



**Bicycle Queensland
Strategic Plan
2009-2013**



VISION – More People Cycling More Often*

OBJECTIVES - The objectives for which Bicycle Queensland is established are:

1. To represent the interests of cyclists
2. To promote recognition of cyclists needs, rights and responsibilities
3. To promote improvement of cycling facilities
4. To provide cycling services to the community
5. To continue to grow as a strong and sustainable organisation

GOALS AND STRATEGIES – Bicycle Queensland seeks to achieve its objectives by three operational functions: Cycling Development and Advocacy; Membership & Cycling Events. The following goals and strategies below outline how Bicycle Queensland seeks to have more people cycling more often by the realization of these operational functions.

<i>Cycling Development & Advocacy</i>	
<i>Goals</i>	<i>Strategies</i>
Increase awareness of cycling	Development of marketing and media programs.
State participation cycling promotion programs	Active participation in the Bicycle Coalition Facilitate increased cycling promotion programs (Ride 2 Work, Ride 2 School)
Develop and improve relationships with major agencies and community leaders	Develop and establish relationships with community and corporate sectors. 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. Improve consideration of cycling-related issues in infrastructure planning processes
Encourage active advocacy for cycling in the community	Provide a participatory website with current and targeted content for all users Develop resources and programs to facilitate improved and consistent advocacy



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Membership	
<i>Goals</i>	<i>Strategies</i>
Increase membership and continued annual growth of membership.	Marketing and public relations campaigns to recruit new members, promote benefits of membership and BQ Promote BQ membership in regional Queensland Engage with the cycling industry to assist in promoting BQ membership Consider alternative forms of membership categories eg Work places, Schools etc
Increased engagement with members and other cycling groups	Improve and expand services to members Increase engagement with BUGs, and other cycling groups (eg, MTB, Road racing & touring organisations)

Cycling Events	
<i>Goals</i>	<i>Strategies</i>
Conduct successful cycling events	Increase event participation Market events appropriately Ongoing monitoring of standards to ensure continuous quality improvement of events Ongoing review of operations and costs Seek new opportunities for sponsorship
Increase cycling profile in the community	Engagement of the community via the conduct of events
Develop new events that meet BQ's objectives	Develop a process to assess viability of proposed events



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Healthy Organisation

<i>Goals</i>	<i>Strategies</i>
A focused flexible organisation capable of sustainable growth	To further develop a culture for the organisation to excel in its operations Development of clear lines of authority and accountability (in terms of governance and operations) Maintain a flexible, sustainable and effective organisational structure Maintain a solid and sustainable financial base Increase the contribution and satisfaction level of volunteers

MEASURES OF SUCCESS#

More people cycling more often

- An increase in the number of people cycling and
- An increase in the frequency of cycling occasions for those people who ride bicycles

1. Increased government spending on cycling

2. Increased membership

3. Increased participation in events

4. High levels of staff and volunteer job satisfaction

Further investigation is to be undertaken of the above measures to determine appropriate and realistic targets for Bicycle Queensland.

** in negotiation with Bicycle Victoria*