

Bicycle Queensland Strategic Plan 2008-2013

MISSION - Everyday cycling, every day

OBJECTS - The objects for which Bicycle Queensland is established are:

1. To represent the interests of members as cyclists
2. To promote recognition of cyclists needs, rights and responsibilities
3. To promote improvement of cycling facilities and safety
4. To increase the number of cyclists riding for recreation and transport
5. To provide services to cyclists
6. To develop a strong vibrant organisation

GOALS AND STRATEGIES - The following goals and strategies are how Bicycle Queensland seeks to achieve its objectives.

Membership – to increase the size and quality of BQ membership

<i>Goals</i>	<i>Strategies</i>
Increase membership and continued annual growth of membership	Active marketing and public relations campaign to recruit new members, promote benefits of membership and BQ Review of membership issues and cycling priorities for regional Queensland Engagement with cycling industry in Queensland level, particularly retailers (bike shops)
Increased engagement with membership	Investigate means to improve and expand services to members Continuation of Membership Working Group

Events – to increase the participation in, and quality of BQ cycling events

<i>Goals</i>	<i>Strategies</i>
Increase number of participants	Ongoing review of costs and benefits of events to ensure they meet goals
Increase cycling profile in community	Improve sustainability in terms of human resources (staff and volunteers)
Financial surplus to meet cycling development and membership goals	Ongoing monitoring of standards to ensure continuous quality improvement of events.
Increase BQ membership	

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Cycling Advocacy & Development – to raise the awareness of needs of cyclists in the Queensland community

<i>Goals</i>	<i>Strategies</i>
Increase awareness of BQ and cycling	Development of marketing and media programs.
Participation in national and state cycling promotion programs	Facilitate increased cycling promotion programs (Ride to Work, Ride to School) Facilitate development of National Bicycle Coalition
Develop and improve relationships with major agencies	Continue building relations with Main Roads, Queensland Transport and other State and Local Government agencies. Encourage delivery of Government's State Cycle Strategy key actions and other cycling related policies. Improved consideration of cycling-related issues in infrastructure decision making and planning processes.
Encourage members, other cycling groups (including Bicycle User Groups) and other cyclists to appropriately and strategically advocate for cycling	Improved active and participatory website with current and targeted content for all users Development of resources to facilitate improved and consistent advocacy Continuation of Cycling Development and Advocacy Working Group

Healthy organisation – to grow a strong and dynamic organisation

<i>Goals</i>	<i>Strategies</i>
Well organized, managed and remunerated staff members	Review of roles and objectives of staff positions.
Increase volunteer numbers and participation in BQ activities	Development of volunteer recruitment and support program

MEASURES OF SUCCESS

1. Increased membership
2. Increased government spending on cycling projects and programs
3. Increased participation in events
4. High levels of staff and volunteer job satisfaction