

Subject **CAN re-organisation proposals**
 From CAN membership secretary <membership@can.org.nz>
 To Graeme Lindup <graeme@can.org.nz>
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hi CAN members,

As you will almost certainly have heard, the CAN national committee is bringing a re-organisation proposal to the AGM at the CAN Do in Hamilton. The following is an advance version of an article in the coming issue of Chainlinks, which will give you some background to the Rule Change and Notice of Motion that we will be tabling.

Please direct any feedback or questions to David (secretary@can.org.nz).

Sincerely,
 David Hawke
 CAN secretary

CAN re-organisation proposals: please read!

At the March CAN-Do in Hamilton, the CAN Committee will be bringing for ratification a Rule Change and a Notice of Motion that will (if approved) radically change the way CAN operates. The aim is to propel cycling into a mainstream activity of ordinary people. The changes are a consequence of the game-changing nature of the government's \$300m Urban Cycleways Programme projects, and came out of the discussions at CAN-Do 2015 in Christchurch and the subsequent June 2015 Committee meeting in Auckland.

The proposed name change

When it was formed in the mid-1990s, CAN was advocating politically for cycling and members were typically activists. Although many current CAN members count themselves as "advocates", many non-cycling people and organisations have told us of their discomfort with the "Advocates" tag. Following a Review by Upshift Communications, CAN's branding graphics were updated and the working name Cycling Action Network adopted in October 2015. This change has met with universal approval inside and outside CAN. Cycling Advocates Network remains the incorporated society name registered with Charities Services, so our the first proposal involves changing our Rules and registered name to Cycling Action Network (Inc.). As with any rule change, this requires a two-thirds majority for approval.

Proposed change to organisational structure

The second proposal is more far-reaching and is being brought as a Notice of Motion for a future Special General Meeting to allow the full CAN membership to have a say.

The proposal involves a new structure to take our membership from a core of activists to a mass membership commercial organisation. Our current membership is less than 500; to support a mainstream uptake of cycling we need ten or 20 times this number. This mass membership approach (used in Australia, USA and Britain) will provide a much more visible voice for people on a bike. The analogy for people in New Zealand might be Automobile Association. The AA was originally for motoring enthusiasts, but its membership now is driven by the fear of getting stranded with a broken-down car.

Key Business Partners proposed three options:

Proposed structure	Primary advantage	Primary disadvantages
Option 1. Status quo	Least work for all	A staffed office in Wellington is not sustainable without significant fundraising
		<ul style="list-style-type: none"> Doesn't address financial

Option 2. Replace current national Committee elected "at large" with a Board having mandatory representation from larger local groups ("metro groups")	Better geographic representation than presently	sustainability, and doesn't engage with non-advocates <ul style="list-style-type: none"> • A Board nominated by metro groups will decrease the role of ordinary CAN members in setting Board membership, and decrease the voice of smaller local groups.
Option 3. As for (2), plus 2 new board members and a professional CEO charged with leading the transformation to a mass membership model	Drives the mass uptake of cycling needed to underpin the government investment in cycling infrastructure	<ul style="list-style-type: none"> • Critically dependent on metro groups' willingness to nominate suitable Board members, and finding the right CEO. • Nominated Board - as for Option 2

The primary role of the CEO in Option 3 would be to devise and promote a package of benefits that will appeal to people either not currently riding a bike or riding only occasionally. These benefits could respond to conscious and subconscious worries, such as "how do I learn to ride again?" and "what happens if my bike breaks down or gets a puncture?". The Board would seek commercial sponsorship to pay the CEO's salary.

The Committee recommends that members pass the Notice of Motion setting up a Special General Meeting that will establish the Board structure described in Options 2 and 3 and potentially seek a CEO. If the Notice of Motion is passed, the incoming Committee will confirm that the metro groups are able to nominate Board members and set up the transition to the Board structure during 2016. If the Notice of Motion is rejected at the AGM, CAN will remain as it is now.

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