



STRATEGIC PLAN FY26-28

**Making riding
safe, easy and
attractive for all.**





STRATEGY BACKGROUND

The new strategic plan for FY26–FY28 has been developed through extensive consultation with WestCycle’s Member Organisations, Advisory Groups, key Government partners, Board and staff.

Over the past 5 years **WestCycle** has evolved from primarily being a sport based organisation to one that embraces all forms of bike riding whether it be on road or off road, riding to the shops or work, for fitness, fun or fellowship.

The promotion of active transport has been a focus area to embrace all forms of riding. With more people adopting active transport, there will be a greater focus on riding and the need to create a safe environment to ride.



SCOPE

While WestCycle remains dedicated to advancing bike riding in all forms, we recognise that emerging modes of micromobility, such as eRideables, present both challenges and opportunities for the broader active transport network.

WestCycle seeks to make Western Australia an amazing place to ride by championing safe riding and growing our riding community through activities, advocacy and education. By representing both bike riders and eRideable users, we create a unified voice for better infrastructure and safer streets.

We share the same challenges and goals.

- ⊗ Safety for all street and path users
- ⊗ Infrastructure that serves all active transport users
- ⊗ Education to ensure mutual respect and safety



By doing so, we aim to create a safer, more connected environment for all active transport users whilst also remaining true to our foundation of bike riding.

WestCycle continues to be the Peak Body for bike riding, with the Representation of eRideables being an important emerging sector that is linked to bike riding outcomes.

OUR FOCUS

WestCycle believes that making Western Australia an amazing place to ride starts with creating safe, well-designed riding infrastructure and policy settings that encourage more people to choose bikes and eRideables, whether for commuting, recreation or sport.

Our population is expected to grow by 30% in the next 20 years. Riding needs to become a more accepted way of getting around to reduce congestion and deliver social, health and environmental benefits.

Our goal is to ensure that riding is not just possible but is an attractive and practical choice for people of all ages and abilities and we can inspire future generations to ride.

We want to share the joy and unlock the benefits of riding, by creating opportunities for people to learn, connect with others, and enjoy all forms of riding.

Through education, events or community programs, WestCycle aims to make riding a normal, accessible, and celebrated part of everyday life in Western Australia.

To bring about lasting change, all kinds of riders need a strong, united voice advocating for their interests. WestCycle plays this role by listening and understanding their needs and then working together to champion policies that support safer riding conditions, better infrastructure and increased participation.

Underpinning all of this is ensuring the organisation remains a well governed, well resourced and independent organisation.

PILLARS & STRATEGIES

PILLAR 1: Create great places to ride

Working with others to create safe, enjoyable place to ride

PRIORITY MEASURE – Rider Safety	
STRATEGIES	TRACKING OUR PROGRESS
1. Improve the safety of riders and riding	<ul style="list-style-type: none">• % reduction in KSI data for rider• % of people riding in WA (by mode, demographic, region, etc)• % increase investment in riding infrastructure• # Positive policy outcomes• % completion of primary bike network• Increased riding spend
2. Promote riding as a valuable and accessible means of transport and recreation	
3. Unlock the social, health, economic and environmental benefits of riding	
4. Improve infrastructure and policy that support riding	

PILLAR 2: Share the experience

Creating opportunities to learn about and enjoy all forms of riding

PRIORITY MEASURE – Number of people riding	
STRATEGIES	TRACKING OUR PROGRESS
5. Deliver community programs that promote and celebrate different forms of riding for a broad demographic	<ul style="list-style-type: none">• % intention to ride• Increase # of riding trips• Program/Event outcomes
6. Supporting the next generation to ride	
7. Ensure high quality mass participation events that promote riding	
8. Expand our reach and engagement in regional WA	

PILLAR 3: Be the leading voice for riders

Representing the interests of all riders

PRIORITY MEASURE – Engagement, attitude and brand association	
STRATEGIES	TRACKING OUR PROGRESS
9. Build evidence base to advance planning and advocacy	<ul style="list-style-type: none">• % growth in membership numbers (by mode)• Brand recognition (riders/non riders/ stakeholders)• # of media approaches• # joint position/policies presented• Member satisfaction/activation/retention• Reach of communications• Advisory Panel engagement• Effective engagement with stakeholders
10. Represent the needs of riders to enhance riding	
11. Build partnerships and networks that deliver influence	
12. Grow membership across different rider modes	
13. Building and sharing the community of riding	

PILLAR 4: Strong Foundations

Building the financial, membership, and operational foundations

PRIORITY MEASURE – Sound financial position	
STRATEGIES	TRACKING OUR PROGRESS
14. Position the organisation for transformational growth	<ul style="list-style-type: none">• % long term funding agreements• Balance sheet strength• Board review to ASC standards• Staff capability and satisfaction• Compliance requirements met• Stakeholder satisfaction
15. Attract, retain and develop skilled, motivated staff and volunteers	
16. Build a strong financial position to enable growth	
17. Ensure best practice governance and compliance	
18. Deliver systems and office infrastructure that enables the purpose	

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and unlock the
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DELIVERY

OPERATIONAL PLANS

In developing the Strategic Plan, the Board has identified the vision, purpose, pillars, strategies and broad performance measures. Staff operational plans are developed for each WestCycle division. The operational plans will detail specific actions, timelines and performance measures.

TIMEFRAME

The plan commences 1 July 2025, with annual reviews until April 2028 when a full consultative process will be undertaken to create a new plan.

STRATEGY OVERSIGHT

The Board monitors the progress of the strategies in the following manner.

- ⊗ A dashboard is prepared to provide progress reports on key KPI's at each board meeting.
- ⊗ A more detailed analysis is provided quarterly

The CEO report in the annual report is structured to report to the strategy.

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 deliver success through shared goals and mutual support.
- ⊗ 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.





WESTERN AUSTRALIA - AN AMAZING PLACE TO RIDE.





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