

Canberra BMX Club
Strategic Plan
2017-2020



Club overview

Established in 1985 in its current form, the Canberra BMX Club (CBMX) is the longest running BMX racing club in the ACT.

The Club's membership passed 210 members in October 2017, with 199 being competitive riders.

The Canberra BMX Club is a grass roots club and routinely attracts 120 competitors at weekly club meets during the summer months, and up to 90 regular competitors in the winter months.

We are an inclusive club and riders are awarded trophies based on participation as well as competition.

BMX is healthy, family sport that encourages participation across all ages in the community and all standards. We have riders from 2 years of age to 50+, with professional riders mingling and associating with riders of all ages and ability.

When not being used for club events, the track is open to the public.



Club Achievements:

During the period 2015 – 2016, the club has achieved considerable gains through the dedication, hard work and resourcefulness of its volunteers. Key club achievements are as follows:

- The first club in the ACT to achieve a Goodsports Level 3 Healthy Eating accreditation.
- Gained a TCCS Land Use Permit, with a view to progressing towards a more permanent arrangement.
- Resurface & polymer treatment of track, bitumenised two berms and finish line run off and applied permanent painted track lines.
- Installed handrails and pergola extension on clubhouse. Replaced the clubhouse roof and renovated the canteen. Replaced gyprock and repainted the interior walls of the clubhouse and commentary tower. Added area lighting and security lights around the club house and start hill.
- Experienced a 250% increase in profit (2016 compared to 2014) from canteen sales following inclusion of healthier food and drink choices and reduction of poor quality discretionary food options.
- Hosted the successful 2016 ACT BMX State Titles, with around 650 competitors from the ACT and interstate.
- Migrated to internet based systems for licence payments, race sign on, board communication and information storage. Implemented Paypass card payments, with reducing cash payments over time.
- Undertook planning for a track timing system and lighting upgrades.
- Commenced hiring professional first aid providers to supplement our volunteer efforts.
- Representation at public events including Mt Rogers School and Kingsford-Smith School Fetes and The Big Canberra Bike Ride.
- Board members undertook governance training at a BMXA organised workshop, attended Active Canberra education opportunities and sent a representative to monthly ACTBMX meetings.
- Commenced regular Monday and Tuesday evening coaching for club riders and sponsored training for additional coaches.
- Coordinated and delivered regular Come and Try Days each attracting up to 75 new people to the sport of BMX.

Vision "Promoting BMX as a sport for all Canberrans to enjoy"

Purpose - To provide a supportive and safe environment for riders to build skills, fitness and social engagement for all who come through our gates.

Values - Safety - Support - Excellence - Respect - Fairness - Inclusiveness - Accountability

Priorities

Engagement - Community, families, schools, holiday & coaching programs

Participation - Members, officials & volunteers, coaches, rider development, facilities

Leadership - Governance & leadership, financial viability, stakeholder relationships

Partnership - Tuggeranong BMX Club, BMX ACT, BMX Australia, Commercial partnerships, Government partnerships

Partnerships

Governance & Management - ACT Government agencies, BMX Australia, Pedal Power, Cycling ACT, Canberra Off Road Cyclists, Freestyle ACT, Tuggeranong BMX Club

Development and Participation - Active Canberra, Transport Canberra & City Services, BMX Australia, BMX ACT, Tuggeranong BMX Club

Commercial - local bike shops, manufacturers, Professional BMX coaches, gymnasiums, commercial partners and media

Priority - Engagement		
	Strategies	Measures
Community	Biennial Come and Try Days	Positive response to come and Try Days (40+ rider target)
	Provide public access to the track	Maintain public access to the track
Families	Encourage multi-generational participation through the implementation of senior novice categories	Increase in the number of males and female senior riders.
Schools	Promote the club and BMX at school fetes	Attendance at school fetes
Holiday & coaching program	Encourage school holiday coaching programmes for new riders	Successful school holiday coaching camps for new riders

Priority - Participation		
	Strategies	Measures
Members	Increase total membership of CBMX through promotion and improved club capacity.	Increase in gross membership numbers (annual growth > 5%)
	Improve communications at all levels to ensure optimal experiences for individual members and groups.	Higher levels of member retention (annual rate >80%)
	Foster and promote safe environments of inclusion for members of all levels of experience and personal circumstance including those with backgrounds of low socio-economic status, culturally and linguistically diverse, those with disabilities and of indigenous background	Implement initiatives to assist all disadvantaged community members to find us and partake in the sport
	Encourage greater participation among women and girls	Increase in the number of women and girls competing at club racing (annual growth > 10%)
Officials & Volunteers	Encourage more parents to undertake level 1 official accreditation, WWVP and volunteer at club events	Increase number of accredited officials
	Develop initiatives to reward volunteers	Increase the number of volunteers at club events
	Adopt technologies that reduce work load on volunteers	Reduction in the effort required to maintain the facility & run a club event

Coaches	Increase the number of and skills of active coaches in the club through Level One course facilitation and monitoring of validity	Increase number of accredited Beginner and Level 1 coaches
	Increase inclusive opportunities for Women and Girls Coaching	Increase female accredited coaching base (>30% annual growth)
Rider Development	Implement initiatives to assist riders attending interstate opens	Increase in the number of club members attending interstate opens
	Increase access to regular coaching sessions	Increase in the number of regular coaching sessions on multiple days of the week
Facilities	Maintain track at a standard suitable for the State and National Titles	Track is suitable for State and National Titles
	Upgrade bathroom facilities in the clubhouse	Bathroom facilities in the clubhouse are upgraded
	Upgrade track lighting system	Installation of a safer, more efficient and higher performing LED lighting system Install emergency battery backup system for the track lighting system

Priority - Leadership		
	Strategies	Measures
Governance & Leadership	Foster best practices in organisational governance through liaison with governing bodies and government authorities	Certificate of incorporation is maintained Audited financial reports submitted in a timely fashion Hold regular board meetings Annual General Meeting 50% women representation in board roles within CBMX
	Align with BMX Australia's strategic vision to operate as a unified cycling sport sector	CBMX Strategic Plan reviewed annually by the Board.
	Provide opportunity to develop governance capacity through board education and development	Annual reporting to members on progress of plan with feedback sought from all stakeholders
		Development and networking opportunities for board members facilitated

	Foster cooperation with neighbouring clubs	Increased resource and information sharing between Tuggeranong BMX and Canberra BMX
		Increased inter club competitions with Tuggeranong BMX Club and Batemans Bay BMX Club
		Joint coaching programmes
Financial Viability	Maintain efficient and sound financial management strategies and systems including asset management and financial forecasting	Secure long-term, sustainable funding for targeted programs and operations through appropriate fundraising models
		Maintain appropriate financial reserves
Stakeholder Relationships	Develop and maintain effective relationships with both levels of government	Continue to develop relationships with all government agencies to take advantage of funding and development opportunities.
	Build relationships with other state sporting organisations and relevant bodies and look for development opportunities leveraging off each other	Enhance the relationship with Active Canberra and other relevant organisations
		Compliance with government regulations

Priority - Partnership		
Priorities	Strategies	Measures
Commercial partnerships	Develop long lasting partnerships and mutually beneficial relations with the corporate sector	Growth of corporate revenue (>50% annually)
	Formalise commercial procedures and expand organisational commercial capacity	Develop a partner and sponsorship strategy for prospective partners.
Government partnerships	Develop long lasting partnerships and mutually beneficial relationships with ACT Government agencies	Growth in member & supporter numbers
		Compliance with regulations and well managed facility arrangements