



CEO Report - September 2024

Dear Members

A very warm welcome to all of you and thank you for attending the Pedal Power Association AGM 2024. I'd like to extend a special welcome to lifetime PPA members and those from overseas dialling in this evening.

I've said this before, but PPA really is a team effort, and I would like to thank a number of 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.
- Our partners at the Cape Town Cycle Tour Trust.
- Our ongoing partnership with Tim Mosdell and the team from BEN. This partnership is a very important element in the PPA's mission to provide accessibility to bicycles across South Africa.
- Our client partners at Toyota, the Road Accident Fund, Coca-Cola Pen Bev and Safely Home (the Western Cape Government). 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, Ricardo Mckenzie for all his support until he took up a new role and Isaac Sileku who has taken over. We look forward to working with the newly formed cabinet to further the work that we are doing.
- 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.
- 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 the Dutch Consulate General, 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 Promise to Andre campaign & 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 the world in general still face huge challenges.

Globally there are a number of issues which are having an ongoing impact everywhere. The wars across the world, large scale general elections, the climate emergency, tapping into affordable and sustainable new energy sources as the globe grapples with the transition to cleaner sources of energy (although the world is still currently powered by fossil fuels at over 80%). The US economy remains under pressure given the inflation / interest rate levels post all the stimulus that was injected into the economy because of lockdowns and the ongoing Ukraine / Russia conflict.

In the local South African context, we remain under pressure. Some uncertainty remains post the formation of the GNU put together after the General Election results in May 2024. We are however seeing some positivity with respect to investment decisions within the corporate environment having engaged many corporates around the country over the last year. The next 12 months will provide clearer insight as to how this will play out.

We have also engaged a number of international entities in our endeavour to diversify our revenue streams. This strategy will now roll out over the next three years, and we are confident that the multiple funding streams that this will provide will enable us to grow and scale our 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 income 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 R250 to cater for the Post lockdown environment we are all living in.

Income from events remains under pressure (huge increase in compliance and government legislation remain a challenge) and sponsorship in general has been under pressure for a few years already. Although recent sponsorship contracts with Cannondale for the D90 event as well as NAMED for the same event have

been welcome. We do however remain committed to investing in our events and we have seen the calendar increase this year as we promised. We also remain committed to bringing on new events geographically and over more disciplines (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. 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 mitigation has been to manage costs prudently over the last three 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 two of our five-year 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 already showing some good signs and the type of content and range of media that we have earned is very exciting. We grew our earned media (free media from stories we managed to generate) from R 8 865 000 to R 16 217 000 (83% uplift) and the type of content we are publishing has also shifted to a more safety and generalist cycling viewpoint from what used to be a focus on sports or events cycling. Our social media reach also grew nicely with our reach on Facebook increasing from 102 898 to 154 335 (50% uplift) & Instagram grew from 5 845 to 6 980.

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 & strategic elements drive everything we do. We are year two into our five-year plan.

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

Business goals

1. Grow our Membership to 15 000 (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

Our “Five in Five”: Five key elements delivered over the next five years (by 2028)

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

Success over the next five years will be measured by:

1. Shifting to securing ongoing donor / grant and program funding to comprise 80% of our funding.
2. Membership which reaches 15 000 (and is sustained) because of our relevance.
3. A better tiered membership structure considering the differing needs and desires of the cycling public.
4. A greater awareness of cycling as a sustainable economic driver and appropriate support through corporate funding.
5. A Safer environment to cycle in (policing and infrastructure).
6. A wider accessibility to bicycles and cycling (affordability).
7. PPA is viewed by its publics as a key stakeholder in all planning, Non-Motorised Transport development and implementation nationwide.
8. Events that deliver nationally to a much wider & 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 95% of our FY23 membership numbers. The membership fee remained low post lockdown as mentioned above. (FY24 set at R250). 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.

In a survey to gauge members’ valuable input, you clearly told us that our pricing of events and our membership fees were in line with the value offered which was

good to hear. You also told us that you would like more events and safer roads. We've listened and are taking those valuable insights onboard.

In the current 2024/2025 financial year we have still kept 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 robust 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

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).
- More events in other parts of the country.
- We are working on a preferential rate structure for those that enter the Cape Town Cycle Tour in 2025 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)

Promoting PPA's non-event work

As part of our positioning and strategy, we are increasingly focusing on highlighting the non-event work that PPA does. 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.

Where the money goes to

Whilst investing heavily in events, the PPA is committed to creating an overall culture of cycling throughout the country and therefore spends time / money investing in grass-roots programs.

Along with increasing our events portfolio nationwide over the next three years, our ability to support the everyday commuter / utility cyclist along with the younger generation coming through our schools are ever important. Road safety focus and affordable bicycles are the key to driving this culture of cycling.

Our main programs, Stay Wider of the Rider, Bike4All and Cool Kid on a Bike programs (in partnership with BEN) aim to address the need for safety on roads, safer roads all-round and more access to bicycles around South Africa. You can read more about these programs on our website 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 three years the balance of funding has tilted towards the “alternative funding streams” sources so the strategy is working, and we have started building relationships with some of the large listed Corporates in South Africa as well as some select international entities 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 and we aim to keep these competitive into the future to allow for a larger (which means more influential) 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 in the next five years.

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 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 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 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 sustainable environments for all to live, work and play in.

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.

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 Climate Change Act which became law in April 2024.
3. Comments on the National Land Transport Act Amendment Bill.
4. Input to the National Land Transport Strategic Framework (2023 – 2028).
5. Comments on the so called "upgrades" to the M3 between Rhodes Drive/Newlands Avenue and Hillwood Rd in Cape Town.
6. The NMT upgrades in Mitchells Plain, Khayelitsha and Muizenberg Beachfront in Cape Town.
7. The City of Cape Town's Comprehensive Integrated Transport Plan.
8. Ongoing interactions with the various provincial and local NMT departments.
9. Representation on the City of Cape Town Integrated Transport Planning Subcommittee.
10. Engagement with the National Department of Transport's Safe Cycling and Walking Task Team.
11. Inputs into Cape Town's Long-term plan 2050.
12. Interaction with Stellenbosch Ratepayers' Association with respect to their overall NMT strategy.
13. Comment on the City of Cape Town's Energy Strategy.
14. Member of the Alliance for Climate Action South Africa.
15. Inputs to the Pan African Action Plan for Active Mobility.

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 over 200 schools in the Western Cape, Gauteng and KZN. This program will reach over 1500 schools and over 1.5m learners by 2027. The program forms part of the LO

(Life Orientation) curriculum in schools nationally. This will be rolled out to Gauteng in 2025.

Our partners from Toyota 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. We have received positive feedback from the corporates we have spoken to and remain positive that this program will be scaled appropriately.

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 also looking to develop some exciting school initiatives with one of our trusted partners from 2025 onwards. 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.

We conducted 43 distributions as part of the 2023/2024 Bicycle Distribution Project (BDP) resulting in the handing over of 348 bicycles.

The first bicycle day in FY24 was hosted in Grabouw in October 2023 where 80 Bicycles were handed over in total (50 going to an apple factory for staff transport and 30 to community development projects).

The second bicycle day was held in George in March 2024 with 50 bicycles going to SMME's, youth groups and Community safety groups. Both days were filled with various activities i.e. basic mechanical training, safety training and a bicycle skills activation and much more.

This year also saw the launch of the e-cargo bike with three different options being used.

- The modification of an existing eBike currently in project use (in this case a Green Riders eBike) for cargo capability. This bike has been procured and is in the process of modification to accept a cargo trailer which has also been procured and we currently await delivery.
- The development of a hand-developed and modified Cargo Bike option which involves applying an eBike drivetrain. This prototype build is complete and the eCargo bike is currently being tested.
- The procurement of a commercially purpose built eCargo Bike. This eCargo Bike has been procured and we are awaiting delivery.

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 FY24, 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 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 2023-2024 continued and activities included reflective bib handouts, sticker handouts to cycle shops and motorists to ask for 1m space when passing a cyclist, awareness 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 20 awareness rides across the country in FY24. Some highlights included: The Langa Mandela Day Awareness Ride and the Nelson Mandela Day Cycling Festival Ride that took place this year to celebrate Madiba on Mandela Day. We partnered on a Team Genius Bloemfontein Awareness Ride and took part in a Climate Week initiative with the Langa Bicycle Hub. A Soweto Heritage Day Ride was also held on the 24th of September 2023. We held a Safe Passage Awareness Ride in Masiphumelele and a Learn to Cycle Ride with Langa Bicycle Hub in late September. We conducted a Team Genius Bloemfontein Cyclist and Pedestrian Awareness Ride and an Mpongo cycling Benoni Awareness ride and walk in early October 2023. One of our most popular annual awareness rides took place in Ga Rankuwa in late October with the RAF who remain big supporters of our programs. We had an exciting Soweto Youth Day Awareness Ride as well as a Mahikeng Cycling Federation Awareness Ride to celebrate youth day in June this year. A focus of ours is to help grow women's cycling and

to this end we partnered on a Women's Day Kasi Tour Awareness Ride in Bloemfontein on Women's Day this year.

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.

In July 2023 we celebrated the 10th year of the Stay Wider of the Rider safety campaign and to commemorate this milestone, we launched a 10-year Limited edition jersey which has proved to be very popular. You can find these jerseys on our [website](#) or at select Cycle Lab stores throughout South Africa.

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. Whilst we are very competitively priced for an imported item, 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.

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 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 year.

Legal assistance

We sadly had a number of crashes and serious cycling incidents across our roads in FY24 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 Andre Piehl Case:

Andre Piehl, who was struck and killed by a Porsche SUV on the 29th of January 2022 whilst cycling in the emergency lane along the R512 in the Cradle of Humankind in Gauteng and whose case has been pending since, has now been concluded. The driver, Kabelo Nyatlo who was travelling 130km/h in a 60km/h

zone and left the scene of the crash was charged with culpable homicide and sentenced on 12 March 2024 to five years imprisonment.

The Veven Naidoo case:

Veven Naidoo was killed in a hit and run on the M4 in Durban between Sibaya and Umhlanga on the 4th of February 2023. He passed away two days later. The accused, Giuliano Contu, was charged with culpable homicide and failure to stop at the scene of a crash. He was sentenced to six years imprisonment on 9 May 2024. The PPA submitted a statement prior to his sentencing and were called to testify in the case.

The Dewald van der Westhuizen case:

Dewald van der Westhuizen was seriously injured along main road Glencairn when accused 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. After six months of investigation the case has not yet gone to court for trial. Pasha's license was revoked after the crash but because the case has not gone to court yet, he was handed back the right to drive. A private investigator has been appointed to assist Dewald with the case. The PPA has sent all relevant information to the Minister of Police and Community Oversight.

Brent Herbert case:

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 still needs to go to trial.

Mark Sinnicks case:

Mark Sinnicks was hit from behind by a BMW X3 on the morning of 28th of June 2024 along Forest Drive in Umhlanga Rocks, Durban. The driver did not stop at the scene of the crash. He was arrested on the 4th of July and his vehicle impounded. The driver was charged with reckless driving and failing to stop at the crash scene. The accused still needs to appear and plead to charges so his name cannot be released at this point in time. The case went back to court on the 30th of August. The PPA have been involved in statements around the severity of the incident, which may be used by the NPA in court proceedings.

Calib de Kock tragic death:

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 on the 21st of July 2024. Calib was admitted to the Christiaan Barnard Hospital where he died of his injuries. The family was left with a substantial medical bill. The incident shook the cycling community, and a group of cyclists placed a symbolic ghost bike at the scene of the crash. A memorial ride was held for Calib at the Killarney Racetrack a few weeks after the tragedy. Immediately after incident, the PPA contacted Calib's mom, a single

mother, who was extremely worried about the substantial medical bills that were due. To bring attention to the accident and the tragic and challenging aftermath, the PPA arranged a host of media coverage via broadcast, print and online media where she was given the opportunity to address these challenges. We are extremely grateful to say that the entire medical bill has since been written off. A huge thank you to the hospital, doctors, and blood services for this generous gesture. The case involving the driver is ongoing at this stage. We have also referred the matter to the Minister of Policing and Community Oversight, Anroux Marais for certain clarifications.

The PPA has been involved in all these cases and many more in some sort of capacity. We also often successfully assist cyclists with claims against companies on a regular basis throughout the country.

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 a number of pillars which we believe will keep our events “in demand”:

- a. Value for money
- b. National footprint focus – Western Cape, Free State, Gauteng, Eastern Cape, KwaZulu Natal.
- c. Convenience (areas/time)
- d. Safety first
- e. Variety of great experiences
- f. Innovation within various event disciplines
- g. Inclusive to all
- h. 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 (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 “on the job”.
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.
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.
- **Mountain biking and gravel riding**
We’ve re-introduced our Mountain Bike Challenge in FY24 and will be hosting our second Gravel event in December 2024.
- **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.

We are also looking to bring in a schools event program from 2025.

Current Road events owned / organised by PPA

Cannondale Maluti Double90 Team Challenge

One Tonner

PPA Funride Series

Tour de PPA

12 & 6 hours of Killarney

Killarney training sessions (planned for 10 September to 10 December 2024 & 21 January to 4 March 2025)

Old Mutual Wealth Double Century

External Road events supported by PPA

West Coast Express

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

- National Footprint / Convenience

The Jar from Dirt Gravel event is now in its second year and the weekend experience away is proving to be a good format as interest in the event has peaked through entries sold. We are also planning a brand-new road event in the North of the Country in May 2025 (nearby for the Gauteng cyclists). We are still working very hard with the Western Cape Government, the City of Cape Town and San Parks to re-introduce both Road and MTB bike events in and around the Southern Suburbs of the Western Cape and Table Mountain. In FY24 we held events in Gauteng, the Eastern Cape, The Western Cape, the Free State and KZN. More events are being planned in different parts of the Country over the next few years (based off what our members / cyclists in general want – as fed back in a recent research study we did in early 2024).

Concluding Remarks

Although the market continues to provide tough economic challenges, we remain committed to our overall strategy of “Five in Five” – to deliver material growth within our five key strategic elements by 2028. The formation of the GNU earlier this year provides an optimistic outlook on the country and economy.

We also remain committed to investing in events nationally, enabling more people to travel safely on bikes more often through our safety and bike distribution programs in schools and communities and we continue to advocate 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