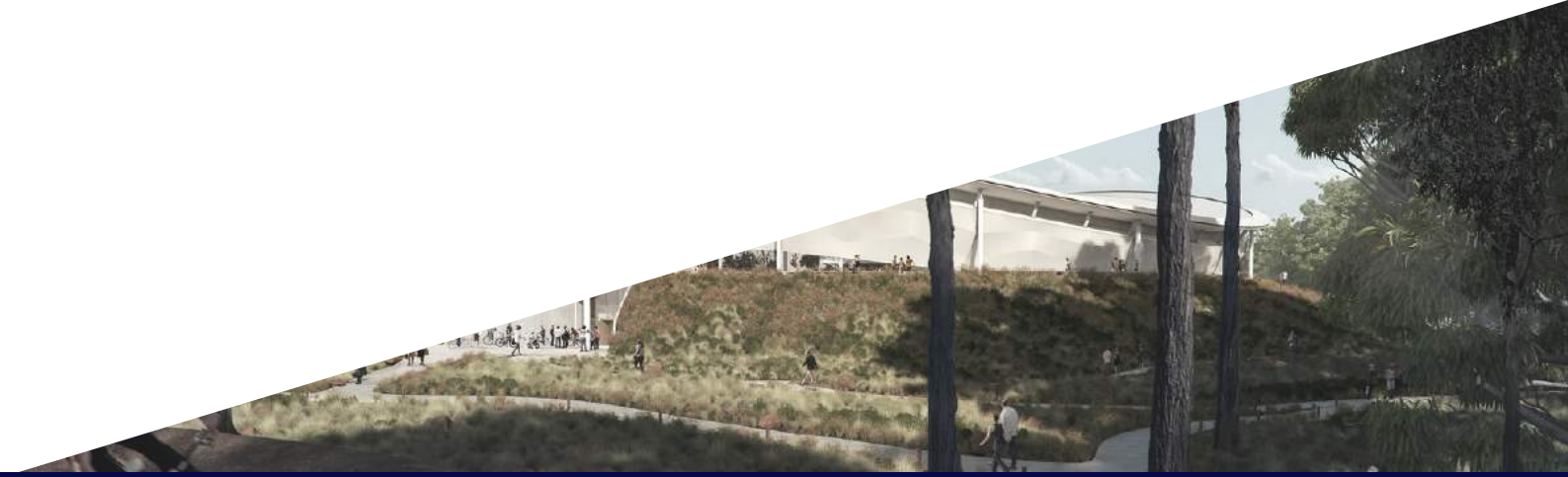




STRATEGIC PLAN



2017 - 2020



INTRODUCTION

Cycling is a fantastic recreational, commuting and competitive activity. You can set and reach goals, improve your health and obtain great pleasure & satisfaction, all of which help enrich your life. Cycling Queensland wants more Queenslanders enriching their lives through their involvement in Cycling

VISION

- Assist the community to join the ride and join the race

MISSION

- Provide an environment which nurtures, develops and encourages Queenslanders to Ride, Race & Support the sport of Cycling.

VALUES

- Inclusiveness
- Honesty
- Fairness
- Passion
- Safety
- Excellence

STRATEGIC PLATFORMS

Strategic Platforms are the key themes through which we will focus our efforts over the coming four years to drive the Vision. The platforms represent four core areas that have been identified as being key to the delivery of the Vision and the growth and sustainability of the organisation. A range of Strategies & Goals have been identified for delivery under each platform. The Goals describe our end points and the Strategies provide the focus areas where we see greatest opportunity to improve.



PARTICIPATION & PERFORMANCE

More members joining clubs to enjoy their ride or compete in Local, State, National & World Competitions

COLLABORATION

Provide the best outcomes for our members & our stakeholders through progressive and mutually beneficial relationships.

GOVERNANCE

Embrace best practice governance principles of sustainability, transparency, accountability and safety

COMMUNICATION

Clearly communicate our cycling Vision and Values to our members, the cycling community and society.

STRATEGIC PLATFORMS

PARTICIPATION & PERFORMANCE

- Increase memberships
- Retain more of our members
- Increase participation in Cycling Queensland sanctioned events
- Increase participation in Championship events (State, National and World)
- Increase support staff (Volunteers, Officials, Coaches etc.)
- Provide cyclists competency, improvement and performance pathways
- Implement support staff pathways (Volunteers, Officials, Coaches etc.)
- Provide events which participants want to enter and spectators enjoy watching

COLLABORATION

- Support and develop Affiliated Clubs
- Develop and build relationships within the cycling community
- Provide great value to our sponsors
- Partner with Local and State bodies to develop and grow the sport
- Harness our member's knowledge and experience
- Work with our National and other State Cycling associations to grow our influence and strength

GOVERNANCE

- Build financial stability through revenue strength and diversity and thorough cost management
- Implement sound administrative oversight
- Assess our risks to know our opportunities
- Modernise our structure and constitution
- Make safety non-negotiable
- Create a Strategic Tracker to monitor our performance on delivery of the strategies & goals

COMMUNICATION

- Offer clear, consistent, well informed and transparent communication
- Have a good, simple and consistent message
- Engage the media and have them assist us in spreading our message
- Reach our audience, listen and learn from the feedback.
- Advocate for our members through CA and key Stakeholder to improve cycling outcomes

CYCLING QUEENSLAND

WHO ARE WE?

BOARD OF MANAGEMENT

- The Cycling Queensland Board is responsible for governing cycling in Queensland
- in accordance with the Objects as set out in the Constitution. The current Board
- members bring a diverse range of Professional skills and a passion for Cycling to
- the organisation. The current Board members can be found on the Cycling
- Queensland Web site at www.qld.cycling.org.au/About/Management. Members of
- the board develop the strategies & goals of the Strategic Plan. Each Board member
- then assists in the delivery of the strategies with the support of the Cycling
- Queensland office and the relevant subcommittees and takes responsibility for
- that platform.

CYCLING QUEENSLAND STAFF

- The Chief Executive Officer and Cycling Queensland Staff are responsible for the
- day to day delivery of Cycling Queensland operations and implementation of the
- strategies. The Chief Executive Officer and office staff actively engage the
- community, members, clubs and partners to provide services to support the
- delivery of the Strategic Plan.

COMMITTEES & COMMISSIONS

- Cycling Queensland operates a number of Committees and Commissions composed of volunteers to extend organisational competency and capacity.
- These Committees and Commissions undertake a range of duties to support Cycling Queensland operations and strategies.





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