social Group – we averaged 10 - 20 riders per week
 - Intermediate Social Group - 50 - 70 Riders per week (this group splits to accommodate various speeds)
 - Short Route Group - 15-25 riders per week

Groups ride throughout the year, with occasional weather cancellations, and gather for PPA-sponsored coffee afterwards.

Our Killarney sessions during the summer months on Tuesday nights continue to prove popular and provide safe spaces for people to enjoy a ride out.

- There were 14 sessions from September 2025 - March 2026
- On average, we had 59 riders per session
- A total of 827 riders

Our goal is to open additional safe spaces around the country for all cyclists to feel welcome (examples being the Cycle Sunday series in Durban which is proving very popular and is held four times annually now).

Our mass participation events maintain high safety and security standards despite rising operational and compliance costs. Through Golazo, we aim to grow these events nationally over the next four years.

- **Mountain biking and gravel riding**
We're re-introducing our Mountain Bike Challenge in FY27 (exciting details to be announced) and will be hosting our fourth Gravel event in December 2026.
- **Inclusive to all**
Our mass participation events provide safe opportunities for new and experienced cyclists and support year-round visibility for the Cape Town Cycle Tour. Through Golazo, we aim to expand premier seeding events and partner opportunities for PPA members.

Current Road events owned / organised by PPA

Maluti Double90 Team Challenge

One Tonner

PPA Funride

Tour de PPA

Killarney training sessions (September 2026 to March 2027)

Old Mutual Double Century

External Road events supported by PPA

Winelands Cycle Race

Current MTB events owned / organised by PPA

The MTB Challenge

Current GRAVEL events owned / organised by PPA

Jar from Dirt Gravel ride

External MTB events listed by PPA

Lions Karoo to Coast MTB Challenge

Ride The Karoo 3-Day MTB Stage Race

Ride the Karoo 100 miler

- **National Footprint / Convenience**
Jar from Dirt Gravel is now in its fourth year, with interest and participation growing annually. We are also exploring new road events and MTB developments, with more national events planned over the next few years.

Concluding Remarks

Although the market remains challenging, we have achieved growth in key areas and continue to advance our diversification strategy. Our focus remains on delivering measurable progress across advocacy, safety, empowerment, education and events as we work towards our 2030 goals.

The Golazo partnership gives us a stronger platform to grow our national events portfolio, introduce innovation and create more value for members. At the same time, our safety, empowerment and education programmes will continue to help more people access cycling safely and sustainably.

Thank you for your continued support, engagement and constructive challenge. Together, we can keep building a stronger cycling culture and a safer, more sustainable future for cycling in South Africa.

Thank you

Neil Robinson
CEO