



BURRUP MOUNTAIN BIKE CLUB 2019-2024 Strategic Plan

VISION – To have mountain biking as the sport of choice for the City of Karratha and the wider community.

MISSION – Devote our resources solely towards encouraging and facilitating participation in and development of the sport of mountain biking.

OBJECTIVES

GROWTH

Grow the Club by providing and promoting opportunities to engage a wider cross section of the community.

DEVELOPMENT

Develop riders by providing access to skills coaching and a variety of events.

TRAILS

Ensure access to sustainable riding opportunities for all members of the community.

SUSTAINABILTY

Manage and govern the Club to ensure it can operate now and into the future.

STRATEGIES

Grow the Dirtmaster (3-12 years) membership.

Grow the Junior (13-18 years) membership.

Retain the existing Club membership.

Promote the Club within the local and wider community.

Provide coaching and training opportunities in the community.

Maintain a pool of Club members as MTBA/CA accredited coaches.

Provide a diverse range of MTB events.

Attract riders from outside the City of Karratha to Club events.

Work with key stakeholders to legitimise trails and implement a trails management plan.

Develop riding opportunities for all skill levels and MTB disciplines.

Provide opportunities to improve trail building knowledge and skills to the community.

Maintain financial reserves.

Maintain membership to relevant MTB bodies and other organisations.

Operate in accordance with the requirements of governing bodies.

Build relationships with local stakeholders including government, industry and other sporting and community organisations.

GROWTH

ACTIVITIES

Grow the Dirtmaster (3-12 years) membership.

- Establish a defined Dirtmaster program.
- Increase engagement with Dirtmasters through winter season.
- Provide racing opportunities for advanced Dirtmasters.

Grow the Junior (12-18 years) membership.

- Implement a Junior development program.
- Establish a schools MTB competition.
- Improve racing opportunities for Junior membership.

Retain the existing Club membership.

- Increase engagement with membership Club newsletters.
- Increase frequency of events throughout the winter season.

Promote the Club within the local and wider community.

- Increase presence in local media.
- Utilise available public forums such as Come and Try days, FeNaCING parade, Love Where You Live Expos and Community Sports Awards to promote the Club and sport.

DEVELOPMENT

Provide coaching and training opportunities in the community.

- Build regular training and coaching sessions into the calendar
- Maintain a skills development weekend for all community members.

Maintain a pool of Club members as MTBA/CA accredited coaches.

- Encourage members to utilise the Travel Subsidy Scheme to gain coaching qualifications.
- Utilise skills development opportunities to develop coaches.

Provide access to a diverse range of MTB events.

- Maintain and promote the Travel Subsidy Scheme for athlete travel to State and National events.
- Include fun social events in the calendar.
- Include events such as time trial, king/queen of the mountain, marathon and gravity enduro in the calendar.
- Work with other Pilbara and Kimberley MTB communities to establish a NW series.

Attract riders from outside the City of Karratha to Club events.

- Promote all events in other Pilbara communities and through WAMBA.
- Explore opportunities to create or host a State or National level MTB event.

TRAILS

ACTIVITIES

Work with key stakeholders to legitimise trails and implement a trails management plan.

- Build relationships with Ngarluma Aboriginal Corporation, Murujuga Aboriginal Corporation, City of Karratha, Department of Sport and Recreation and others.
- Work with stakeholders to Identify mutually beneficial opportunities that may be generated by a legitimate trail network

Develop riding opportunities for all skill levels and MTB disciplines.

- Establish trail heads on the existing trail network with suitable signage.
- Establish graded and signed loops from trail heads.
- Explore opportunities to establish gravity oriented trails.
- Explore opportunities to establish trails in areas other than the existing trail network.

Provide opportunities to improve trail building knowledge and skills to the community.

- Encourage members to utilise the Travel Subsidy Scheme to gain trail building skills and knowledge.
- Include trail building workshops in calendar.

SUSTAINABILTY

Maintain financial reserves.

- Identify and pursue new opportunities for funding.
- Maintain relationships with existing funding partners.

Maintain membership to relevant MTB bodies and other organisations.

- Maintain status as an incorporated association
- Maintain affiliation with MTBA

Operate in accordance with the requirements of governing bodies.

- Include workshops in the calendar to develop event organisers, commissaires, timing personnel and other officials.

Build relationships with local stakeholders including government, industry and other sporting and community organisations.

- Develop and implement a corporate challenge component to club events.
- Explore opportunities to use mountain biking as a vehicle to support the aims of other community organisations (e.g. Clontarf, Girls Academy, etc.)