



Pedal Power Association (PPA) – Chairman’s Report to the 2025 Annual General Meeting

Dear Members, Partners, and Friends of the Pedal Power Association,

It is with considerable pride and gratitude that I present this Chairman’s Report on behalf of the Executive committee. As South Africa's largest cycling and advocacy organization, the Pedal Power Association has once again made significant strides in promoting cycling, advocating for safer roads, and enhancing the cycling experience across our nation.

I would encourage you to read our CEO, Neil Robinsons, detailed report for in depth focus of our activities.

1. Strategic Focus and Advocacy

Our core mission remains clear: to promote cycling for all, and to create a safer, more inclusive environment for every cyclist on our roads. This year, our “Stay Wider of the Rider” campaign continued to gain momentum, reaching new audiences through social media, radio, billboards, and community outreach. We engaged actively with local and national government bodies to push for better road infrastructure, improved signage, and stronger enforcement of the 1-meter passing law. The CEO’s report gives greater detail of these.

In partnership with local authorities and provincial departments of transport, we conducted several road safety workshops and educational campaigns aimed at both motorists and cyclists. These efforts have slowly started to yield results in terms of awareness, although we recognize that much work remains to be done.

2. Events and Community Outreach

Despite economic challenges and varying levels of COVID-19 recovery in the events sector, we were pleased to support and host numerous cycling events throughout the country.

Continued support for community-based cycling events in rural and township areas, including bike handovers, maintenance workshops, and safety training.

Collaboration with event organizers to ensure that cycling events promote inclusion, sustainability, and community upliftment.

Through these events, we not only promoted physical activity and wellness, but also brought diverse communities together around the shared joy of cycling.

3. Infrastructure and Mobility Projects

We expanded our involvement in non-motorized transport (NMT) projects, working with municipalities to assess and improve cycling lanes and infrastructure. In Cape Town, PPA played an advisory role in the design of new urban cycling corridors, while in Gauteng and the Eastern Cape, we supported pilot projects focused on schoolchildren and commuter cyclists.

We also launched or supported several bike-to-school and bike-to-work programs, particularly in underserved communities, where a bicycle can be a critical tool for mobility, education, and opportunity.

4. Membership and Organizational Growth

Membership engagement remains a top priority. In the past year, we were able to contain our membership numbers driven by better communication, value offerings, and engagement through newsletters and social media.

We continued to offer members benefits such as event discounts, safe cycling gear, cycling insurance, and more. We are also proud to have a diversified committee to better reflect the communities we serve.

5. Financial Overview

The Association remains in a stable financial position, with prudent budgeting and oversight ensuring that our programs remain sustainable. While we did face rising costs in event logistics and campaign delivery, we maintained a healthy reserve and explored new partnerships and sponsorships to expand our impact.

Full financial statements are available in the Treasurer's Report.

6. Challenges and the Road Ahead

Challenges persist, particularly in the areas of road safety, infrastructure development, and funding. South Africa continues to rank poorly in terms of cyclist and pedestrian safety, and we must remain relentless in our advocacy and educational efforts.

In the year ahead, we will focus on:

Increasing cycling events.

Expanding our youth cycling initiatives.

Strengthening partnerships with law enforcement and municipalities.

Launching a national "Share the Road" campaign in multiple languages.

Deepening our commitment to sustainable, inclusive cycling development.

7. Gratitude and Acknowledgements

I would like to express my deepest thanks to:

Our CEO and his resolute and loyal staff and our volunteers who work tirelessly behind the scenes.

My fellow committee members for their vision, leadership, and support.

All our members — from recreational riders to commuters and racers — who form the backbone of this Association.

Our sponsors, partners, and donors who make our work possible.

Cycling is more than a sport or a hobby; it is a powerful tool for transformation, connection, and equity. Let us continue to ride forward together, creating a safer and more cycle-friendly South Africa for all.

Yours in cycling,

Steve Hayward

Chairperson

Pedal Power Association