



Peak body for bike riding in WA

STRATEGIC PLAN

FY24 - FY25

Updated May 2023

OUR VISION: More people riding bikes more often

OUR PURPOSE: Leading change to improve bike riding infrastructure, participation, safety and community attitudes towards bike riding.

WE DO THIS THROUGH - LEADERSHIP, COLLABORATION, INNOVATION, RESEARCH, MEMBERSHIP, COMMUNITY ENGAGEMENT AND EVENTS

OVER THE NEXT TWO YEARS WE WILL FOCUS ON

REPRESENTATION

LEAD AND COLLABORATE

- Facilitate initiatives that elevate the profile and appeal of bike riding as a core part of community life
- Build coalitions and partnerships to represent the diversity of bike riders
- Influence public policy and investment by providing a considered, evidence based voice to government, political and industry leaders
- Collaborate to improve and expand bike riding infrastructure.
- Manage the development and delivery of strategies and plans developed to advance bike riding.

GROWTH

GROW PARTICIPATION THROUGH ENGAGING OUR COMMUNITY

- Improve safety for bike riders
- Implement participation initiatives
- Build membership
- Promote the broad role and contribution of WestCycle on behalf of the bike riding community in WA
- Create an annual events and activities program to build engagement and community participation

SUSTAINABILITY

STRENGTHEN THE BIKE RIDING COMMUNITY

- Promote the impact of bike riding on the environment and transport systems.
- Expand and diversify revenue
- Ensure best practice governance and compliance
- Create a positive environment for our staff and community volunteers to thrive.
- Support of our members, affiliates and clubs.



OUR VALUES

LEADERSHIP

- We inspire growth and action.
- We provide direction, motivation and guidance.
- We take a big picture view.
- We strive to raise the standards for the whole industry.

COLLABORATION

- We do great things together.
- We help and support each other to achieve a collective goal.
- We listen and evolve together.
- We facilitate the use of collective knowledge and energy.

SUSTAINABILITY

- We build an organisation for the future.
- We take care of our team.
- Success breeds sustainability.
- We make decisions and act with regard to the environment, our economy and society.

REPRESENTATION

PRIORITY	INITIATIVES
Facilitate initiatives that elevate the profile and appeal of bike riding as a core part of community life.	<ul style="list-style-type: none"> ● Coordinate the delivery of –Our Bike Path 2022–2026 ● Promote cycling tourism and events and support the ecosystem of bike riding businesses and organisations (FY24) ● Develop and support initiatives that encourage the normalisation of bikes as a mode of transport ● Drive recognition of positive contributions of bike riding through a strong and positive media profile
Influence policy and investment decisions and lead public commentary on bike related issues by achieving a position as a credible and trusted source of advice.	<ul style="list-style-type: none"> ● Devise strategies to attain the objectives of WestCycle position statements through the execution of targeted campaigns. ● Source and utilise evidence and best practice to promote the benefits of bike riding ● Prepare submissions to key strategic documents to encourage investment in bike riding infrastructure, facilities, programs and campaigns ● Facilitate members and supporters to engage in policy and infrastructure planning processes relevant to them
Build coalitions and partnerships to represent the diversity of bike riders	<ul style="list-style-type: none"> ● Consult and engage with stakeholders through advisory groups, annual forums and quarterly communications ● Determine if WestCycle adopts a representative role for e rideables. ● Engage, educate and connect the community to become effective local advocates for infrastructure projects and bike riding in general
Collaborate to improve and expand bike riding infrastructure.	<ul style="list-style-type: none"> ● Maintain positive relationships and participate in reference groups with government agencies for the development of bike riding infrastructure projects and policies ● Position WestCycle to influence bike riding outcomes in infrastructure projects from the early design phase to completion ● Encourage and support LGA's to adopt safe riding infrastructure & policies for roads, paths & trails. (FY24)
Manage the development and delivery of strategies and plans developed to advance bike riding.	<ul style="list-style-type: none"> ● Manage the implementation of the priorities of the Mountain Bike Strategy as identified by the MTB Strategy Steering Group ● Coordinate the delivery of Our Bike Path 2022–2026 ● Coordinate the BMX strategy development ● Activate the bike tourism strategy

GROWTH

PRIORITY	INITIATIVES
Improve safety for bike riders and promote positive interactions with road and path users.	<ul style="list-style-type: none">● Identify on-road cycling routes for confident riders and develop strategies to manage potential conflict and increase safety between bike riders and other road users● Promote and collaborate on the delivery of driver and rider education and behaviour change programs● Work with the Road Safety Commission to develop campaigns that improve the safety of bike riders● Develop initiatives to encourage and support responsible and safe bike biking
Implement participation initiatives	<ul style="list-style-type: none">● Build the schools program to impact 50 new schools pa● Develop initiatives to grow participation of non regular bike riders● Promote e bikes as a viable option for bike riders
Build membership	<ul style="list-style-type: none">● Expand the membership value proposition and activities to build community membership and engagement● Ensure the membership servicing function achieves positive feedback from members● Implement the new Membership Management system and transition to new CRM system.● Build a Corporate Membership program to deliver \$50k growth pa
Promote the broad role and contribution of WestCycle on behalf of the bike riding community in WA	<ul style="list-style-type: none">● Implement a communications strategy to grow awareness of the role of WestCycle● Implement an all of cycling calendar to promote bike riding events and activities● WestCycle's website becomes the 'go to' source for bike riding information
Create an annual events and activities program to build engagement and community participation	<ul style="list-style-type: none">● Conduct workshops and community engagement activities to promote active transport and recreational riding● Reinvigorate the Dams and Fondo events to grow participation● Develop a program for gravel

SUSTAINABILITY

PRIORITY	INITIATIVES
Promote active transport to support our future health, wellbeing and sustainability benefits..	<ul style="list-style-type: none">● Enhance the profile of bike riding within the community through ongoing community engagement● Promote evidence to support the bike riding benefits for health, environment and the community.● Ensure 'people focused bike riding language' is adopted as per Healthy Streets learnings● Undertake at least 4 public and stakeholder forums pa
Expand and diversify revenue	<ul style="list-style-type: none">● Secure partnership funding from government and commercial sector for WestCycle and other riding groups in order to sustain and develop bike riding in WA.● Grow revenue from events, membership, contracting, grants, partnerships and projects (target growth of \$200k pa)● Implement additional fee for service opportunities (eg school holiday bike ed programs / bike valet)
Ensure best practice governance, compliance and operational efficiencies	<ul style="list-style-type: none">● Implement the Board Charter● Implement recommendations of the annual board performance review● Embed risk management as an organisational commitment● Utilise emerging technology e.g., AI to improve operational efficiency and profile
Create a positive environment for our staff and community volunteers to thrive	<ul style="list-style-type: none">● Undertake a codesign process with staff to build staff culture and retention● Implement a volunteer program to recruit, support and reward volunteers
Support our members, affiliates and clubs	<ul style="list-style-type: none">● Review Affiliate relationships and deliverables to club outcomes● Implement programs and develop resources to support volunteers and enhance the sustainability of rider groups including clubs, affiliates and social riders.● Develop and deliver an enhanced member engagement experience