



Fraser Coast Bicycle Users Group Inc
(formerly Hervey Bay BUG Inc)

Club Development Plan 2006

Adopted 5th September 2006

Progress Report as at 27th March 2007

Financial Management Strategy

Strengthen the financial position of the club through improvements to cash flow, management procedures and revenue collection.

Financial Management Action Plan

ID	Action	Who	When	Outcomes	Progress
F1	Budget to provide a base bank balance of \$1000.	MC	2008	All accounts able to be paid from the club account.	Position expected to be reached in 2007
F2	Canvas members to determine potential club activities and prepare annual budget for adoption by club	MC	Annually	Potential projects and events identified. Club members have input to budget process.	Next opportunity June 2007
F3	Review club expenses and set membership fees to match expenses.	MC	Annually	Fees set to cover club's basic expenses.	Next opportunity June 2007
F4	Review membership categories and fees relevant to each category.	MC	2007	Equity established between the different membership categories.	Membership categories to be reviewed April to June 2007
F5	Explore sponsorship options for funding public events.	MC	Ongoing	Events do not require cash injection from base fund.	Business-community partnership established with Cardno
F6	Identify available grants to off-set costs for events, education and training, promotion and increased membership.	MC	2006	Costs to members minimised by accessing other income.	Applications have been made to HBCC and a grant will be lodged with Sport & Rec Qld. Further work required to identify all grant options.
F7	Prepare financial management procedures for inclusion in club management manual.	MC	2007	Formal documentation of financial process.	Some preliminary work has been completed

Communication Strategy

Enhance communication of the club's values and programs to club members and to the general public.

Communication Action Plan

ID	Action	Who	When	Outcomes	Progress
C1	Introduce weekly 5 minute briefings at the Beach n' Coffee ride.	MC	2006	Direct communication with a larger number of members.	Complete. Briefings are occurring regularly.
C2	Reduce number of general meetings and increase management committee meetings.	MC	2006	General meetings reduced to a quarterly basis. Reduced costs and secretarial workload	Members have not agreed to reduce number of meetings. Management meetings have increased without a reduction in general meetings.
C3	Upgrade website and increase the amount of information disseminated through this medium.	MC	2007	Key club information accessed at source. Club profile enhanced	Website is being consistently updated. Look to reformat at some future date. Need to ensure members use it.
C4	Develop new club member introductory packs.	MC	2006	Club members formally briefed on club activities.	Complete and being distributed to every new member
C5	Develop club newsletter and ensure distribution to all members.	MC	2007	Informed members. Members without e-mail not disadvantaged	Three newsletters have been produced in October 2006, January 2007 and March 2007
C6	Continually assess opportunities to disseminate information about club activities through TV, radio and newspaper.	VP	Ongoing	Enhanced club profile. Benefits of cycling publicised regionally. Increased club membership	Media training manual from the Cycling Promotion Fund identified as a key training document. Media statements have been released. Further work required.
C7	Develop and publish (in hardcopy and on the website) an Onya Bike brochure outlining local and regional rides and club activities.	MC	2007	Enhanced club profile. Cycle routes identified regionally. Increased club membership	Development expected to occur April/May 2007. Part funding obtained through business-community partnership.

C8	Identify cycling touring routes within the region and work with local government to publicise these routes.	MC	2008	More cyclists touring the region. Enhanced profile of cycling in the region	Opportunities currently being developed in Tiaro
C9	Develop and publish a poster advertising all the cycling clubs in the region and distribute to bike shops.	MC	2007	Enhanced profile of cycling in the region. Increased club membership	No progress to date

Volunteer Strategy

Recognise and promote the important role that volunteers make to the operation of the club.

Volunteer Action Plan

ID	Action	Who	When	Outcomes	Progress
V1	Devise ways to reward and recognise the efforts of volunteers.	MC	Ongoing	Rewarding club environment. Interest in committee positions.	No progress to date
V2	Ensure the roles of volunteers are clearly identified through the preparation of job descriptions.	MC	Ongoing	Improved understanding of volunteer roles and tasks.	Complete but needs to be incorporated into management procedures
V3	Ensure that volunteers have adequate training, skills, resources and finances to undertake their role.	MC	Ongoing	One-on-one training Participation in Sport & Rec training courses. No out of pocket expenses.	No progress to date
V4	Identify potential committee members, encourage participation in special projects, and "buddy" with current committee members.	MC	Ongoing	Understanding of management committee roles and tasks. Interest in committee positions.	No progress to date
V5	Develop and document club management procedures.	MC	2008	Easier for new committee members to understand roles and tasks.	This task has commenced but still a lot of work to be done
V6	Develop member skills register and utilise skills on a project basis	MC	2007	Better utilisation of member's skills.	No progress to date
V7	Seek grants to train in-house cycling instructors to provide cycling or maintenance instruction to club members or the general public.	MC	2010	Enhanced membership skill base. Ready access to cycling expertise.	CQ identified as training provider. Dave McLeod has undertaken level 1 cycling coaching course.

Participation Strategy

Organise and promote club and public events to promote the social and health benefits of cycling, increase club membership and increase participation in cycling in the region.

Participation Action Plan

ID	Action	Who	When	Outcomes	Progress
P1	Provide a range of recreational cycling opportunities and events to satisfy the needs of members and prospective members.	EM	Ongoing	Annual event calendar. Diverse range of recreational cycling opportunities.	A comprehensive 2007 event calendar has been developed
P2	Encourage the development of social and recreational events in conjunction with other cycling clubs.	EM	Ongoing	Joint club events. Sharing knowledge and resource with other clubs.	Close links exist with MDCC. Have strengthened links with Mad Cycologists, Sunshine Coast Bicycle Touring Club and West End Rashers.
P3	Incorporate recreational mountain bike riding into club activities and diversify club membership.	MC	2008	Increased membership. Opportunity for club members to diversify into mountain bike activities.	Event planned for April 2007 but postponed to September 2007
P4	Restructure the club to provide for the needs of people based in Maryborough and other areas within the Fraser Coast region.	MC	2007	Name change to reflect regional perspective. Amendment of club rules to reflect wider membership base.	Complete. Club renamed Fraser Coast Bicycle Users Group effective 8 th March 2007
P5	Develop events specifically targeted at increasing membership e.g. "come and try" days or "bring a buddy" rides.	EM	Ongoing	Increased membership. Improved public awareness of cycling needs.	Come and try events incorporated into 2007 calendar. Grant sought targeting female cyclists

P6	Be a proactive member of the Fraser Coast Cycling Alliance.	MC	Ongoing	Dual membership from other clubs. Higher profile for cycling in the region. Club members can easily participate in other cycling activities.	Reciprocal membership with MDCC arranged. Need to organise a second meeting, it's almost 12 months since inaugural meeting
P7	Organise club ride(s) in other parts of the State or Australia	EM	Annually	Exposure to cycling opportunities and issues in other areas. Diversity in club activities.	2007 event calendar includes rides in Brisbane, Caloundra and Gladstone
P8	Organise and/or support Bike Week or National Ride to Work Day activities.	EM	Annually	Specific events. Support for events run by local government or BQ	2006 National Ride to Work day gained limited support Bike week 2007 family ride organised in Maryborough
P9	Develop and publicly promote an annual week-end "Cycle Fraser Coast" recreational touring event aimed at attracting participants from within and beyond the region.	MC	2009 then annually	Fraser Coast recognised as a recreational cycling destination. Diversity in club activities. Challenges for club members. Networking opportunities.	River to River ride included in 2007 events calendar. Naming rights negotiated with Cardno. HBCC grant lodged for 2008 event.
P10	Develop a partnership with the Fraser Coast South Burnett Regional Tourism Board to identify and promote tourist rides.	MC	2009	Active promotion of tourist rides in the Fraser Coast and South Burnett regions.	No progress to date
P11	Work with Cycling Alliance members and Education Queensland to develop and introduce a school based cycling program.	MC	2010	Cycling interest generated amongst kids. More kids on bikes. Enhance junior membership base for all cycle clubs.	Club is a potential partner in the fitness and recreation travel to school pilot proposed at Hervey Bay High and Pialba State School

Planning and Policy Strategy

Enhance and simplify the management of the club through the development, adoption and implementation of key planning and policy documents.

Planning and Policy Action Plan

ID	Action	Who	When	Outcomes	Progress
PP1	Implement the club development program, report on progress and periodically review the plan.	MC	Ongoing	A very effective club. Annual progress report. Plan reviews.	Regular reviews undertaken by MC. Progress reports lodged on website.
PP2	Review and amend the model rules.	MC	2006	Rules aligned to the clubs current vision and operational procedures.	Will be presented April to June 2007
PP3	Document key procedures into a club management manual.	MC	2007	New members able to more readily understand clubs mode of operation. More interest in committee positions.	No progress to date
PP4	Develop and document a risk management process for events.	MC	2007	Improved cycling practices during events. Reduced risk of personal injury.	No progress to date

Advocacy Strategy

Constantly seek opportunities to improve cycling facilities and programs in the Fraser Coast region.

Advocacy Action Plan

ID	Action	Who	When	Outcomes	
A1	Promote the establishment of community committees with government representation to plan for improved cycling participation and facilities in the region.	MC	Ongoing	Direct access to key government staff and politicians. Community and government partnership to improve and provide cycling programs and facilities	No progress to date
A2	Campaign to establish a school based pilot program to increase walking and cycling to school.	MC	2008	Less traffic congestion around schools and safer streets. Healthier kids. Increased parent participation in cycling	Club is a potential partner in the fitness and recreation travel to school pilot proposed at Hervey Bay High and Pialba State School
A3	Demonstrate the benefits of cycling through community promotion and leadership.	MC	Ongoing	Greater participation in cycling.	Happening occasionally but needs to be a more cohesive response
A4	Encourage members to advocate for improvements in their own environment e.g. work, school, shopping centre.	MC	Ongoing	Improved end of trip facilities.	No progress to date
A5	Continually seek opportunities to engage the media to promote cycling events and issues.	VP	Ongoing	Media coverage of cycling events and activities.	Happening occasionally but needs to be a more cohesive response