



CEO Report - September 2025

Dear Members

A very warm welcome to all of you and thank you for attending the Pedal Power Association AGM 2025. I'd like to extend a special welcome to lifetime PPA members and those from overseas dialling in this evening. The next 12 months will be very special for us as we turn 50 in 2026! To coincide with this celebration year, we have some exciting things to look forward to which will be announced in due course.

I say this every year, but PPA really is a team effort, and I would like to thank several people for their hard work, dedication, and support over the last 12 months. If I've forgotten anyone, please forgive me:

- My staff for their dedication and commitment despite ongoing challenging economic conditions.
- The PPA Executive Committee for their strategic oversight and support over the past 12 months. It's a privilege to serve you and the members.
- Our partners at the Cape Town Cycle Tour Trust.
- Our ongoing partnership with Tim Mosdell and the team from the Bicycling Empowerment Network (BEN). This partnership is a very important element in the PPA's mission to provide accessibility to bicycles across South Africa and we're aiming to foster an even closer and deeper alignment in the coming years as advocacy becomes more important to our mission.
- 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 the Ministers of Mobility, Isaac Sileku for all their support. This relationship is vital to the success of our advocacy endeavours.
- We must also thank the Ministry of Education and the head of the National Life Orientation curriculum Ismail Teladia and all the Departments who we work with, thank you for your ongoing support in our endeavours to advocate on behalf of all cyclists, road safety and cycling in general.
- Thanks also to National Transport Ministry, the eThekweni Municipality and the City of Joburg for the ongoing engagement and support that you provide us. We look forward to our third City of Joburg awareness ride during transport month in October this year.
- To all the cycling clubs including, but not limited to Kings Park Cycling Club, Cyle Specialists Club, East Coast Cycling, Giants Cycling Club, ambassadors Macfarlane Moleli and 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 big thank you.

- To our suppliers and business partners who enable our work. We value your commitment and look forward to many more years of doing business together. Thanks to Cycle Lab, the Lions Club of Pretoria South, Road Rangers Gauteng, Dragons Sports, Think Bike Marshalls in Cape Town, Volume Photography, Active Mobility Forum, The Young Urbanists, the Bicycle Mayor, Mpongo Cycling, Jaga Cycles, Ride Joburg, Tour Durban, Amashova & the Langa Bicycle Hub.
- To the media outlets that have supported us and continue to amplify our messaging. We have many to thank but special mentions go to Heart FM, DSTV/Multichoice and the Carte Blanche team, SABC, ENCA and Prime Media.
- To Cycling South Africa and all the Provincial structures that we work with inside your organisation. Thanks 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

From a macro-economic perspective, South Africa and humanity in general still face huge challenges.

Globally there are several issues which are having an ongoing impact everywhere. The wars across the world, strategic policy changes from new regimes across the globe, the climate and environmental emergency and tapping into affordable and sustainable new energy sources as the globe grapples with the transition to cleaner sources of energy. The US economy has recovered slightly but remains under pressure given the unknown medium to long term effects of the US President's global tariffs and policy uncertainties which are affecting most sovereign nations around the world.

In the local South African context, we remain under pressure. Some uncertainty remains a year into the formation of the GNU, our government's economic and foreign policies remain under pressure and will see significant challenges and possibly even economic and diplomatic sanctions given the partnership with the USA under the Donald Trump White House (tariffs, policies and laws). It remains to be seen how this will all play out given there are also local Government elections in late 2026.

We continue to look for funding opportunities locally and have seen some wins in the last 12 months and we're also engaged in several discussions with international entities in our endeavour to diversify our funding sources. This strategy will continue to roll out heading towards 2030, and we are confident that the funding streams that this will provide will enable us to grow and scale our advocacy work.

Disposable income remains a challenge for most cash strapped citizens. The direct impact this all has on the PPA is still a significantly reduced contribution from our members. Despite this, and in support of our members, the PPA has purposely kept our membership rates over the last 12 months at R300 to cater for the Post lockdown environment we are all living in. We have also held this going into our new 2025 / 2026 financial year.

Contribution from events remains under pressure and sponsorship in general has been under pressure for a few years already. We are looking at some new options wrt sponsorship over the next two years and we believe these will bear fruit in the medium to long term. Some good news is that Old Mutual Wealth have just renewed their sponsorship of one of our flagship events, the Old Mutual Wealth Double Century, and Enjoy have become our new apparel sponsor as part of the Cannondale Maluti Double 90 event. We also remain committed to bringing on new events geographically and over more disciplines and these will grow over the next two years (see the detail in the events section below).

The Cape Town Cycle Tour, the jewel in the cycling crown has also come under the same pressure in recent years. Even off the back of two very successful events in 2024 and 2025, as one of the two Cycle Tour Trust beneficiaries, PPA is still feeling the trickle-down effect through a reduced distribution from the Cape Town Cycle Tour Trust and an overall reduction in membership income.

Part of our ongoing mitigation has been to manage costs prudently over the last four years. As an overall philosophy, whilst trying to grow our funding streams, we remain committed to managing costs tightly and reducing where we can.

It is encouraging to see that in year three of our long term strategy, the direction of travel is positive, and we have already started to see support and increasing collaboration in the right areas. Our funding model is showing some good signs and there are some exiting prospects ahead which will only be good for cycling overall across the country. Our presence in the market has also been consistent over the last four years and our earned media for the year ending 30 June 2025 is R 12 130 260 with the content focused on safety and general advocacy issues. Our social media exposure also grew nicely with our reach on Facebook across the 12 months ending off at 865 739.

Our strategic framework

We have a very clear and well-articulated vision.

“Cycling has become recognized, acceptable, popular and accessible as a mode of transport and recreation to all”.

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

“Raising awareness of cycling’s role as a key and sustainable mode of transport and making it easy and safe for everyone to cycle anywhere anytime”.

Our business goals and strategic elements drive everything we do heading towards 2030.

We have 2 overarching business goals and 5 strategic elements which drive towards these goals:

Business goals

1. Grow our Membership to 30 000 in 2030 (power / influence of numbers, relevance to our members)
2. Diversify our revenue streams (80/20 in favour of Corporate Social Investment and donor funding.)

Strategic elements

Five key elements to be delivered

1. Strong advocacy for cycling in all its forms
2. Enabling Access to Bicycles
3. An events programme that is national in its footprint and broad in its reach enabling more people to become cyclists
4. Schools cycling training and awareness programs
5. Diversification of funding (Private sector / International)

Success before 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. Shifting to securing ongoing donor / grant and program funding to comprise 80% 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 the mantra of **“Cycling is part of the solution”**”.

A deep dive into our goals & strategic elements

GOALS

1. MEMBERSHIP

Membership remained under pressure during the past year, but we were able to achieve 92% of our FY24 membership numbers. The membership fee remained low post lockdown as mentioned above. (FY25 set at R300, and the price has been held at R300 in FY26). As a result of this, the contribution of fees remained significantly down given the overall “price re-set” of our membership fee starting in FY22 post lockdown.

As mentioned above, in the current 2025/2026 financial year we have held our membership fees from the previous year (keeping our membership fees at more than half of what they were in 2019/2020). This ongoing re-set of our pricing is fair and reflective of the current economy, and we look forward to providing a more focused and inclusive membership offering given where we are going as an organisation. As part of our business goals and strategic elements highlighted above, we aim to take the emphasis away from membership fees and sponsorship moving into the future with more diversified funding streams.

Our long-term aim is to be able to maintain a healthy membership base such that we have the ability and influence to help shape the cycling landscape from an overall advocacy point of view. To do this, we need to remain relevant to members nationally. We believe that through our action plans that we are continuing to implement, our members will see the value accordingly.

Action Plans

Promoting PPA’s non-event work

As part of our positioning and ongoing strategy, we remain focused on highlighting the non-event work that PPA does, and we intend to invest more behind this in the coming years. As members become more selective on events, we hope to retain them by remaining relevant as an organisation that promotes road safety and aims to bring bicycle mobility to all communities around South Africa. Our campaign and advocacy work assist in keeping you safe on a social ride with friends, or if you’re cycling to work or school, and a growing number of cyclists will create a tipping point that is needed to kick start a culture of cycling in the country. As mentioned above, we are looking to invest significantly behind this advocacy work leading up to 2030.

Consolidate overall member benefits

- To continue to provide material discounts to all PPA owned 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).
- To negotiate for membership discounts at events run by third parties.
- More events in other parts of the country with premier seeding status for the Cape Town Cycle Tour.
- We are working on a preferential rate structure for those that enter the Cape Town Cycle Tour in 2026 and beyond.
- Early entry 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 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)

2. DIVERSIFIED FUNDING STREAMS

Our long-term strategy remains to take the reliance off funding from the Cape Town Cycle Tour towards a Corporate CSI / Donor / grant funding strategy. In the last four years the balance of funding has tilted towards the “alternative funding streams” sources so the strategy is working. Our aim is to grow this significantly. In this regard, we have built some good relationships with some of the large listed corporates in South Africa and have seen some small wins. We have also looked internationally and have pitched on a number of projects. Our strategy remains to target organisations that share our vision of the potential benefits and results of what our long term non – motorised transport strategy will realise.

Whilst we do rely on our members for their annual fees, we have kept these significantly lower recently (recently holding fees for the last two years) and we aim to keep these competitive into the future to allow for a larger (which means more influential) tiered member base.

STRATEGIC ELEMENTS

1. ADVOCACY

Over the last 12 months our advocacy initiatives have grown tremendously and continue to be key to our five strategic elements. Our plan is to invest even further into growing our advocacy programs leading up to 2030 with some exciting initiatives in the plans.

Advocacy in all its forms is a long-term commitment of the PPA with the aim of positioning us as one of the key voices and influencers in the Non-Motorised Transport space in South Africa. This is a position which will allow us to assist in

providing a more sustainable transport system and making cycling safer throughout South Africa.

One of the primary objectives of this aspect is to raise the awareness of and educate politicians, administrators, the planning professions (engineers and urban planners), the private sector, and the public to the benefits of bicycle mobility and more broadly, Non-Motorised Transport (NMT) as key for a more sustainable and just transport system. Improved health, better social cohesion, reduced congestion, better and affordable access to economic and educational opportunities, a more sustainable environment, and expanded mobility choices are just some of the compelling reasons for cycling to be taken seriously by everyone.

Finally, we believe that cycling and walking should be the departure point for each transport and urban development project or programme. It is the foundation of sustainable transport which is so critical in addressing not only the impacts of climate change but also in creating just and sustainable environments for all to live, work and play in.

Initiatives and actions that we're involved in

In addition to the specific initiatives of Stay Wider of the Rider, and Cool Kid on a Bike and Bike4All and particularly the bicycle distribution programme of the Provincial Sustainable Transport Programme in partnership with the Bicycling Empowerment Network, 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.

1. Ongoing engagement with the President's Climate Commission on the need for and role of NMT and Cycling in the Just Transition which is looking to create a thriving society for all South Africans.
2. Inputs to the regulations arising from the Climate Change Act which became law in April 2024.
3. Comments on the National Land Transport Act Amendment Bill.
4. Comments on the so called "upgrades" to the M3 between Rhodes Drive/Newlands Avenue and Hillwood Rd in Cape Town and various other proposed arterial route upgrades.
5. The NMT upgrades in Mitchells Plain, Khayelitsha and Muizenberg Beachfront in Cape Town amongst others.
6. Inputs into Comprehensive Integrated Transport Plans in Cape Town and other municipalities and metropolises.
7. Ongoing interactions with the various provincial and local NMT departments.
8. Representation on the City of Cape Town Integrated Transport Planning Subcommittee.
9. Engagement with the National Department of Transport's Safe Cycling and Walking Task Team.
10. Inputs into Cape Town's Long-term plan 2050.

11. Interaction with Stellenbosch Ratepayers' Association with respect to their overall NMT strategy.
12. Comment on the City of Cape Town's Energy Strategy.
13. Member of the [Alliance for Climate Action South Africa](#).
14. Inputs to the [Pan African Action Plan for Active Mobility](#).
15. Engagement with the Transport Division of the South African Institute of Civil Engineers.

2. SCHOOLS PROGRAMS/BIKE DISTRIBUTION/BRAND ADVOCACY

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

Since FY23, when we landed a partnership with the Western Cape Education Department, we have successfully presented our Safety programs to all learners across the entire province. In the last year we physically visited just under 50 schools in the Western Cape, reaching 12 500 learners with our full program. We also visited targeted schools in Gauteng, the EC and KZN. This program will reach over 1500 schools in the Western Cape, Gauteng and KZN and over 1.5m learners by 2027. The program forms part of the LO (Life Orientation) curriculum in schools nationally.

Our partners from Toyota, the Road Accident Fund and the Fives Group have already invested in this program through the funding of bicycles as well as safety programming within targeted schools and we are seeking further funding to roll out this program across the country.

Our Safe Cycling sub-brand, Stay Wider of the Rider, remains a key advocacy tool for the wider issue of safety on our roads.

We are planning some exciting school initiatives with one of our partners and we aim to get involved from early 2026. We look forward to sharing these developments with you.

Bike4All

In partnership with BEN, we once again delivered on our partnership with the Provincial Sustainable Transport Programme (PSTP) with the Western Cape Mobility Department. Our aim is to scale this program significantly in the next five years leading up to 2030.

Over 2024/2025, 40 distributions have been conducted as part of the Provincial Sustainable Transport Programme (PSTP) resulting in the handing over of 385 bicycles.

Two Bicycle days were held, one in Langa and the other in Malmesbury, where basic mechanical training, safety training and a bicycle skills activation was on offer.

Notable too, was heightened distribution activity in Beaufort West associated with the Provincial Opening of Parliament and the delivery of the State of the Province Address held in the town.

The program this year 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 program has delivered a total of 2875 bicycles to 290 beneficiary projects in 6 Districts in the Western Cape. Going into the final year of the current contract, 375 bicycles will be distributed to various projects and will include a bicycle tour and bicycle day.

Safe cycling has remained a key element of the Bike4All project, and together with our Cool Kid on a Bike program we aim to ensure that not only is every beneficiary of a bicycle properly trained before they receive their bicycle, but that we provide a broad-based road safety programming to children across our schools in the entire Province in the next three years.

As we move forward, we remain committed to enabling strong partnerships, creating access to bicycles to those who can least afford it, providing an end-to-end package for bicycle distribution and supporting a range of mobility projects in a collaborative approach.

Safe Cycling

Overview

During FY25, the PPA continued to expand our safe cycling campaign Nationally. We conducted a range of activities, activations, projects and initiatives in the Western Cape, Gauteng, KZN, Free State, North West and Eastern Cape. We once again thank our loyal sponsors and supporters for their efforts in assisting us in growing this worthy campaign across South Africa.

Tactical Activities (Activations, events)

Our regular activations in 2024-2025 continued and activities included reflective bib handouts, a Look to Save Lives campaign in conjunction with the Western Cape Mobility Department, sticker handouts to cycle shops and motorists to ask for 1m space when passing a cyclist, awareness and memorial rides, donation drives, Chapman's Peak Powerade handouts, Expo's, start groups as well as a range of social media campaigns - all to promote safety on the road, improvement of infrastructure and bike mobility. We also activated across various Provinces (mostly in disadvantaged areas) in providing reflective bibs,

lights, lumo tags, arm bands and backpack covers, to commuters across South Africa. As part of our long-standing partnership with the Cape Town Cycle Tour Trust we partner regularly on various activities (outside of the iconic Cape Town Cycle Tour and related EXPO). We were also present at Ride Joburg, Tour Durban and Amashova.

We conducted 28 awareness rides across the country in FY25. Some highlights included: We hosted an awareness ride prior to the annual Herald Cycle Tour in Seaview, Gqeberha in February 2025. We celebrated Mandela Day through an Awareness Ride in Gqeberha, cycling past historical sites through the city ending in New Brighton Square. We partnered on a Team Genius Bloemfontein awareness ride and Women's Day ride and took part in a World Bicycle Day initiative with the Langa Bicycle Hub. A Soweto Heritage Day ride was also held on the 24th of September 2024. We hosted two cycling safety rides in partnership with the City of Joburg in the CBD in October 2024 and in Soweto in March 2025. These rides expanded our reach in Gauteng. We also conducted a Team Genius Bloemfontein cyclist and pedestrian awareness ride and two awareness rides in Durban in October 2024 and April 2025 which included activations in KwaMashu and Wentworth. One of our most popular annual awareness rides once again took place in Ga Rankuwa in late October 2024 with the RAF who remain big supporters of our programs. We had an exciting Soweto Freedom Day ride as well as a Mahikeng Cycling Federation Awareness Ride to celebrate Youth Day in June and Women's Day in August.

We also continue to engage regularly with the National Department of Transport as well as with local governments and municipalities and many role players to secure safer road conditions for commuting as well as recreational cyclists. This is a long-term strategy for us to achieve a safer cycling universe across the Country. An example of this is the ongoing role we played in assisting in improving safety measures after many brutal attacks on cyclists in the Woodstock and Kayamandi/Cloeteville areas in the Western Cape in 2023 / 2024. This is an ongoing process as we await the eviction of vagrants on private property in the area, which is the root cause of the problems in and around Woodstock.

We also played a crucial role in clearing out vagrants in the Blue Lagoon area in Durban who frequently attacked cyclists over the past year. We have established a bicycle patrol in partnership with the eThekweni Metro Police that patrols the Durban beach front using PPA bikes. The initiative has been extremely successful to date, and we hope to expand this in the near future.

We are very excited to be launching a PPA Bike Patrol initiative in the Cradle of Humankind in Mogale City during transport month this year (October 2025) and are contributing towards a "Cycle Sunday" event during October in Durban where the M4 will be closed to motorists to provide a safe passage for cyclists and to encourage families to come for the morning to enjoy the ride in a fun and relaxed manner.

Stay Wider Merchandise & visibility drive

Our partnership with Cycle Lab continues to grow and we are looking to launch new lines with them throughout the year. We launched our 10 Year Stay Wider jerseys last year and plan to launch a limited edition PPA 50th anniversary range later this year. We remain competitively priced for an imported item and the small margins we do make on each product helps us continue to fund our Safe Cycling programs.

It is also encouraging to see how many vehicles are proudly sporting our “Share the road/Stay Wider of the Rider’ bumper stickers. We see them on all kinds of vehicles, from taxis and buses to cars and scooters. We are again looking to distribute these popular stickers across the country this year. We also launched a ‘Look to Save lives” campaign which looked to tackle the all too often dooring incidents which take place in high density shared road spaces. The various merchandise items “ask you to take a second and look in your mirrors to save a life”. We will look to continue this campaign as sadly motorists behaviour does not change overnight.

Crash & crime map

We continue with our map for online and social media purposes, pinning all cycle crashes and theft hot and black spots to keep members informed of dangerous areas. The information often comes in handy for media interviews and reports. Our PPA Stay Wider of the Rider WhatsApp line is also available to report crashes and other crime related incidents on a national level. This has proved to be popular among cyclists over the last number of years.

We are aiming to develop more sophisticated platforms over the next two years to assist cyclists even further.

Legal assistance

We sadly had several crashes and serious cycling incidents across our roads in FY25, and we continue to work with the legal teams of the cyclists and the victims’ families. These are the major updates available at the time of writing this report:

The Dewald van der Westhuizen case: December 2023

Dewald van der Westhuizen was seriously injured along main road Glencairn when Garth Pasha, hit him whilst he was out on a training ride on the 21st of December 2023. Pasha was charged with reckless driving, driving under the influence and failing to stop at the scene of the crash. Pasha’s license was initially revoked after the crash but because the case took so long to reach court, he was handed back the right to drive. Sentence was eventually handed down in March 2025 and Pasha received a R13 000 fine, and his driver’s license and weapons license were reinstated. At the time, the PPA commented in various media reports calling the sentence derisory and calling out for harsher sentences

for these types of crimes. Once again, the sentence sent out a very negative message to the cycling community and we are not surprised that there was an outcry amongst the local cycling community.

Brent Herbert case: February 2024

In another terrible crash, Brent Herbert was involved in a head on collision with a motorbike on Chapman's Peak Drive on Sunday 22nd of February 2024 where the motorbike rider overtook a vehicle on a blind spot and hit Brent head on. The driver of the motorbike, Max Kleinschmidt, has been charged with reckless driving and was arrested in July of this year. Kleinschmidt appeared in court but was released on bail. The case goes to trial in October 2025.

Calib de Kock tragic death: July 2024

The young seventeen-year-old Calib De Kock from Bonteheuwel, tragically died when a driver unexpectedly opened his door and Calib crashed into the door along Beach Road in Sea Point, Cape Town in July 2024. The case involving the driver is ongoing at this stage.

Jono Cloete tragic death: October 2024

Jono Cloete from Table View died after a crash on the R302 close to Stellenbosch in October 2024. He fell into the road trying to avoid a road hazard. We are placing a ghost bike in his honour as soon as road construction is completed.

Naathir Roberts tragic death: June 2020

Naathir Roberts was tragically killed in a crash in Atlantis back in June 2020. The case dragged on in court for four years. The accused, Dario Faro was finally sentenced in July 2024. He received a five year prison sentence.

Sadly, July and August 2025 proved to be tragic months for the cycling community. We lost four cyclists in different incidents. Kerry Grundlingh who was studying abroad and visiting her family, was killed in a crash in July 2025 in Johannesburg. 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. In August 2025, Danilo Waena, a bike mechanic from Olympic Cycles died after a dooring incident in Claremont main road. And Allan Cox passed away after a crash into a bus on Chapman's Peak Drive.

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

These four recent deaths were once again avoidable and senseless. We remain committed to helping bring about the necessary behaviour and law changes that will combat this tragic scourge on our 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.

3. EVENTS

State of play

The events environment is growing again, and consumers have many options to choose from. The PPA needs to remain relevant and credible in this space and has focused on several pillars which we believe will keep our events “in demand”:

- a. Value for money (especially for PPA members)
- b. National footprint focus – Western Cape, Free State, Gauteng, Eastern Cape, KwaZulu Natal.
- c. Convenience (areas/time)
- d. Safety first
- e. Premier seeding for the Cape Town Cycle Tour
- f. Variety of great experiences
- g. Innovation within various event disciplines
- h. Inclusive to all
- i. Youth & School focus

Going into the detailed actions

- **Material discounts on all PPA events**
In delivering our “value for money” pillar, we continue to offer material discounts on all our events for paid up PPA members (between 20% - 25%). We understand the economic pressures, and we subsidise our events to keep costs as low as possible for our members.
- **Safety first**
We have many different formats of events and one type which introduces cyclists safely into a road context, is our Saturday social rides (introduced in September 2018). These remain popular allowing both a relaxed social interaction as well as an opportunity for those less experienced cyclists to learn in a safe environment “on the job”. These rides have since progressed into three groups which accommodate riders of different strengths. The Short Route Social Group (geared at novices/beginners), ride about 25 – 35km per week. The group offers advice to help riders progress. They have about 10-20 riders per week. We try to keep the group under 20 to allow the ride captain to assist newbies. Once these riders become stronger/more experienced they are encouraged to start riding with one of the other groups.

The Intermediate Group offers a longer, faster ride and has about 40-50 riders per week. This group has grown over the years, and they now have three teams participating in the 2025 Old Mutual Wealth Double Century. During warmer months, the group has more than 50 riders on any given Saturday, and the group then splits into two groups. The Advanced Group does longer, slower rides (80-100km per week) and has 10 – 15 riders per week.

The groups ride throughout the year and go for a coffee after the ride which is sponsored by the PPA.

Our Killarney sessions during the summer months on Tuesday nights continue to provide safe spaces for people to enjoy a ride out. Our goal is to open additional safe spaces around the country for all cyclists to feel welcome (and example being Cycle Sunday in Durban in October 2025 and similar type events in the future).

Mass participation events are executed with the highest degree of safety and security, and we will keep to these world class safety standards despite the increasing operational and compliance costs. We will not put cyclists at risk. We also aim to invest behind these events nationally over the next three years with a view to growing the events space significantly.

- **Mountain biking and gravel riding**

We've re-introduced our Mountain Bike Challenge in FY26 (taking place in late September 2025) and will be hosting our third Gravel event in December 2025.

- **Inclusive to all**

Our mass participation events form the backbone of our portfolio, offering safe cycling opportunities for new and seasoned cyclists. Our events and seeding serve as a year-round marketing platform for the Cape Town Cycle Tour. The latest events calendar is on our website www.pedalpower.org.za and we look forward to another exciting season. Some of the events which the PPA owns are listed below and we also assist third party organisers to put on safe and fun events for their constituencies. In doing this, our aim is to help grow cycling in a safe and well managed environment as much as possible. Our aim over the next three years is to provide a larger selection of PPA premier seeding events that lead into the Cape Town Cycle Tour as well as to work with third party race event organisers to provide more partner opportunities for our PPA members at their events.

Current Road events owned / organised by PPA

Cannondale Maluti Double90 Team Challenge

One Tonner

PPA Funride

Tour de PPA

Killarney training sessions (September 2025 to March 2026)

Old Mutual Wealth Double Century

External Road events supported by PPA
Winelands Cycle Race

Current MTB events owned / organised by PPA
The MTB Challenge (back on the calendar in September 2025)

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**

The Jar from Dirt Gravel event is now in its third year and the weekend experience away is proving to be a good format as interest and numbers have increased each year. We have also been looking into new road events across the country and are hoping to finalise details early in 2026. In trying to secure new road events across the country, there have been many challenges along the way as we won't compromise on the quality, safety and rider experience of the event. We also remain hopeful that through our dealings with the Western Cape Government, the City of Cape Town and San Parks that the re-introduction of both Road and MTB bike events in and around the Southern Suburbs of the Western Cape and Table Mountain remains a possibility. In FY25 we held events in Gauteng, the Eastern Cape, the Western Cape, Free State and KZN. More events are being planned in different parts of the Country over the next few years as reported earlier.

Concluding Remarks

Although the market continues to provide tough economic challenges, we remain committed to our overall strategy with the aim to deliver material growth within our five key strategic elements by 2030. Although the GNU has had its challenges and other headwinds provide a measure of uncertainty, we are optimistic about where we are headed and our ability to help add value to the local cycling landscape.

We remain committed to investing in events nationally, enabling many more people to travel safely on bikes more often through our safety and bike distribution programs in schools and communities and are looking to bolster and extend our overall advocacy programs in the right areas for our members, cyclists and cycling in general in the short and medium term. Ultimately aiming to move towards creating a cycling culture in South Africa over the longer term.

We thank you all for your support along this journey, and for those of you who challenge us when we don't always get things right. We welcome that ongoing engagement. It shows us that you all do care about the future of our beloved pastime and the sustainability of our country.

Thank you

Neil Robinson
CEO