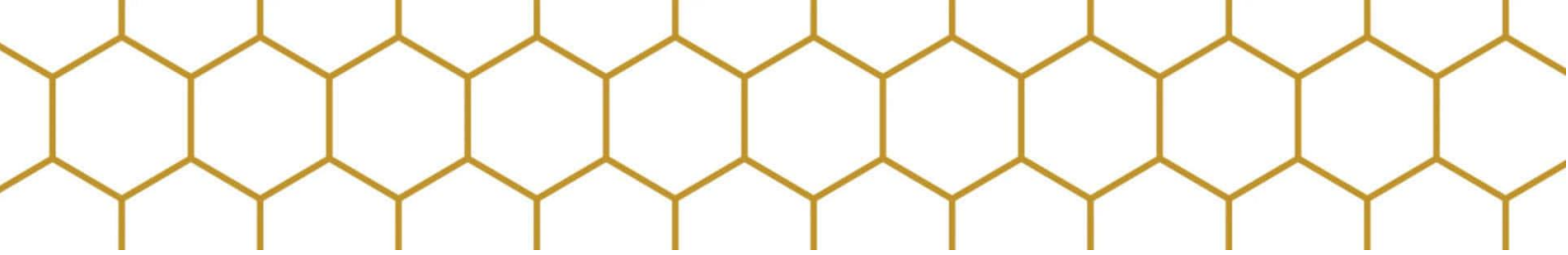


# Northern BMX Club Strategic Plan 2024-2027

Version 1.0 – 17<sup>th</sup> June 2024



## Club Introduction:

Northern BMX Club was incorporated in 2018 with the aim of bringing grassroots BMX racing back to Melbourne's Northern suburbs to promote and grow the sport of BMX. With this goal in mind the club campaigned and worked closely with Whittlesea City Council to redevelop the Sycamore Reserve BMX track, which was once home to Victoria's first BMX club, Lalor Park BMX. By March 2020 Northern BMX had grown a member base more than 220 strong, becoming the largest BMX club in the state just six months after the official re-opening of the track. Sadly, the impacts of Covid control measures saw memberships dwindle to 80 by the end of 2020.

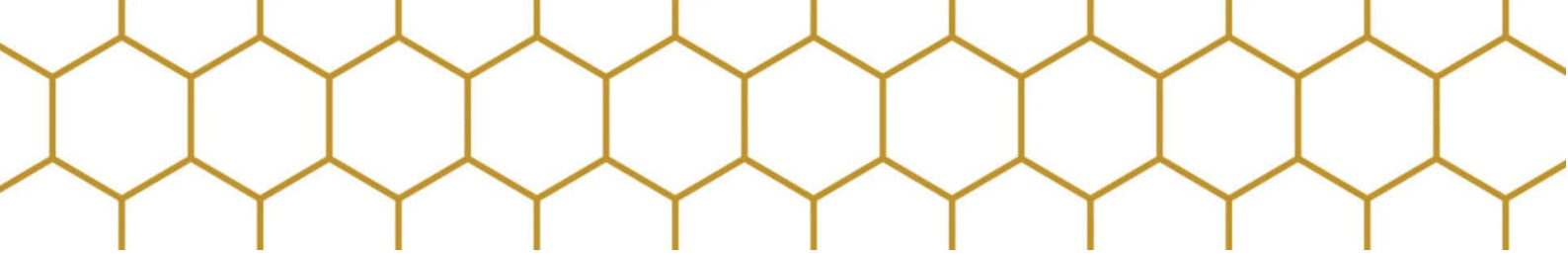
As of June 2024, the club has 150 registered members. Despite growth in club membership, participation in home track racing has fallen from an average of 89 entries in 2019-2021 to 59 entries in 2022-2023.

With a clear plan and focused efforts to achieve our vision, the club will strive to reach our goals for the coming years.

**Vision:** To be a leading BMX racing club recognized for its inclusive environment, dedication to safety, and commitment to developing well-rounded riders who excel at all levels of competition.

## Mission:

- **Grow and Retain Membership:** Expand our rider base by attracting new riders and creating a welcoming space for existing members to thrive.
- **Foster a Strong Community:** Cultivate a spirit of teamwork, inclusivity, and camaraderie among riders, families, and volunteers.
- **Prioritize Safety and Education:** Promote safe riding practices through comprehensive training, proper equipment use, and well-maintained facilities.
- **Nurture Rider Development:** Offer a structured program to support skill development at all levels, preparing members for club, inter-club, state, and national competition.
- **Encourage Participation:** Provide opportunities and support for members to participate in races at all levels, cultivating a culture of continuous improvement.



## Goals:

### Membership Growth & Retention:

- Increase membership by 30% within 3 years.
- Implement a targeted outreach program to attract new riders (e.g., community events, social media campaigns).
- Offer beginner-friendly introductory programs and clinics.
- Develop a mentorship program pairing experienced riders with newcomers.
- Conduct fun, engaging events and activities for all age groups to promote retention.

### Community Building:

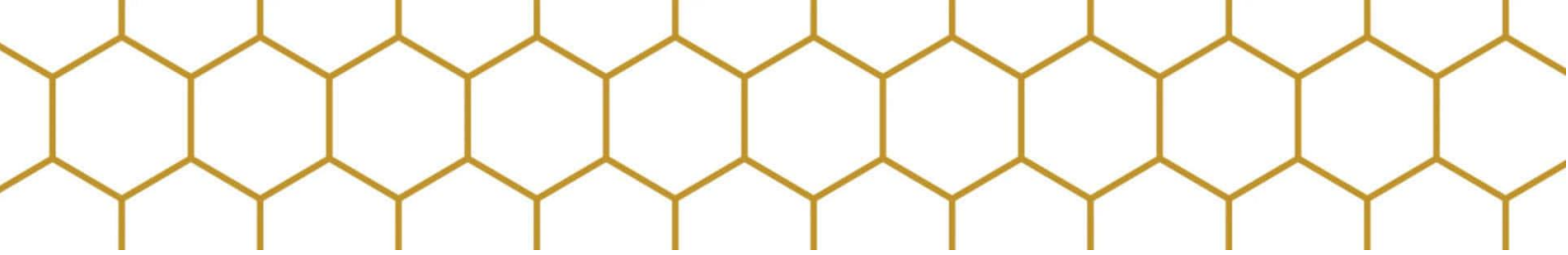
- Organize regular social events (e.g., BBQs, volunteer appreciation days, family events) to foster connections and build team spirit.
- Establish a robust volunteer program, offering various opportunities to contribute and share responsibilities.
- Utilise communication platform (website, newsletter, social media) to share news, updates, race information, and member achievements.

### Safety and Education:

- Partner with and build on relationships with certified coaches to offer ongoing safety clinics and skills development programs catering to different age groups and skill levels.
- Enforce the use of appropriate safety gear for all riders and promote responsible riding practices.
- Conduct regular track inspections and maintenance to ensure a safe racing environment.

### Rider Development and Competition:

- Design a structured introductory information pack focusing on requirements, technical skills, race strategy, and competition preparedness.



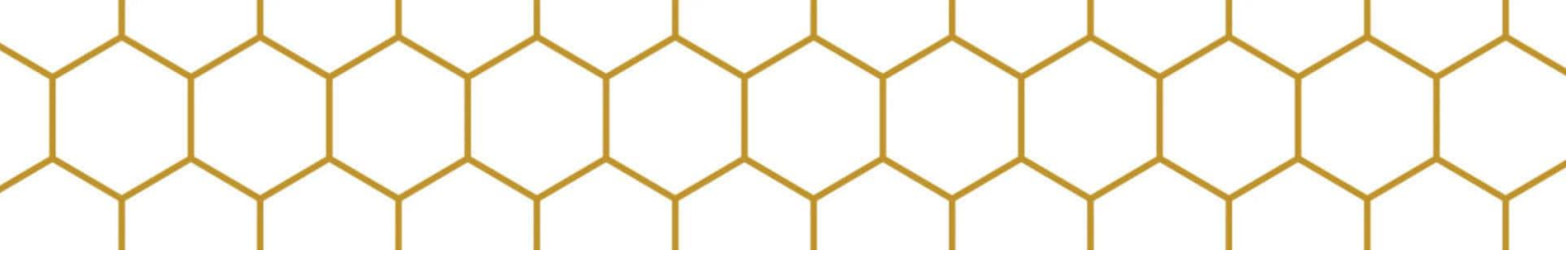
- Organize practice sessions and events with different skill levels and race formats in mind.
- Encourage engagement with coaching opportunities for beginner riders to develop base skills, and advanced riders to compete at the state and national level.
- Liaise with other clubs and governing bodies to ensure riders are aware of upcoming race opportunities and provided clear and helpful information to encourage participation.

### Member Participation:

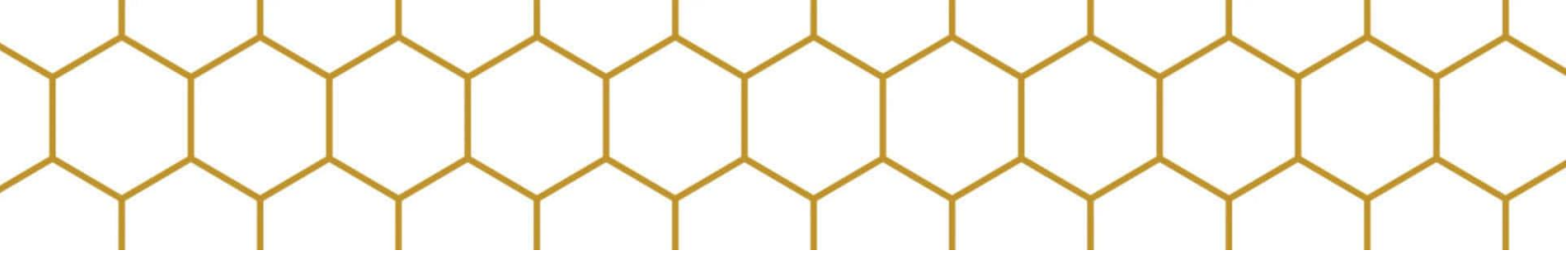
- Offer ongoing coaching opportunities and support to prepare members for club races.
- Organize inter-club events to promote friendly competition and foster relationships with other clubs.
- Assist members in registering and preparing for regional, state, and national championships.
- Celebrate member achievements at all levels of competition.

### Action Plans:

Objective	Actions
Membership Growth and Retention	Launch targeted social media campaigns (Facebook, Instagram) highlighting the benefits of joining and showcasing the club's culture.
	Host an open house event with free trial rides, demonstrations, and information sessions.
	Create an "Introduction to BMX" program with a focus on safety, basic skills, and fun.
	Investigate partnership with bike shops to offer discounts on BMX bikes and gear to new members.
	Develop a referral program rewarding existing members for bringing in new riders.
	Initiate a mentorship program, pairing experienced riders with beginners for personalized guidance.



	<p>Host a family-friendly BMX day with activities, games, and races for all ages.</p> <p>Conduct a member survey to gather feedback and identify areas for improvement.</p> <p>Analyse membership data to track progress and refine outreach strategies.</p> <p>Begin planning for next year's events and programs.</p> <p>Develop an ambassador program, empowering members to promote the club in the community.</p> <p>Aim to surpass the 30% membership growth goal.</p> <p>Develop a membership retention plan with incentives or benefits.</p>
Community Building	<p>Organize a club volunteer appreciation event.</p> <p>Establish a club newsletter with regular updates, member spotlights, volunteer spotlights, and event information.</p> <p>Host regular social events (BBQ, movie night, etc.) to foster camaraderie.</p> <p>Establish a club legacy program to recognize long-term members and volunteers.</p> <p>Explore partnerships with local businesses and organizations.</p> <p>Strengthen relationships with local council and other organisations to further engagement with the broader local community.</p>
Safety and Education:	<p>Partner with certified BMX coaches to offer regular safety clinics and skills development programs.</p> <p>Partner with bicycle professionals to establish a maintenance and bike care program at the club to provide</p>



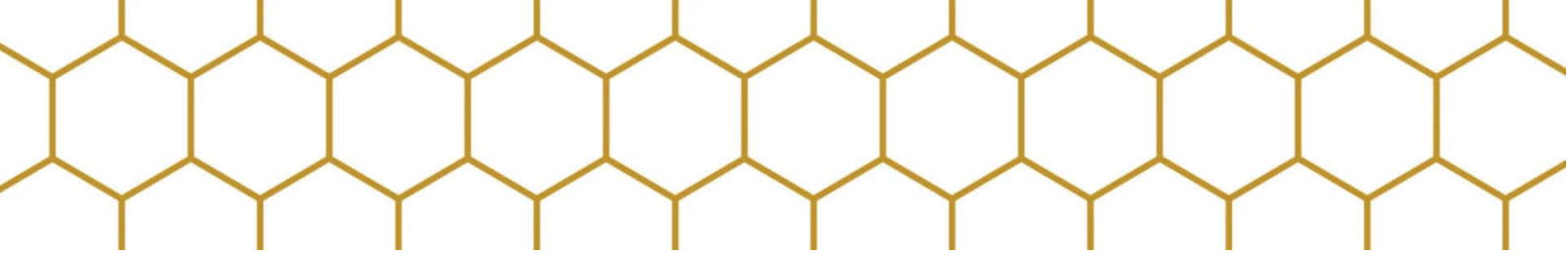
	access to bike care and education for riders and families.
	Provide education and support to ensure all riders have and use appropriate safety gear.
	Conduct regular track inspections and maintenance planning and implement a maintenance schedule accordingly.
	Investigate new funding opportunities to support the continued maintenance and upkeep of a safe and practical facility.
Rider Development and Competition:	Create an information pack for new riders outlining BMX basics, rules, and race formats.
	Organize and promote practice sessions for different skill levels.
	Encourage riders to participate in local races, offering support and guidance.
	Develop member network pathways to encourage club presence at state and national competitions.
	Develop inter-club race relationships to provide opportunity for members.

**Evaluation:**

Regular tracking of progress by monitoring key metrics like membership growth, volunteer participation, race attendance, and member participation at different competition levels will support the club in achieving the above goals. Committee will conduct regular evaluations to review the effectiveness of implemented strategies and adjust as needed.

**Resources:**

Committee will identify resources required, including volunteers, funding, equipment, and facilities and develop strategies to secure these resources through sponsorships, membership fees, fundraising events, and grant applications.



**Communication:**

Committee will communicate the strategic plan to all members, stakeholders, and the broader community. The club will regularly update members on progress, achievements, and upcoming events through various communication channels.

**Sustainability:**

Committee will develop strategies to ensure the long-term sustainability of the club, such as attracting sponsorships, creating a strong volunteer base, and fostering a culture of member ownership and participation.