

OUR VISION

More people riding bikes
more often

OUR VALUES

Leadership, Collaboration, Sustainability

STRATEGIC PLAN 24-25

UPDATED MAY 2024

OUR PURPOSE

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

REPRESENTATION

LEAD AND COLLABORATE

GROWTH

GROW PARTICIPATION THROUGH ENGAGING OUR COMMUNITY

SUSTAINABILITY

ORGANISATION & COMMUNITY DEVELOPMENT

STRATEGIC PRIORITIES

- Elevate the profile and appeal of bike riding as a core part of community life
- Influence policy and investment decisions and lead public commentary as a credible and trusted source of advice
- Collaborate to improve and expand bike riding infrastructure
- Manage the development and delivery of strategies and plans developed to advance bike riding

- Improve safety for bike riders
- Implement participation initiatives that engage and support women, non-regular riders and individuals from diverse cultural backgrounds
- Build membership
- Grow bike riding in schools
- Manage the impact of E-rideables on bike riding and the community

- Promote active transport to support our future health, wellbeing and sustainability benefits
- Build sustainable funding sources that deliver our strategic objectives
- Ensure best practice governance and compliance
- Support staff career and skills development to grow expertise and capability to maintain effective representation

KEY INITIATIVES

LINKED TO STAFF OPERATIONAL PLANS & PERFORMANCE MEASURES

- 1.1 Advocate for infrastructure funding, policy development and improved impact of project delivery
- 1.2 Support LGA's to grow bike friendly infrastructure
- 1.3 Support the MTB strategy delivery
- 1.4 Grow communications reach and impact
- 1.5 Represent bike riding interests on reference and advisory groups

- 2.1 Deliver the schools program encompassing safety training, teacher accreditation, bike skills, parent engagement and participation programs
- 2.2 Conduct activations and events to promote bike riding and use of infrastructure
- 2.3 Deliver bike and E-rideables safety programs and manage impact of E-rideables
- 2.4 Ensure grant servicing requirements are met
- 2.5 Research member requirements and deliver member benefits

- 3.1 Create longer term funding agreements
- 3.2 Promote active transport to advance bike riding as a core component
- 3.3 Implement policies and protocols to ensure compliance to governance requirements
- 3.4 Create individual development plans aligned with core competencies to strengthen targeted skills