

SOUTH COAST CYCLING INC

STRATEGIC PLAN 2015-2017

Overview:

Competitive cycling club offering road, track and criterium cycling events and Recreational (cyclo sportif) events
The Club is affiliated with Cycling South Australia (CSA) and Cycling Australia (CA)
Membership of the Club provides insurance coverage at all events
We actively encourage participation of volunteers into the technical roles (officials)
We support juniors through to elite and master competitors.

Club history:

Club formed in 1977 as The Noarlunga & South Coast Cycling Club Inc
Developed in the southern area from cyclists within other clubs
Membership has varied between 40 – 100 active cyclists and officials
In 2008 the club name changed to South Coast Cycling Inc.

Highlights/achievements:

2 South Coast Cycling club life members
Olympic and World Championship, National and State representatives
Officials have officiated at all grades of events from club to UCI (world cycling body)
Successful with grant (funding) applications

- **Vision**

The club of choice for the sport of cycling in South Australia.

Mission

We:

- are the Club of choice for cycling providing quality key events for both track and road cycling
- offer friendliness & are welcoming
- provide development opportunities for members
- ensure equality for all involved in the club
- encourage a happy healthy lifestyle
- actively engage our stakeholders

- **Stakeholders**

- members
- community
- various local council associations
- sponsors
- CSA
- State government (ORS) (Office of Recreation and Sport)
- other cycling clubs

- **Core Values:**

We value:

- Achievement – with encouragement to set and strive to achieve personal goals
- Fairness – we believe in sportsmanship and fair play
- Fun – we provide a variety of events for all to enjoy
- Equality and Respect – for all stakeholders
- Safety – we promote a safe environment
- Accessibility – we are an inclusive Club
- Social – we encourage a social environment
- Innovation – we work to be innovative and open to new ideas in our Club activities
- Participation – we encourage all members to participate actively

'Pillars'

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Competition/Training	Marketing/Promotion	Coaching and Development	Sustainability / Participation pathways	Governance (includes Finance)

Competition/Training

Goal	Strategies	KPI	Responsibility -	Priority level	Resources needed
TRACK EVENTS					
Promote and Grow Edwardstown Friday Night Racing and organised training sessions at Edwardstown velodrome	Club to promote Friday evening event to members, other CSA members including the para cyclist and masters riders	Edwardstown events deployed on Friday evenings	SCC Committee Shane Harris editorial before the track season	Priority level:1	web page, facebook, support from CSA, pamphlets
	Club continue to conduct Friday night events at Edwardstown from October to March each year.	Increase in growth of riders participating	SCC Committee	Priority level:1	Volunteers, support from CSA , lease/improvement of track and facilities at Edwardstown
	Promote advantage of attending racing and training at E/town velodrome within the community – schools, youth groups and focus groups Promote Edwardstown velodrome as a safe non threatening environment to learn cycling skills /race Promote club loan bikes Club-only nights	Increase participation at training sessions and Friday night racing Increase membership Increase use of Edwardstown velodrome and facilities Loan bikes utilised	SCC Committee	Priority level:2	Promotion material, communication with local community groups Recourse to purchase and maintain club loan track bikes and associated race equipment
Increase the diversity of cyclists	Club to continue to conduct organised novice development training sessions	Increase in novice riders Novice riders taking up			Storage area at Edwardstown for bikes

within the club membership base	and junior and senior training sessions	membership After school session			and associated equipment Coaches Volunteers
	Investigate the opportunity to develop day time training sessions at Edwardstown for veteran riders and female cyclists Investigate ways to introduce cycling opportunities to the community members in the local area	Diverse range of cyclists using the facility Increase veteran and female membership Local community involvement in SCC Increased in new cyclist taking up the sport and increase diversity in SCC membership base	SCC Committee	Priority level:2	CSA –coaches course Volunteers to assist with bike set up Storage area at Edwardstown for bikes and associated equipment
	Investigate grant opportunities – ie Women leadership in sports & Inclusion grant	Applied for suitable grants			
Increase interest in cycling and cycling events and activities with the local community at Edwardstown velodrome	Increase the publicity of Friday night racing within the local community and training opportunities Promotional material provided to local business to display Promotional board at Edwardstown Letter box drop Articles in school newsletter, local paper Investigate story on TV eg - South Aussie with Cossie, Engage the local university to assist with developing promotional material – website, video	Increased interest of cycling with in the local community and number spectators - increase in local business support – sponsorship Increased awareness of SCC programs at Edwardstown	SCC Committee	Priority level:2	Storage area at Edwardstown for bikes and associated equipment
ROAD EVENTS					
Organise structured training	Organise a communication strategy to initiate training/rides and	Promotion has occurred on Facebook/email/web site,	Bryan McIntyre/Marcus	Priority level:1	Coaches support, cost underwritten by SCC ,

for our members, cycling community and become involved in local community rides	communicate via Facebook/email /website.	monitoring with hit counters.	Hofer		hire of Edwardstown track
	Arrange Club bunch road rides regularly.	We have had occasional bunch rides	Bryan McIntyre/Marcus Hofer	Priority level:3	Support from members, promotion on social media
Organise Winter Criterium events	Secure event dates and venue on CSA calendar	Events conducted	SCC Committee	Priority level:1	
EVENTS					
Maintain Key Events for High Level Competition	Keep events fresh by promotion and innovation eg Southern Expressway, Victor Harbour courses.	Key events are planned and conducted during year eg John Venturi and Boxing Day	SCC Committee	Priority level:1	Sponsorship, volunteers, riders support
	Review dates of key events to ensure suitable for cycling calendar	Monitor key dates	SCC Committee	Track – Oct 16 Road – May 16	
	Attract high profile riders to events	Seek involvement of high profile riders where possible Consider invitational events to attract high level riders to events	SCC Committee	Priority level:1	
	Encourage sponsors to support high level events and encourage community groups to support these events	Increase/maintain levels of support year by year	SCC Committee	Priority level:3	Examples/proof highlighting how sponsors & groups could benefit from some support
	Promote a drug-free competition	Zero instances of drug misdemeanours Article in club newsletter Web page links updated Material hand out to members at information night	SCC Committee	Priority level:1	Resource material from ASADA/CA/CSA
Implement Safety & Bike Maintenance training	Program a club skill development workshop	Workshop conducted and skills maintained	CB/R Belder/SCC Committee	Priority level:3	EFC Clubrooms or similar hall location large enough

	Investigate holding a Bike SA – Be Safe Be Seen course	Review needs of courses Gauge need for course Advertise courses			
	Ensure a social component is maintained during workshop	Make it fun – incorporate games/quizzes to keep it interesting	Facilitators & volunteers who run the session	Priority level:3	AV Equipment, Internet access, bike maintenance resources

Marketing/Promotion

Goal	Strategies	KPI	Responsibility -	Priority level	Resources needed
Develop and organise the production of new kit.	Consult with interested parties and members to design and produce	Input from members, take up of the new kit & % of riders wearing it	SCC Committee	Priority level:1	Support from Committee, consultation with members
	Investigate an appropriate supplier and costings	Good feedback from members who wear it & ongoing purchases/renewal of kit	SCC Committee	Priority level:1	Support from Committee, consultation with members
Work to find and maintain new Sponsors for Club	Create value and develop a generic sponsor package to gain new sponsors that is not complicated & can be presented by any member.	Club funds maintaining levels in static or upward path	SCC Committee	Priority level:1	Historical Data for potential sponsors to analyse so they can see if members / riders etc fit their target audience
	Engage members to develop package Investigate training opportunities to assist Seek involvement from local University students Ensure effective maintenance of existing sponsorship arrangements.	Numbers of sponsors static in quantity or on the improve	SCC Committee	Work to get volunteer to develop package	Provide communication & feedback to sponsors & seek feedback from sponsors
	Provide support to developing packages for sponsorships Provide promotional material and benefits Keep promotional material up to date		SCC Committee	Priority level:1	

Continue to seek and apply for suitable grants for the club	Investigate grant opportunities outside the Box Explore grant opportunities	Grants obtained ORS – Active club grant rd 40	SCC Committee	Priority level:1	
Ensure Members are effectively communicated with through a regular process	Organise member's preference for communication via a survey.	Receive feedback from members in relation to target questions	Shane Harris	Priority level:1	Emails, newsletters, facebook, social media campaigns
	Utilise technology and social media tools to communicate with members	FB likes/hits/views & responses	SCC Committee	Priority level:1	Emails, newsletters, facebook, social media campaigns
Initiate a Club presence at various community events	Investigate the possibility of a presence and promotion at these events	Interest shown in the Club's attendance & items on display	SCC Committee	Priority level:1	Club feathers / banners & marquee, display of kit example items
Promote the use of the Edwardstown velodrome to wide diverse community groups as a cycling venue	Share information on pathways into cycling to highlight our commitment to Social Inclusion Work with focus groups such as new arrivals through Migrant Resource Centre & provide come & try opportunities to suit." Increased ethnic diversity in club membership base	Diverse range of cyclists using the facility Increase female membership Local community involvement in SCC Develop pathway flowchart as a promotion tool to attract /develop new members	SCC Committee	Priority level:2	

Coaching/Development

Goal	Strategies	KPI	Responsibility -	Priority level	Resources needed
Provide access to Coaching for both Juniors & Masters Provide development /novice training	Investigate available pathways to develop coaches & officials from within by <ul style="list-style-type: none"> Running coaches program within the club. Traffic marshal course Commissaire course Investigate availability of an additional track night at Edwardstown for training /development		SCC Committee	Priority level:1	Access to recognised training curriculum via CA/CSA
Investigate the availability of specific grants for coaches, officials and volunteers development	Research and apply for relevant and available grants Consider hosting training/coaching courses Inform members of upcoming courses and training opportunities	More Education for Coaches / Officials Traffic marshall accredited Increase in volunteers accredited Courses advertised on SCC web page, newsletter	SCC Committee, coaches	Review periodically	Access to recognised training curriculum via CA/CSA
Be involved in conducting further coaching course	Engage Cycling South Australia to conduct further coaching course and training activities at Edwardstown velodrome Level O course completed in Jan 2014	Quantity of competent coaches available to cover needs	SCC Committee & qualified coaches	Priority Level:1	Financial Assistance from SCC funds

Sustainability / Participation pathways

Goal	Strategies	KPI	Responsibility -	Priority level	Resources needed
To achieve Star Club Accreditation	Complete Star Club documentation to achieve accredited status Engage support to achieve this goal through Council assistance.	Star Club Accreditation Accreditation gained	SCC Committee	Priority 1	Attend Star Club sessions run by local council
To enthuse current members and attract new ones by supporting the upgrading of the Edwardstown recreational ground and facilities	Support the Council and Oval Committee to gain funding for the project	Velodrome resurfaced, fencing meets new standards, secure specific cycling storage, upgrade of lighting , facilities upgraded	SCC Committee	Priority 1	
Attract and retain new members	Organise through new promotions, following up members that don't renew or transfer to another club	New members – members retained	SCC Committee	Priority 3	Members details – members day activity – registration day
	Brainstorm and consider other activities to attract and retain members.	Active members –increased membership	SCC Committee	Priority 3	Time at committee meeting
Develop Succession Planning for all key Committee roles.	Consider a plan to cover club roles including Committee, Officials, Coaches, volunteers	Key Committee holders having firm direction on role and duties , active key Committee members , volunteers	SCC Committee	Priority 2	Attend local council sessions – Vstar workshop
	Research examples of succession plans by other sporting clubs.	Succession plan in place	SCC Committee	Priority 2	Vstar workshops
Develop an effective participation pathway from beginner to elite athletes.	Ensure relevant coaching/competition to develop athletes at early development in sport	Cyclist development from come and try to competition Training session in place for novice riders	Coaches, SCC Committee	Priority 1	Coaches – venue – bikes – helmets – promotion through local council – cycling clubs

	Provide financial support to club members to assist in competing at State/national championships	Policy in place that outlines how SCC will provided aid to members that complete at State/National Championships	SCC Committee	Priority 4	Fundraising/Sponsorship / Budget line in SCC accounts to have a pool of funds
	Share information on pathways into cycling to highlight our commitment to Social Inclusion Work with focus groups such as new arrivals through Migrant Resource Centre & provide come & try opportunities to suit."	Diverse range of cyclists using the facility Increase female membership Local community involvement in SCC Develop pathway flowchart as a promotion tool to attract /develop new members Increased ethnic diversity in SCC membership base	Coaches, SCC Committee	Priority 1	Investigate Suitable grants and funding opportunities

Governance (incl Finance)

Goal	Strategies	KPI	Responsibility	Priority level	Resources needed
Develop and implement a policy for supporting members for funding purposes	Investigate ways to support members attending National Championships. <ul style="list-style-type: none"> o Subsidised kit for Juniors o Leverage Sponsorship opportunities o Advertise council financial assistance o Advertise policy 	SCC members assisted through financial and coaching aid	SCC Committee, coaches	Priority 3	Funds, brainstorm ideas – coaches – sponsors
Look at ways Finances can be more efficiently	Identify suitable grants for club development include: Safety and coaching accreditation	Register on grant notification pages – Local, state and national grant and	SCC Committee	Regular /continuous review	Attend council / ORS grant funding workshops

obtained	Invite members to contribute ideas through planned survey	business sponsorship applied for and obtained			
	Investigate ways for more creative ways to raise club funds		SCC Committee	Yet to be organised	Brainstorm ideas
Ensure events run by SCC are Profitable events	Develop budgets for all proposed events More fundraising during events.	Budget proposals written prior to events being run – by looking at historical figures – entries, sponsorship gained – expenses Incident budgets prepared by event organisers Budget guidelines set up for events /activities	SCC Committee – Treasurer	Ongoing / review	Attend council workshops, templates
Ensure balance between reasonable cost & competitive with other clubs	Documentation to be prepared for events – expectation of number of entrance & expensive from previous events Entry fee structured on previous events Retain constant charges		SCC Committee – Treasurer	Priority 1 Ongoing / review	
	Ensure club fees and event entrant fees are sufficient to cover costs to ensure viability	Budget developed	SCC Committee – Treasurer	Priority 1	Review process
	Inform members of availability of funds for member development purposes.	Take up of funds from members requesting help and successfully covering the value of those requested funds each year Inform members of subsidised or free courses/training opportunities	SCC Committee – Treasurer	Priority 4	Member emails/existing newsletter

South Coast Cycling – Pathways to Cycling

