

Alpine Cycling Club Staircase Plan August 2019

Issue:-

We have demotivated and disengaged Club and Community members:

- No clear reason for joining the club
- No need to join unless racing
- Lack of participation and identity of the Club
- Lack of identified value of being a Club member

Future State:-

“A motivated, proud, valued and engaged community based club”

- Healthy number of members attending meetings & club events
- Growth in membership
- ACC is seen by Community as a desirable sporting club
- A club that celebrates its' achievements & members
- Desirable & inspirational behaviours are evident in the club
- A sensible & meaningful calendar of events that appeal to a wide range of members (competitive and social)
- FUN!

What it is:-

- Successful Social rides
- Incentive(s) to join
- Meaningful development programs
- Promotion of cycling to all members
- Sense of pride in being an ACC member
- Inclusion of All

What it isn't:-

- Not to exclude racing
- Creating or allowing obstruction or exclusion (eg Mystic)

Current State:-

- People don't see value or reason in membership
- Poor attendance at meetings
- No long term plan / lack of vision
- Junior section are leaders, not the rest of the Club
- Lack of recognition / identity within & outside the Club
- Can put on great events
- Have expertise in building & maintaining trails

Initiative #1:-

Promotion & Communication:

- Visible (web-based) ongoing program of events
- Sponsorship
- Stakeholder Relationships

- **VISIBLE**
 - Website content
 - Calendar
- **SPONSORSHIP**
 - Committee
 - Plan
 - Action / Feedback
- **STAKEHOLDERS**
 - Members
 - Shire
 - ACP
 - Sponsors
 - Community
 - Affiliations (MTBA, CA,CV)

Initiative #2:-

Engagement:

- Purpose
- Recognition & Celebration
- Learning / Skills opportunities

- **PURPOSE**
 - Dev Statement
 - Share Statement
 - EC Structure & Roles
- **RECOGNITION & CELEBRATION**
 - Young Riders Awards
 - Club Championships
- **LEARNING / SKILLS Opportunities**
 - Coaching Courses
 - Commissaire Courses
 - Maint Skills Courses
 - Leadership Courses

Initiative #3:-

Program of Events

- Competitive
 - Developmental
 - Social
- **COMPETITIVE**
 - MTB Nationals
 - Tour of Bright
 - Club Championships
 - Inverted Enduro
 - Alfred 6 Hour
 - **DEVELOPMENTAL**
 - Coaching Clinics
 - Women's MTB Clinics
 - Commissaire Training
 - Trail Maint Skills / Inductions
 - MTB Trail Planning
 - MTB Trail Construction
 - **SOCIAL**
 - End of Year Celebration
 - Round the Block Ride
 - Family Shuttle Days
 - Night Rides / Dinners
 - Clubrooms / Storage?