

# Central Australian Rough Riders Alice Springs Mountain Bike Club

## Strategy 2020

### OUR MISSION

- Promote and develop mountain biking as a healthy recreational activity and sport in Alice Springs.
- Organise mountain biking events for the enjoyment of club members and the broader community.
- Communicate / represent club members' interests and work positively with stakeholders for a strong local mountain biking scene.
- Recognise trails as the key assets that enables mountain biking and as such manage them sustainably and effectively.

### OUR VISION FOR ALICE SPRINGS MTB

- The best trail network in Australia.
- A world renowned mountain biking destination, for the unique nature of our trails.
- The most cycle-friendly town in Australia.
- A fun and safe cycling environment.
- An active, engaged, supported and developing club membership.
- Productive partnerships and engagement with all stakeholders.

### OUR VALUES

- Diversity: we treat all people with respect regardless of race, gender, religion, sexuality or belief and speak out against all forms of discrimination and bigotry.
- Effective communication: open and honest and timely manner.
- Sustainability: we want our trails and activities to effect minimal / acceptable impact on our environment.
- Members; support and nurture.
- Fun, inclusion, collaboration, cooperation and creativity in all that we do.

### 3 YEAR PRIORITIES

Increase club membership to 200 +

Develop and practice excellent club governance.

Execute sound financial strategy to ensure the club's financial security.

Understand and be driven by trends in MTB and the interests of our members.

Establish an effective volunteer-based trail management / maintenance program.

Increase members' participation in running club activities; race directing, skills development, social rides, trail and maintenance.

Establish strong stakeholder relationships and strategic partnerships with members, Parks, Town Council, schools, tourism, sponsors and others.

Item	Action	Measure of Success	Lead Responsibility	Priority
<b>Members, Membership Services and Events</b>				
Club membership	Increase club membership	170 members by June 2020 210 members by June 2021 250 members by June 2022	Members Officer	High
Dusty Demons	Junior Mountain Biking program Build a volunteer team to include roles and administration, media and instructors and facilitators for 3 - 7 year olds	Move to a new location by the end of 2020. Provide a race option for Dusty Demons at 12hr, 6hr, MTBO and HOP.	Members Officer	High High
Combined events	Run at least one combined event with running, cycling, triathlon and/or orienteering club.	Run Battle of the Legs (formerly Two Tribes).	Events Team	
Events Calendar	Events Committee prepare and organise an events calendar.	Draft calendar in September/Oct Seek sponsors for events before November Set up event entries on MTBA in November Distribute calendar by the end of November	Secretary, Events Committee	High
Parks and Wildlife Events Permit.	Acquire a blanket permit covering all events on PWCNT managed land for at least 12 months.	Acquire permit before commencement of the calendar year.	Events Committee/ President	High
Outback Cycling Easter in the Alice Event.	Assist Outback Cycling to ensure a successful event. Line up an organiser for the Easter in the Alice race. Advertise for volunteers.	At least 5 CARR member volunteers to assist in this event.	Events Committee	High

	Conduct West Side Orientation ride in conjunction with Parrtjima Lights.			
Come and Try It days.	Run and promote Come and Try events for general community.	Run one event before the 12hr and one post 6hr to promote biking. 10+ new people sign up for 8-week trial or take up full membership.	Members Officer	High
Social rides	Organise one social ride per month for members; women's specific, dusty demon specific, all members.	Monthly rides happen. Good participation levels.	Events Committee	High
Dirt Divas	Provide a safe experience that is welcoming, fun and encourages participation for women at a basic/ beginner level aiming to encourage/ empower them into our sport. This is for women only.	Riders come away from rides feeling they have achieved something that was fun and safe and are enthused to do more. They are also empowered to be self sufficient whilst riding.	Dirt Divas officer/ Members Officer	Med
Beginners package	A package that includes skills sessions, an event, and mechanical workshop	Provide and Run	Members Officer	Low
Rider Development (skills)	Provide members with skills training opportunities, run preferably by locally trained instructors.	Run skills training weekends with skills coaches. - one/ two level 0 - one level 1 (2021) - one national level commissaire 2021 - four mechanical skills sessions.	Members Officer	High
Club Base	Through a member consultative process determine priority of the club having its own base or partnering with AS Cycling Club.	Member Survey November.	Secretary	Med
Trail Management and Maintenance	Work with stakeholders, Parks and Wildlife and members to develop a volunteer-based trails maintenance program.	Develop a core group of trained and enthusiastic volunteers. Run an induction workshop and 5 Trail Days in 2020.	Trails Officer	High

Annual member survey.	To understand trends in the MTB space and the interests of members, to direct Committee priorities.	50 percent response rate. Results posted on website.	Secretary	High
<b>Club Governance (Committee, Policy, Compliance, Risk, Planning, Stakeholders)</b>				
Committee Meetings	Write up meetings protocols, for future committees.	Committee members abide by agreed protocols.	Secretary	Medium
Governance Review / Committee Governance Training	External expert review of club governance and compliance. Committee gets external training every two years, starting 2020.	External review complete, guides priorities to address. 80% of committee participates in review and actions to address.	Members Officer / President.	High
Financial Management	Develop a Financial Management Plan including: <ul style="list-style-type: none"> <li>- A revenue strategy and targets (also pricing strategy/ policy; fees, grants, sponsorships)</li> <li>- An Annual Budget with reserves and allocations to club projects, programs and assets.</li> </ul>	Club operating to a set budget.	Treasurer/ Vice President	High
Club Constitution	Review every two years	December 2020	President, Committee	High
Committee Role Descriptions	Review and Update Annually	October – November Annually	President/ Committee	High
Committee Succession Plan	Target people with skills (eg legal, financial).	Communicate to members ahead of 2020 AGM	Members Officer Trails Officer	Medium
Policy	Review all policies every two years. Align club policies with MTBA policy where they fit.	Review by December 2020: <ul style="list-style-type: none"> <li>- Rider Development</li> <li>- Sponsorship</li> <li>- Good Sports</li> <li>- Volunteer</li> <li>- Code of Conduct</li> </ul>	To be delegated.	Medium

		<ul style="list-style-type: none"> <li>- Member and volunteer protection</li> <li>- Risk policy and procedure</li> <li>- Extreme weather (heat)</li> <li>- Service of Alcohol</li> </ul>		
Club name.	Change the club's name to be recognisable and suitable for dealing with sponsors, government and stakeholders more generally, ie Alice Springs Mountain Bike Club.	With prior notice take decision to AGM in August 2020.	President	
Memorandum of Understanding with Parks and Wildlife.	Get the MoU signed off, firms up partnership between club and land holder on trail management and maintenance.	Club is consulted on with regard to trail network development. Agreed trail maintenance plans.	Trails Officer	High
Authority to maintain and use trails on Crown Land.	Obtain Legal Authority / permission (Occupancy Licence) to use trails on Crown Land around Alice Springs for mountain biking.	Gain Occupancy Licence for 12 months.	Secretary	Medium
Planning	Seek input to Club Strategy from members and stakeholders.	Comment on Strategy from members, Alice Springs Town Council, PWCNT, key sponsors.	Secretary	High
<b>Marketing and Communication</b>				
M+C Strategy	Put together a 1-2 page tabulated action plan matching calendar activities with messaging, target audiences, medium/s, responsibility. FB, Instagram, Website, Strava Club, Mailchimp management, posters, calendars etc and regular promotion through local news and radio. Possibly Linked In	External messaging is pre-planned and timely. This lines up with sponsorship agreements	Media committee DA, GL, ES.	High
Rejuvenate the club website.	Develop a fresh, new, professional, functional website that can be updated easily.	Fresh look and functional website up and running by April 2020.	Media committee DA, GL, ES.	High

Event promotion and registration.	Promote events and registration via media. Share tasks among Media Officers	Event registration published on Facebook and Strava	Media committee DA, GL, ES.	High
Articles in press, on Radio.	Post all club events and relevant news on various media forms.	At least 4 articles per year in Centralian Advocate.	Media Officers	High
Member Newsletters	Inform members of committee activities, coming events, race reports, stories.	Send out a bi-monthly newsletter via mail chimp after committee meetings.	Secretary to compile all to contribute	High
Race results on Facebook and website within 24 hrs	Publish race results promptly.	Publish results from each race within 24 hours of race.	Media Officers	High
<b>Workforce / Volunteers</b>				
Review policy and procedures.	Expand trail volunteer policy to include race directors, event assisters, committee support, project roles etc. Start with MTBA policies.	Scope created for a broader volunteer base.	Members Officer	
Volunteer Drive	Promote broad need for volunteer assistance on websites and facebook. Raise at AGM.	More helpful individuals and groups who reflect club values assisting with club business, activities and events.	President	Med
Sports Med	Organise and inform of events	Sports med/equivalent present at all events.	Events Team	High
Directors	Encourage/ support and organise	Directors sorted and running events	Events Team	High
Commissaires	Encourage and assist facilitation	2-4 per annum	Events Team	Med