



Strategic Plan

2017 - 2022



Our Foundation

Byford BMX Club was founded in the early 1980's at Briggs Park Oval in Byford. The club, then known as Pegasus BMX Club, was formed at the height of the BMX craze of the 80's to hold the 1984 Qantas Australian BMX Titles. This event was one of the first times an Australian event had pro riders come over from the USA to compete with the Americans Clint Miller and Gary Ellis taking out 1st and 2nd in the event. Byford BMX Club is one of the oldest clubs in WA and during its time folded in the mid 90's, re-opening in the late 90's as BMX was on the rise with the announcement that BMX would be included in the 2008 Olympics.

In the early 2000's the track was raced regularly by future Olympian BMX rider Khalen Young. Khalen raced on Friday nights at Byford BMX before eventually heading to the USA for an outstanding professional BMX career which included rankings as high as World Number 2 and even more prestigious in 2009 at the height of his career he was the number 1 professional ranked rider in the USA.

Byford BMX is a not for profit organisation that is run only by Volunteers. We have a growing number of members with them ranging in ages starting from as young as 2 years to 50+ years.

BMX is a family orientated sport, with exposure to the extended families of our riders who regularly attend our events. Located at Briggs Park (behind the Recreational Centre) in Byford, we are close to Byford's town centre.

Our Vision

To be recognised by the community as the leading BMX club in Peel region with state of the art facilities.

Our Mission

The Byford BMX Club is a family friendly community based BMX club in Byford.

Our aim is to operate a leading BMX facility, which appeals to professional riders as well as beginners and to promote, develop and grow BMX in our local community.

Our success will be measured by the pride our members take in the club and the role models we produce within our community.



SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> ☉ Exciting and inclusive sport for all ages ☉ Management team: Together have wide experience in BMX and business know-how ☉ Reputation: Byford is well known both around the local community and around the BMX community ☉ Location: The nearest BMX Club (Southern Districts) is 19km away 	<ul style="list-style-type: none"> ☉ Disunity amongst members ☉ Member commitment to fundraising ☉ The sport has a low profile generally and attracts few sponsors ☉ Cost of membership and equipment to participate
Opportunities	Threats
<ul style="list-style-type: none"> ☉ State & Local Government advocating for club ☉ Support from local businesses 	<ul style="list-style-type: none"> ☉ Competing BMX Clubs ☉ Continual vandalism of facilities ☉ Volunteer engagement ☉ Members not renewing or transferring

Strategic Direction

In the development of this plan, the Byford BMX Club has used the SMART (Specific, Measurable, Attainable, Relevant & Time based) approach to undertake an assessment of the organisation’s capability, capacity, expertise and resources to develop and achieve a set of realistic strategic objectives.

The assessment has been undertaken not to lower expectations but to ensure that the Byford BMX Club, its members, and the sport of BMX is able to get the best results from the efforts expended. The plan presented sets out the strategic direction of the Byford BMX Club for a five-year horizon.

The Byford BMX Club plan focuses on five key strategic objectives. These are:

1. Improve the visibility and profile of BMX
2. Improve the facilities
3. Attract and retain members
4. Improve volunteer attraction, retention, and coordination
5. Build revenue in support of financial sustainability



STRATEGIC PLAN

Strategic Objectives	Targets/Actions	Measures
Improve the visibility and profile of BMX	Develop and implement a formal communications and marketing plan.	<ul style="list-style-type: none"> ☞ The communications and marketing plan will be completed and implemented during 2017
	Expand the use of social media platforms for informing and advising existing and potential members.	<ul style="list-style-type: none"> ☞ Run membership drive campaigns via social media platforms
	Utilise all available media to highlight positive stories on BMX	<ul style="list-style-type: none"> ☞ The number of positive reports on local television and print media stories on BMX will increase
	Improve and expand the annual calendar of competitions and events.	<ul style="list-style-type: none"> ☞ New competitions and events will be added as required to satisfy member demand
Improve the facilities	Implement measures to reduce vandalism	<ul style="list-style-type: none"> ☞ Install perimeter fence around BMX track to prevent motorbikes entering during 2017
	Improve existing BMX track	<ul style="list-style-type: none"> ☞ Track design will be updated during 2017/2018 to include an improved first & last straights
	Improve existing BMX track lighting	<ul style="list-style-type: none"> ☞ Upgrade track lighting to meet BMX Sports WA minimum standards during 2017
	Build a combined BMX & Skate facility	<ul style="list-style-type: none"> ☞ Develop formal plan detailing facility requirements during 2017 ☞ Work with Shire to look at possible funding sources during 2018 ☞ Build and relocate to new facility by 2022
Attract and retain members	Attract and retain members through Events, Clinics, and Come & Try Days	<ul style="list-style-type: none"> ☞ Organise at least 3 Come & Try days per calendar year ☞ Publish a calendar of events each year ☞ Organise coaching clinics which allow participation from all levels of riders
	Ensure communication streams are efficient	<ul style="list-style-type: none"> ☞ Organise an annual survey of members which covers various operational areas of the club (Facilities, Canteen, Volunteering, etc) ☞ Ensure that communications are published via all available means (I.e. Facebook, TeamApp, Email, etc) ☞ Organise an annual review of member contact details (I.e. Email, Address)
	Organise social activities for members to participate in	<ul style="list-style-type: none"> ☞ Organise at least 2 social activities per year which are subsidised by the club
Improve volunteer attraction, retention, and coordination	Attract & retain volunteers to assist with events (Club Racing, Fundraising, etc)	<ul style="list-style-type: none"> ☞ Develop a Volunteer Rewards program during 2017 ☞ Implement a Volunteer of the Year program during 2017
	Coordinate volunteer activities to ensure adequate coverage at events	<ul style="list-style-type: none"> ☞ Advertise and secure a Volunteer Coordinator during 2017 ☞ Develop Volunteer roster
Build revenue in support of financial sustainability	Develop a suite of products for merchandising	<ul style="list-style-type: none"> ☞ Investigate cost effective options for merchandising that will help build the club brand during 2017
	Investigate new and commercial funding opportunities	<ul style="list-style-type: none"> ☞ Investigate sponsorship/partnership opportunities with local businesses ☞ Investigate funding grants (Local, State and Federal Government and 3rd Party Organisations)