

Our Purpose: More people cycling more often

Key Measures: 100,000 members by 2020

Rider count

KEY STRATEGIES

Board guidelines

Infrastructure and safety

- Influence policy decisions at all levels to achieve our vision
- **Global, Federal, State, Local**
- Operate as a network facilitator for our stakeholders
- Co-ordinate the analysis of cyclist count data

Supporting stakeholders in cycling

- Communicate role of Bicycle NSW, clarify & document our relationships
- Build, maintain and support relationships with stakeholders
- Implement programs and initiatives in partnership with key stakeholders to get more people cycling more often

“Mainstreaming” of cycling

- Promote cycling as a social “norm” through effective media strategies
- Focus on delivering behavioural change programs in partnership with business, government and other stakeholders
- Cater to a broad cycling “audience” – eg Ride to work, Ride to school

Brand and Membership

- Define & promote membership product offering
- Grow membership through targeted programs
- Develop effective brand strategy
- Protect our brand integrity – clear brand management guidelines

Rides

- Deliver riding experiences through a range of models & partnerships
- Run within acceptable safety and organisational guidelines
- Cater to differing markets, skill levels and allow for progression
- Leverage sponsorships to maximise brand exposure and financial support

Sustainable organisation

- Leverage partnerships to allow scale economies and other mutual benefit – don’t “re-invent the wheel”
- Establish clear rules and frameworks for partnerships
- Clarify roles, tasks & financials, setting clear objectives and managing performance
- Incorporate Risk Management framework

KEY RESULT AREAS

Key Performance Indicators

Effectiveness

Rider count

Relevance

Membership

Product

Website traffic

Financial performance

Program participation

Sponsorship

Numbers on rides

Revenue from rides

Cost management

Event/product ROI

Revenue targets met

The way we work

*Collaborative
Inclusive
Facilitative
Constructive
Outcome oriented*

Safe places to ride



Getting there together

Bicycle NSW & partners

Reasons to ride