

CYCLING SOUTHLAND STRATEGIC PLAN EXECUTIVE SUMMARY

(ADOPTED 17 JUNE 2013)

OUR VISION: A region embracing cycling

OUR MISSION: Providing pathways for participation & excellence

OUR REPUTATION: Cycling is the preferred regional sport and mode of transport

STRATEGIC PRIORITY AREAS

<i>MEMBERSHIP</i>	<i>EVENTS</i>	<i>FINANCIAL</i>
Pathways for participation	High quality events that deliver a financial and/or membership return	A financially secure organisation which reinvests in its membership and vision

STRATEGIC TARGETS

	<i>MEMBERSHIP</i>	<i>EVENTS</i>	<i>FINANCIAL</i>
PHASE 1 – 2015	A strong volunteer base which enjoys experiences with the club	Continue as New Zealand's preferred event host for road and track	Secure sponsorship and support across all Cycling Southland events and activity
PHASE 2 – 2017	Continued growth of Cycling Southland membership	A fully utilised Velodrome and fully subscribed road events	Reduce dependency on grants income
PHASE 3 – 2019	Invercargill is formally recognised as a bike friendly city	Leading the sport of cycling in New Zealand	Secure financially with money in the bank for growth of club

PRIORITIES FOR PHASE 1 TO DECEMBER 31 2015

MEMBERSHIP PRIORITY

Complete full inventory of all volunteer roles (club, events, velodrome) with summary JDs

Confirm annual calendar of club-based activities including social functions

Development plans for following targeted volunteer areas; (set target numbers to develop)

- Commissaires, Event timing (road & track), Event officials (technical)

Develop formal coaching plan (elite, development, recreational)

Structure to engage membership in idea and activity generation (increase involvement)

EVENTS PRIORITY

Review of current events delivery model by December 2013

- all events to feature key club-based outcomes as standard (ie: why the club is doing it!)

Event planning documents, contracts, budgets, post-event reporting mandatory to ensure revenues are maximised and club outcomes delivered

Investigate the potential for a mass-participation event for delivery in 2015 as major club fundraiser

FINANCIAL PRIORITY

Establishment and management of long term sponsorship plan

Risk management strategy continues to be reviewed on a regular basis

Asset management strategy is regularly reviewed and usage policies adhered to

Review of velodrome management & resources