

LET'S TALK

OUR BIKE PLAN



WHAT IS OUR BIKE PLAN?

PLANNING OUR NEW COURSE

BikeNZ is NZ's National Cycling Federation. We provide leadership for ~~all~~ things cycling whether that is on the road ~~track or trails~~; whether you are riding for Olympic gold or riding to work.

CAN provides this leadership. We feel this would read more accurately if the ending was "...riding for enjoyment." We would add another sentence after this about working together with CAN who along with their local groups take leadership on cycling for transportation.

It's an exciting time for New Zealand cycling.

With over 750,000 of us riding recreationally, with increasing international success and growing participation numbers across all cycling codes, cycling in New Zealand is ready to go to the next level.

BikeNZ is positioned to guide New Zealand cycling to success.

Our vision is to be a nation embracing cycling- providing more quality cycling opportunities for more Kiwis- making it easier for more people to develop a lifelong love of cycling. To achieve this, we're

working alongside our cycling community to develop a unified five year national plan - something New Zealand cycling has never had before. It will benefit participants at all levels across all codes, and guide cycling forward to greater success.

This national plan is not just about riders, it involves everyone associated with developing and supporting cycling: our clubs, riding groups, schools, councils, coaches, officials, and administrators. It addresses the needs and challenges faced from the grassroots level up, and it involves everyone working together as one cycling community - which is why it's known as Our Bike Plan.

and the Cycling Advocates' Network (CAN)

BENEFITS

GUIDING NZ CYCLING FROM THE FIRST RIDE TO THE FINISH LINE....

Our Bike Plan will provide a number of wins for us all, including:

1. GROWING THE NUMBER OF PEOPLE CYCLING — THE PLAN WILL...

Increase the number of children learning to ride and participating in cycling.

Retain and develop young talent so that they make the most of their abilities.

Encourage more people to participate in cycling as recreation and everyday activities.

Grow the number of Kiwis competing in cycling— either at recreational, or sport level.

Enable more of our cyclists to win on the world stage.

2. PROVIDING NATIONAL SUPPORT FOR THE GRASSROOTS

BikeNZ-appointed **regional coordinators** are the link between BikeNZ and the regions, **providing support and building capability** at the grassroots level within our clubs and other cycling groups. By coordinating the local delivery of BikeNZ programmes and working alongside councils and regional sports trusts, the BikeNZ regional coordinators are ensuring national alignment across cycling initiatives and reducing the workload on clubs, cycling groups and their valuable volunteers.

The plan is to increase our number of regional coordinators in the next five years. With this extra support, we're helping our clubs to focus on what they've told us is important – **growing their member base** and broadening their objectives beyond just racing, to also cater for the recreational cyclist.

3. A CONSISTENT, PROFESSIONAL APPROACH TO TRAINING AND DEVELOPMENT

The plan aligns all of our development, learning and support programmes across the different cycling codes and provides a **national development pathway for all levels of cyclist, coach and official**. Adoption of the plan by all of our grassroots organisations will mean a consistent development experience for all participants – wherever they are based in New Zealand.

4. GREATER CONNECTION AND RELEVANCY IN BIKENZ COMMUNICATIONS

A revitalized website will allow greater connection with our members by providing one central place to find cycling news, events listings, information and inspiration. The addition of a new personalised member portal called “My BikeNZ,” will also enable the site to select and tailor presentation of this information to each members' particular cycling interests and pathway needs. This online presence will be reinforced by **more targeted communications** across all mediums.

HOW IT WORKS

OUR PATHWAY TO SUCCESS

We recognise that success in cycling means different things to different people- we don't all ride to compete.

Whatever pathway you choose in cycling – whether “success” to you means:

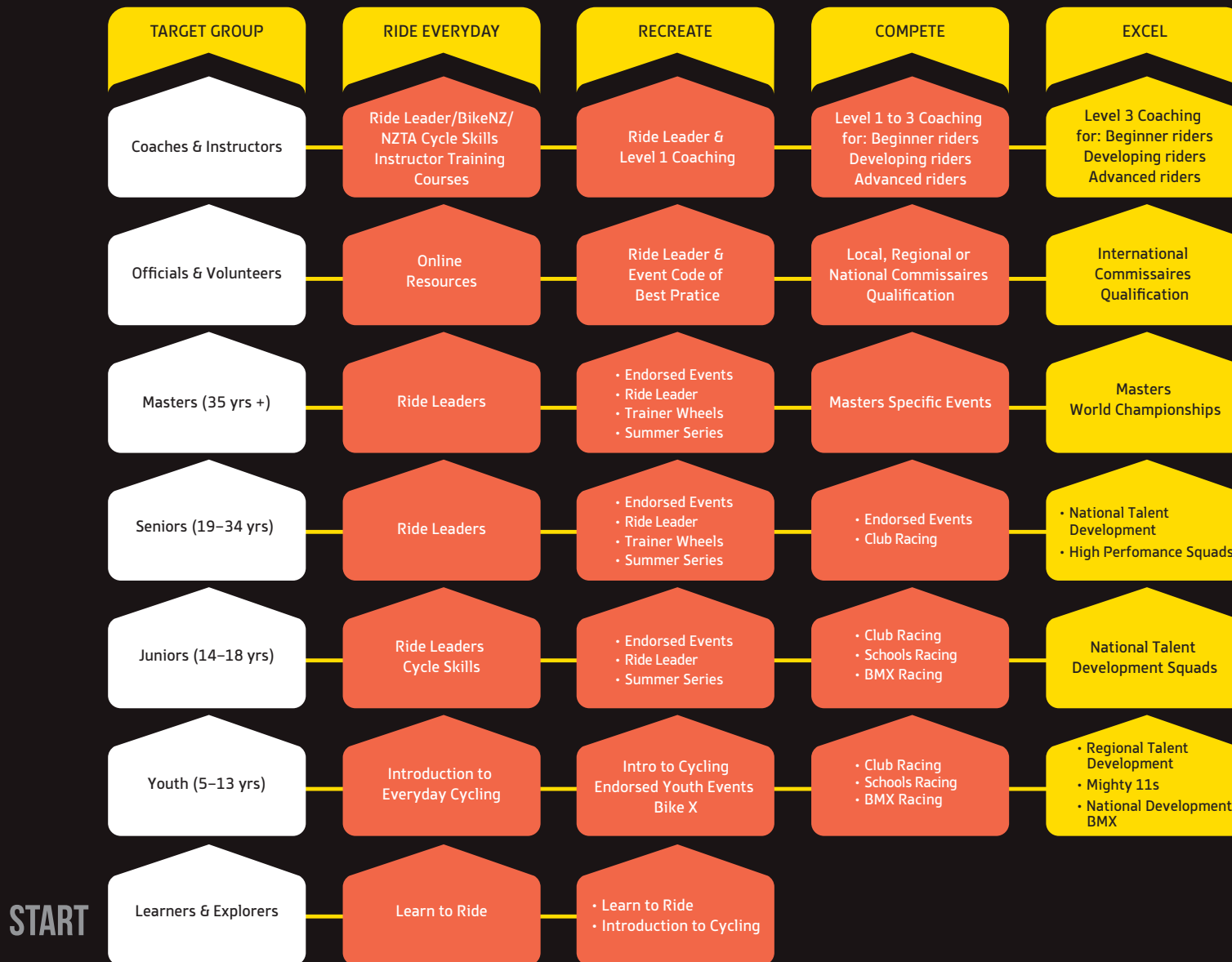
- 🚲 simply riding safely to school or work each day,
 - 🚲 riding with the family or for short trips,
 - 🚲 having fun and improving your fitness on a weekend bunch ride,
 - 🚲 racing against your mates in a regional or national cycling event,
 - 🚲 or training to win on the world stage one day,
- ... this plan addresses your needs.

It puts in place a nationwide structure to develop programmes and endorsed events, to provide resources and education, and to deliver a quality, rewarding experience for all.

The plan as it is does not address this apart from skills training and ride leader training and other organisations do that too.

The other aspects to this is advocacy work with local and central govt. to improve infrastructure etc.

This isn't addressed unless CAN and their local groups are included in the plan.



START

PROVIDING SOLUTIONS

SOLUTIONS

PROVIDING SOLUTIONS TO NEEDS...

The Plan has been developed to provide solutions that many in our cycling community tell us they need.

WHAT THE PLAN MEANS FOR OUR VOLUNTEERS

Volunteers remain the lifeblood of our sport. The Plan delivers more tangible value for our cycle club administrators and provides a clear training pathway for all.

“More support for our administrators to ensure there are well-run bike clubs and riding groups across all cycling activities.”

We need...

“More volunteers stepping forward to support club activities”

“A sustainable pool of national, regional and local race officials to help deliver quality cycling events and to protect and enhance the rider experience”

THE PLAN DELIVERS

THE PLAN DELIVERS:

1 A toolkit of products and services to assist bike clubs; to streamline and reduce the workload for club administrators through such things as a website package with membership services, online calendar, event entry and email campaigns for affiliated clubs.

2 Clear and common standards and regulations for all forms of bike official, developed by a cross-section working group of senior road, track mountain bike and BMX officials.

3 A consistent, national training programme for officials, with more regular courses being held around the country.

4 An ongoing event endorsement programme to continually promote more quality cycling events, encouraging more people to participate—and providing opportunities to recruit, develop, recognise and mentor more world-class cycling officials and club volunteers.

TARGET

250

registered
officials by
2016

WHAT IT MEANS

FOR OUR COACHES & CYCLE INSTRUCTORS

“Youth and Schools development material that is relevant to both coaches and parents”

We need...

“Quality coaches at all levels to support the pathway from school to club to High Performance”

THE PLAN DELIVERS

Professional training courses, resources and take-home material that has been specifically developed by BikeNZ to assist our regional Learn to Ride, Introduction to Cycling and Ride Leader instructors.

A New Zealand-specific development framework that is based on three levels of achievement- it is now possible to be either a Level 3 coach of beginner, developing or elite rider. Complementing this has been our contract with the NZ Transport Agency to develop and manage instructor training for their new Grade One to Three cycling guidelines – ensuring alignment across the entire cycling spectrum.

This framework is supported by a new central register that helps link riders to coaches, and coaches to BikeNZ for regular communication and continued development.

TARGET

12

coaching
resources
completed by
2016

310

trained coaches

FOR NZ CYCLISTS, CLUBS & SCHOOLS

More young riders....

“All children to experience the joy of learning to ride a bike”

We need...

“More opportunities to develop cycling skills through schools”

THE PLAN DELIVERS

BikeNZ Learn to Ride, a fun and engaging programme delivered in schools to ensure 5–11 year olds learn the basic skills of riding a bike – and develop the confidence to keep on riding. Core resource materials and instructor guides are now available to all regions – providing a turnkey operation that’s ready for more partners (regional sports trusts, commercial partners such as clubs, and Territorial Local Authorities) to deliver to their local school children.

20,000

kids per annum participating in *Learn to Ride*

100

100 *Learn to Ride* instructors trained

600

kids per annum participating in *Intro to Cycling*

120

120 *Intro to Cycling* instructors trained

We need...

“To encourage our youth and teens to ride and to join cycling clubs”

A Safer Environment

“A safe environment to ride in and greater cycling confidence”

THE PLAN DELIVERS

BikeNZ Introduction to Cycling programme for under 14 year olds which follows on from our Learn to Ride programme. It's a series of training courses which introduces participants to the four different cycling codes as well as to schools racing. The courses are designed to be delivered by club instructors in their local schools (with assistance from the BikeNZ regional coordinator) –offering a valuable opportunity to recruit younger members for their club.

To maintain a connection with young riders there will be an online Bike Club which will be an avenue for ongoing engagement, with tailored communications aimed at advancing members on their chosen cycling pathway.

Ride Leaders– a BikeNZ development programme to upskill recreational riders. Experienced cyclists will be trained as ‘recreational bunch ride leaders’ to demonstrate and pass on safe cycling skills and knowledge while participating in group rides.

300

BikeNZ
affiliated schools
by 2015

Revitalised
website

50

Registered Ride
Leader programmes
and instructors

We need...

More young riders....

“More opportunities to experience different rides and fun social events – in a safe environment”

More opportunities to test ourselves and be competitive”

“More skills-based training opportunities”

THE PLAN DELIVERS

A growing calendar of BikeNZ-endorsed youth and recreational events for road cycling and mountain biking. We are working with clubs and event promoters to offer cyclists more fun, social and challenging opportunities to increase their fitness and grow their love of cycling.

The BikeNZ Summer Series currently comprises 13 iconic recreational road cycling events, running from October to April throughout New Zealand. Integral to this is the “General Classification” ranking series which allows riders to track their own progress against their mates and other recreational riders.

Another planned national event series for the youth market will allow all of the skills taught in our Learn to Ride programme to be put to use in a fun way.

To ensure that cycling events are as safe as possible, BikeNZ is working with a national steering committee of New Zealand event promoters and clubs to develop a code of practice and a set of traffic management standards. This, in conjunction with our national event endorsement policy and process, will serve to provide an assurance of standardised event quality– something New Zealand cycling has not had before.

We will create a recreational training programme to provide training advice and support for first time recreational competitors based on the Trainer Wheels programme originally designed for the Lake Taupo Cycle Challenge.

OUR COMPETITIVE EDGE

SHARPENING OUR COMPETITIVE EDGE...

WHAT THE PLAN MEANS FOR OUR SPORT & HIGH PERFORMANCE CYCLISTS

We need...

“An organised competitive cycling calendar with the right events at the right time...”

“To win on the world stage by creating a larger junior talent pool”

“World Class support structures and coaching”

THE PLAN DELIVERS

A calendar of strategically-timed and high quality endorsed events. Our goal is to provide infrastructure and support to create an environment in which riders can grow and thrive and to enhance the event experience for supporters and fans.

A fantastic stable of National Championship events already exists. We aim to continue raising the standard of these events while also reducing volunteer workloads. We will do this by having a clear set of guidelines and a contract in place with an appointed Event Organiser who is supported by the local clubs – the first event to benefit from this new approach has been the hugely successful Elite Road National Championships.




SHARPENING OUR COMPETITIVE EDGE...

WHAT THE PLAN MEANS FOR OUR SPORT & HIGH PERFORMANCE CYCLISTS

We need...

“A clear talent pathway from sport cycling to High Performance”

THE PLAN DELIVERS

-  A more coordinated approach for Junior Development. For example, the BikeNZ Road and Track (BRT) Junior Development programmes are delivering some great successes. To build upon this momentum, we are bringing together our BRT and High Performance teams to produce a more organised and holistic approach to development.
-  Greater support and infrastructure for our High Performance athletes. Thanks to extensive investment from SPARC and key BikeNZ supporters, we now have:
 - A complete support team of full time staff to provide support to our High Performance coaches
 - The planned Centre for Excellence (to be completed 2013) which will offer an exciting new base for NZ cycling development across all codes.
-  A new Talent Development business unit that provides support and resources to create our future HP athletes and champions – bridging the worlds of Sport and High Performance.

OUR PATHWAY FOR ELITE COMPETITION



OUR VISION

HOW DO WE MAKE OUR VISION A REALITY?

THE NEED FOR A NEW MEMBERSHIP MODEL

To truly capitalise on the significant growth of New Zealand's cycling, we need to ensure that as many cyclists as possible are joining clubs and becoming members of BikeNZ. This will increase our revenue base and our ability to sustainably invest in on going cycling development and to provide all of the products and services you've told us you need.

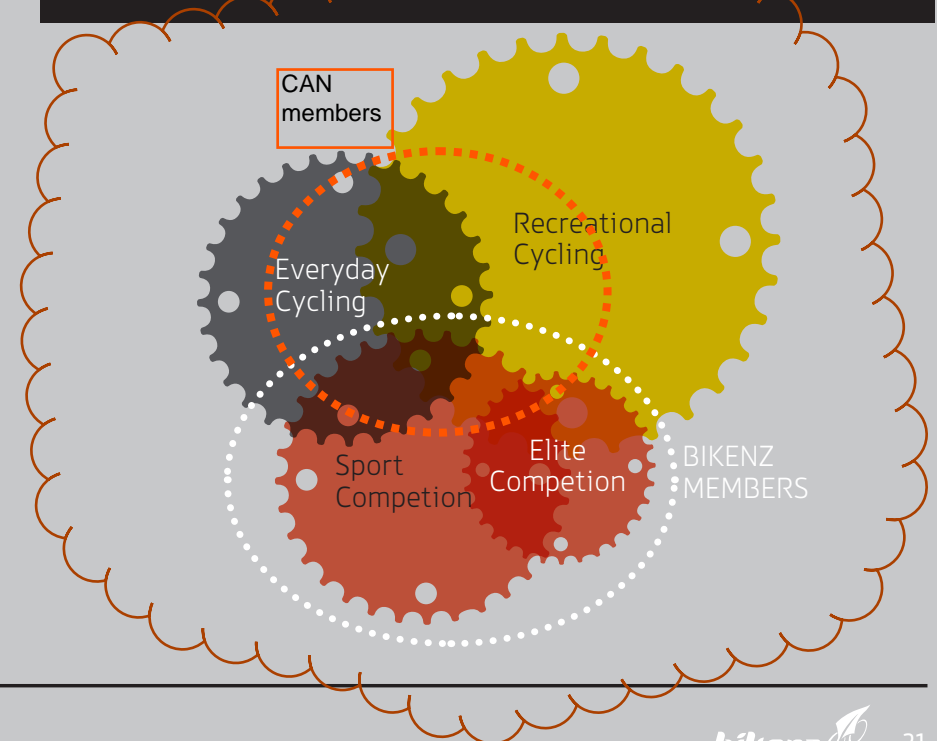
We need to:

- Increase total BikeNZ membership and our ability to engage with the maximum number of people who ride bikes
- Increase BikeNZ's revenue base from membership
- Provide value to all cyclists

To achieve this, we must:

Review the current membership model for the cycling community - which is one of the most complicated within New Zealand's sporting sector.

We will be consulting with you, the cycling community, to rationalise and simplify BikeNZ's existing membership model so that it better meets our needs - and delivers the value and benefits we all want.




WHERE WE WANT TO GET TO...


A MORE DIRECT RELATIONSHIP WITH CYCLISTS

The Benefits for New Zealand Cycling...


The key benefits of improving our current membership model will be to enable BikeNZ to have:



More frequent
and direct
contact with all
of our members



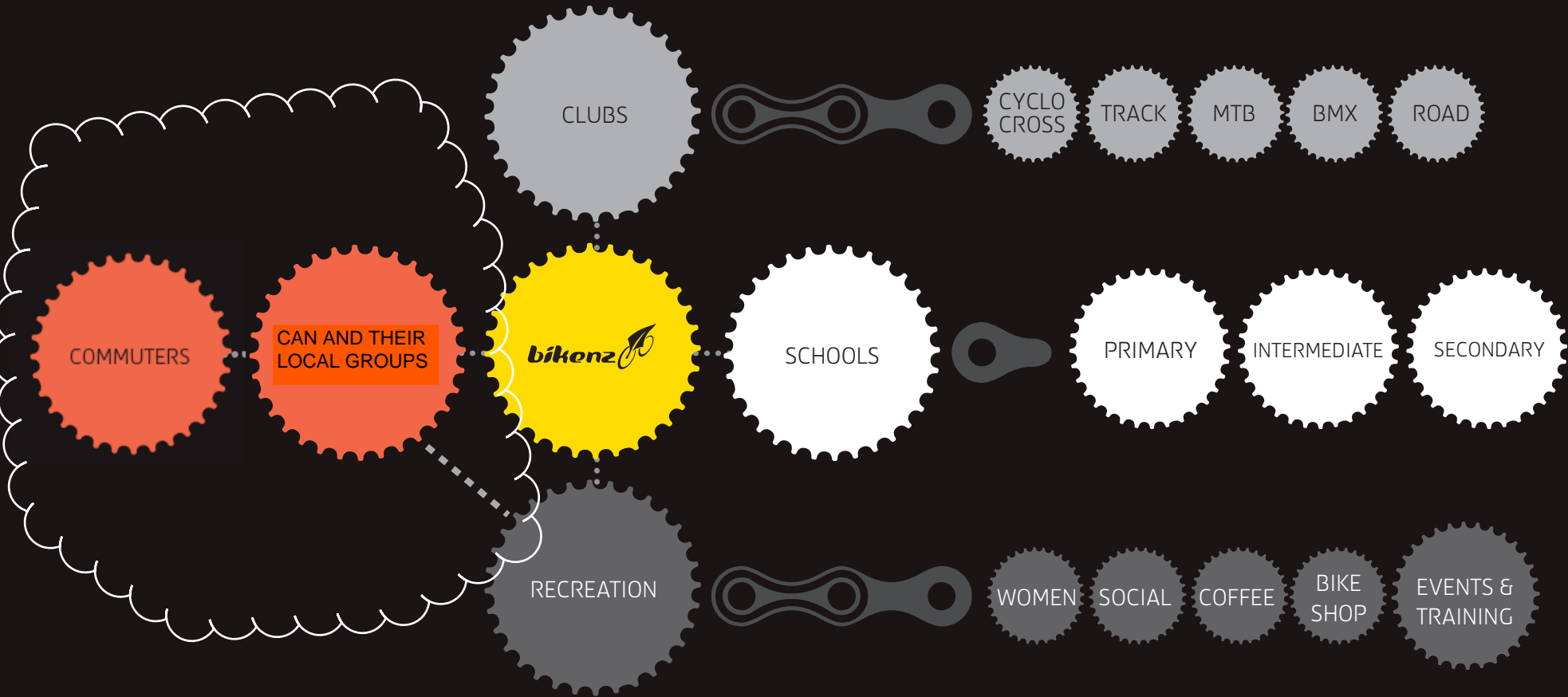
A better
understanding
of our members'
needs



An ability to
deliver our
products and
services to
members faster

By introducing additional compelling benefits, we aim to increase existing member satisfaction and grow the number of cyclists and groups becoming BikeNZ members and affiliate groups for the first time.

The Links...



...how it all fits



TOGETHER

WE ARE ON A COURSE TO MAKE OUR VISION REALITY

Our Bike Plan be implemented in stages over a five year period from now until the end of 2016; as BikeNZ funding and resources allow.

You are also welcome to let us know what you think by emailing us at info@bikenz.org.nz We value all feedback.

We need YOU to:

www.bikenz.org.nz



Tell us what you think. Your feedback is important to us e-mail info@bikenz.org.nz



Come see us. We will be coming to your region with the BikeNZ Roadshows. Check out bikenz.org.nz for dates and locations.



Help us create a new membership platform. Share your thoughts on our new membership model (to be distributed in March 2012)



Guiding New Zealand cycling to success

