

CARR - Alice Springs Mountain Bike Club

Strategy 2019

1 MISSION STATEMENT

The Club's purpose is to:

- promote and develop mountain biking as a healthy sporting and recreational pastime in Alice Springs;
- organise mountain biking events for the safe and fair enjoyment of club members and the broader community;
- communicate with club members, advocate and engage with stakeholders on issues relating to mountain biking.

This mission statement informs the direction of the club.

2 VALUE STATEMENT

In all our activities the club adheres to the following values:

- we treat all people with respect regardless of race, gender, religion, sexuality or belief;
- we communicate openly and honestly and in a timely manner;
- we speak out against any form of discrimination or bigotry;
- we act in a sustainable way;
- we act in a way which supports and nurtures our members;
- we are fun, inclusive, collaborative, cooperative and creative in all we do.

3 VISION FOR MTB IN ALICE SPRINGS

Our vision for mountain biking in Alice Springs is:

- To have the best track network in Australia and be recognised as a world renowned destination by developing and retaining the unique nature of the local tracks;
- For Alice Springs to be the most cycle friendly town in Australia;
- To have a beautiful and sustainable infrastructure;
- To have a fun and safe environment;
- To have an active and engaged membership;
- To develop and support our members;
- To have open and productive engagement with all stakeholders.

Key goals and measures for success for 2019

Key goals and our measures of whether we have achieved those goals are set out below.

Goal	Description	Measure of success
EITA	Find someone to organise Easter in the Alice MTB stage race	Organise EITA on budget and attract over 250 entries DONE
Event programme	Prepare and organise an event programme	Organise the proposed events on the event programme DONE
Club processes and structure 1	Club budget	Establish and operate to a club budget for 2019 fy
Club processes and structure 2	Events	Establish club event program entries on MTBA website, events on website and FB with entry links for the coming year by end of December. DONE except website and FB
Social media	FB, website, Strava Club, and Mailchimp management	Post all club events and relevant news on FB and website. Done except for website.
Club membership	Increase club membership	150 club members
Dusty Demons	Move to new location	Move by 2020!
POL for whole of Alice Springs	Obtain Lands Department permission to access Crown Land around Alice Springs for mountain biking	August 2018. DONE. 20 July 2019 to do
Permit for NTPWC managed areas such as Telegraph Station, West Side and East Side.	Obtain permission to run events on NTPWC managed land for at least 12 mths	Done by Dec 2019
CATI events x 1	Run and promote Come and Try It events for general community	Run one event per year to attract more than 20 new people to try mountain biking.

Track clean up and maintenance days	Run track maintenance and pick up rubbish days (with permission) to repair damage and improve tracks	1 per year
Social rides 1	Organise regular social rides for women	Organise one social ride per month specifically for women. DONE.
Social rides 2	Organise regular social rides for all members	Organise one social ride per month open to all members. DONE.
Continue Mini Mountain Bikers	Offer an appropriate option at races for mountain bikers between age of 5-13 to race/participate.	Provide a Mini Mountain Biker option at every race in 2019.
Monthly newsletter	Send out a bi-monthly email newsletter via mailchimp to members	Newsletter sent every two months.
Rider Development 1	Provide members with skills training opportunities	Organise two skills training weekends for members with skills coaches. DONE.
Race results on FB and Website within 24 hrs	Publish race results promptly	Publish results from each race within less than 24 hours of the race
Newspaper articles	Promote the club in the local newspaper	Get six articles per year in the paper
Change name to ASMTBC	Change club name to more recognisable and suitable name for dealing with sponsors and government stakeholders Alice Springs Mountain Bike Club	At AGM in August 2019??
Combined events	Run at least one combined event with running, cycling, triathlon and/or orienteering club.	Run Battle of the Legs (formerly Two Tribes). DONE.
Develop Dusty Demon's (DD's) Program	Find two people to facilitate (DD's), one to facilitate younger/less experienced kids around short course	Program has two facilitators, includes obstacles, cross country rides, admin help to manage membership, and weekly Facebook posts.

	and the other to take kids on newly developed West Side trail.	
Promote Club and events	Create quarterly posters advertising club events to be placed in bike shops, cafes, Lone Dingo, Cinema etc. Calendars to be placed in all bike shops.	Member numbers increase to 150
Develop local MTB skills workshop facilitators	Local Level 0 and 1 Instructors facilitate workshops for eg; beginner MTB skills, specific skills and mechanical workshops	1-3 courses run by local skills instructors
Develop Women on Trails program	Program to include social rides, bike maintenance sessions and beginner skills workshops	Number of women attending sessions averages ¾'s full.
Develop Junior MTB Academy	Establish Junior MTB Academy for 13 - 18 year olds after consulting them to find out what they want and need.	Offering local junior mountain bikers what they want and need to develop mtb skills, knowledge and experience.
Develop Sponsorship Policy	Develop relationships with local sponsors and provide them with clarity around benefits and commitment	Policy is developed and attracting sponsors.