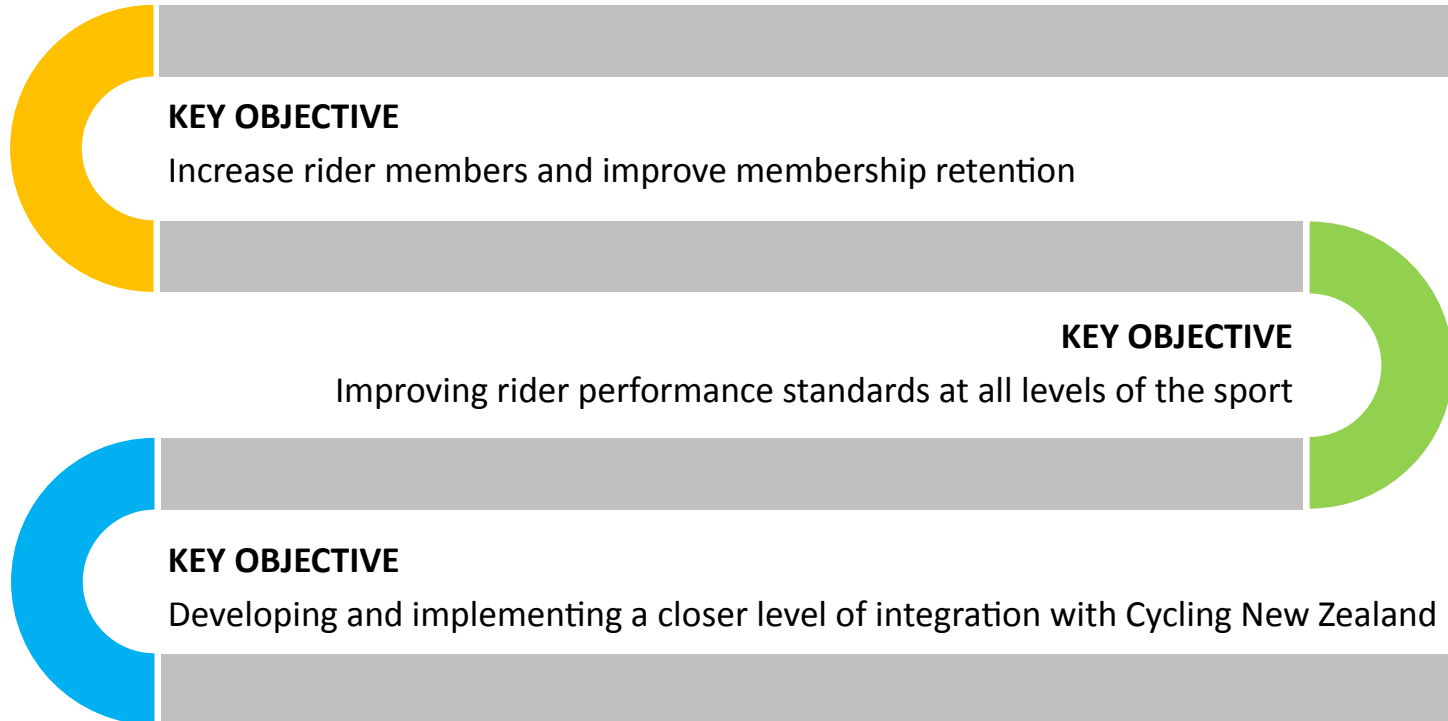




BMX NEW ZEALAND STRATEGIC PLAN 2015



On track to Success

BMX NZ have been developing a strategic plan that works towards the goal of growth in three key areas. Combined these three areas will give the sport a strong foundation on which to continuously build and provide returns for the sport.

Each key objective has defined goals & implementation actions to achieve the objective.

This strategic plan is not a static product, it is to be a constantly evolving process to follow the evolution & progression of the sport.



KEY OBJECTIVE

Increase rider members and improve membership retention

STRATEGIC GOALS

- 1 Strengthen the region structures through effective communication, and developing leadership and direction through key personnel.
- 2 Improve BMXNZ Board/Region/Club engagement through strong two-way communication, feedback, share positives and good initiatives, and celebrate success.
- 3 Active assessment and development through Executive Officer
- 4 Promotion of the sport, outside of member base

OVERVIEW

BMX in New Zealand has a strong framework that is currently not working to potential even though there are many great things happening in the BMX community.



1 Strengthen the region structures through effective communication, and developing leadership.

IMPLEMENTATION ACTIONS

BMXNZ Board

- to communicate purpose and role of regions in sport development as communication hubs, club support, and implementation of initiatives
- Provide feedback to regions through the portfolio holder and executive officer
- Value and support the 3 region coordinator meetings per season - bring initiatives and concerns to the forum, receive ideas and concerns of regions and clubs through the portfolio holder

Regions

- Communicate regularly with clubs, officials, coaches and BMXNZ Board on programmes, initiatives, concerns and developments.
- Assist region officials and coaching develop a strong base through club reps to region committees
- Support intra-region/inter-club events, series events and coaching initiatives
- Communicate successes and concerns to BMXNZ Board through meeting reporting expectations
- Notify BMXNZ Board/executive officer of region committee meeting dates
- Region coordinator and region officiating director to work closely to build good official practice at meetings and club events

Clubs

- Work closely with regions to build good operational relationships
- Club reps to regions to work actively as communication pathways and local initiators, share concerns questions and successes
- Nominate/ shoulder tap people with potential for development in riding, coaching, officiating, BMXNZ Board
- Provide good communication and support to club members

Executive Officer

- Develop good relationships and understanding of region differences and local challenges
- Provide clear and consistent communication
- Identify areas of development at club and region level and research options for BMXNZ Board
(eg leadership courses, coaching opportunities, officials development etc.)
- Work closely with club and region portfolio holder to develop and implement BMXNZ Board objectives
- Where possible attend region meetings to strengthen communication and understanding



2 Develop strong two-way communication.

IMPLEMENTATION ACTIONS

Ensure information is shared throughout the BMX community as it is appropriate, in a timely, consistent and accessible manner.

Reporting

- Email releases
- Sharing of minutes
- Region reports to BMXNZ Board - feedback to be initiated
- Officials and events coordinators to National officiating director (NOD)

Newsletter

- Develop regular slots for items
- BMXNZ Board reporting to wider community
- Celebrating successes - sharing positive initiatives - voice to and for all BMX members

Cycling New Zealand Website

- Race calendar, results and organisational documents
- Club links - more information around events

BMX History project

- Build & store the history of the sport in New Zealand that is could be published for future reference

Event and team news

- Developing expectations of team management, event coordinators, club and region executive to share news and update through, reporting, articles to the newsletter, information for cycling New Zealand news links.



3 Active assessment and development through Executive Officer

IMPLEMENTATION ACTIONS

Information gathering and analysis on membership

- club member retention/loss
- growth areas
- barriers to licencing / club development
- identifying, adapting and helping clubs to replicate or adopt successful membership initiatives

Communication

- maintaining and encouraging timely, positive and helpful communications at all levels
- directing information flows to the appropriate recipient
- identifying and targeting barriers to good communication

Advice and guidance for regions and clubs

- in collaboration with BMXNZ Board, regions and clubs
- support clubs and regions with membership difficulties, mediation and problem solving
- providing overview to ensure new ideas and club/region initiatives are harmonious with BMX NZ aims and goals



4 Promotion of sport, outside of member base.

IMPLEMENTATION ACTIONS

Build online presence

- Formal information through CNZ site, increase ease of use, with reporting feedback on hits & use
- Further integration with CNZ, possible membership
- Social media expansion, Facebook, Instagram, Twitter

Active media interaction

- Centralised push of media releases regarding national & local detail
- Create a network of regional & club local media contacts.

Image of the sport

- Upgrade the branding of the sport
- Create templated updated communication formats
- Build a presentable image of sport with the ability to attract funding & sponsorship





KEY OBJECTIVE

Improving rider performance standards at all levels of the sport

STRATEGIC GOALS

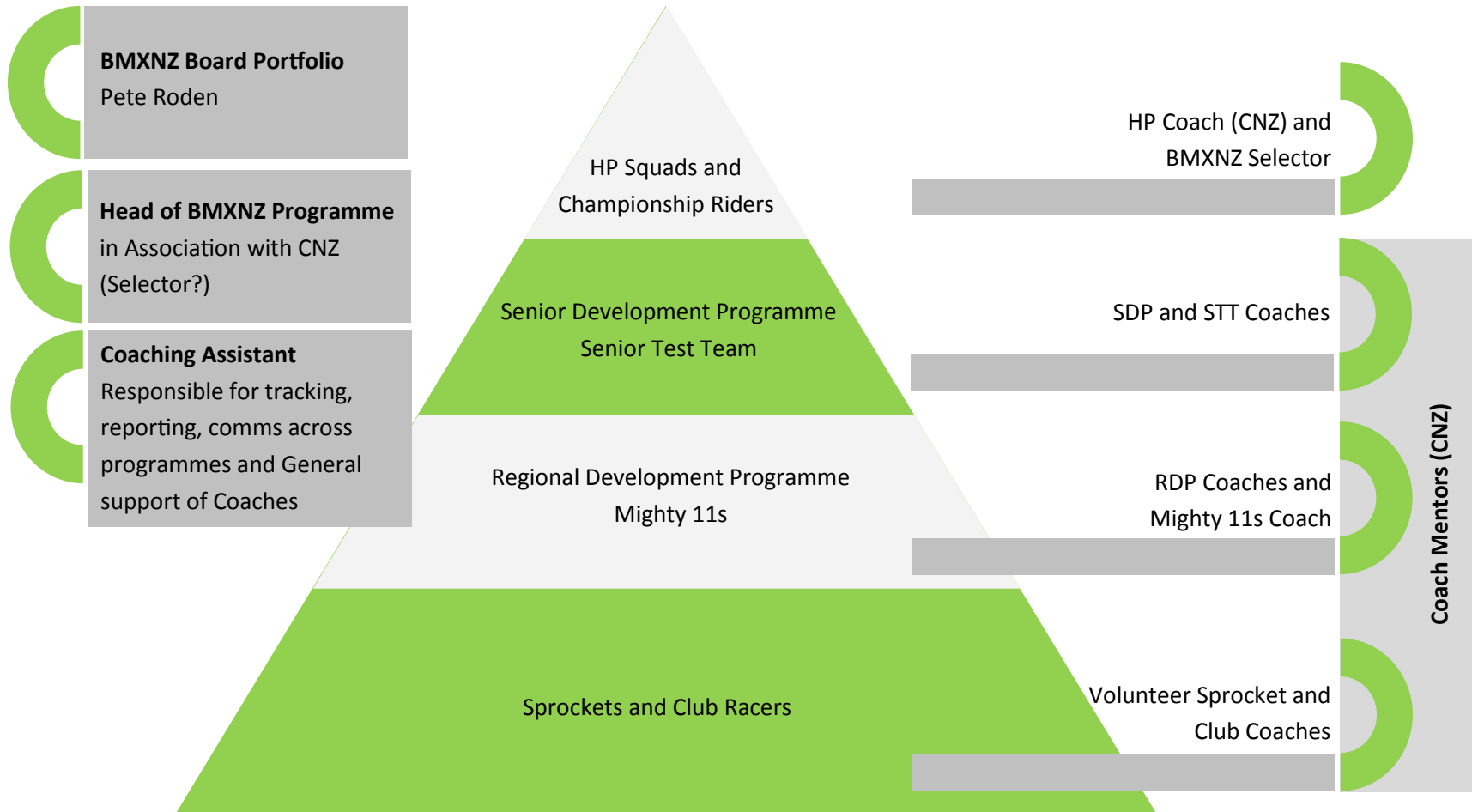
- 1 Improving coaching by increasing the number of qualified coaches.
- 2 Coaching support more accessible at club level.
- 3 Documented and implementable rider development programmes from Striders to High Performance.
- 4 Maintaining diversity and enjoyment in the sport at all levels.

OVERVIEW

BMX operates successfully at a number of levels. Acceptance of young riders acts as a feeder for other cycling disciplines. There is a good basic skills programme for young riders which will improve their confidence and enjoyment. There is a pathway for higher level competition throughout the age groups. In the competitive world of high performance sport there are limited funds and poor performance will reduce support for the code to compete internationally.



BMX NZ Rider Development Base Structure with alignment to the BMXNZ Athlete Pathway





1 Improving coaching by increasing the number of qualified coaches.

IMPLEMENTATION ACTIONS

Research

- Sourcing club/region people interested in developing their coaching skills

Activate

- Plan and source funding for level 1 coaching course (s)

Support

- Build follow up mechanisms to assist L1 coaches to complete process
- Monitor & report on L1 coaches activity & return to the sport

2 Coaching support more accessible at club level.

IMPLEMENTATION ACTIONS

- Development of region hub of skills and experienced personnel
- Build a user friendly website of club focused training material, printable and distributable
- Develop with Cycling New Zealand the Coaching Mentor Programme



3 Documented and implementable rider development programmes from Striders to High Performance.

IMPLEMENTATION ACTIONS

Sprockets & club

- Sprocket programme further developed, Club based programme created to assist changeover of volunteer trainers

Regional Development Programme

- Region based, talent identifiers, documented levels of achievement, data recorded & used for base lining & further rider development

Senior Development Programme

- Develop valid racing schedule, instigate & monitor encouragement programme, focus & report on UCI point allocations.
Develop a Championship Riders UCI point reward system.

High Performance (CNZ)

- Build closer links of the sport to CNZ HP teams. Develop structure and calendar to make events valid for HP riders to ride in NZ.
Build heroes for the sport

4 Maintaining diversity and enjoyment in the sport at all levels.

IMPLEMENTATION ACTIONS

Club and region level

- Assist clubs in developing link to local RSTs. Strider integration

Events

- Support year round regional planning of events, build awareness of events, integrate strider & open day participants

Series

- Develop NZ series to a high relevance to members. Create valid Regional interclub series, build an SDP level series to assist performance pathway & hold on to teen members.



KEY OBJECTIVE

Developing and implementing a closer level of integration with Cycling New Zealand

STRATEGIC GOALS

- 1 Departmental access to CNZ support structures.
- 2 Executive Officer relationship
- 3 Maintaining financial strength and governance

OVERVIEW

BMX New Zealand (BMXNZ) is a Member Organisation (MO) of Cycling New Zealand (CNZ). BMXNZ has decided in the foreseeable future to remain a separate identity, maintaining and growing its financial strength, strong governance and officiating processes, for the best for the sport. Long term step by step integration with CNZ, will enable BMXNZ to use more of the support structures available within CNZ, to benefit the sport of BMX without risking the strength of BMXNZ.



1 Departmental access to CNZ support structures


IMPLEMENTATION ACTIONS

- Coach Training
- Rider Development
- Membership
- Event Management
- Website integration
- Media
- HP

2 Executive Officer Relationship

IMPLEMENTATION ACTIONS

- Admin support
- Increase effective communication
- Membership & licencing development
- International relationships
- Cross code relationships
- Strategic Planning, reporting & reviewing
- CNZ relationships & identify possible integration options



3 Maintaining financial strength and governance

IMPLEMENTATION ACTIONS

- Documented processes
- Maintain existing & build new, strong income streams
- Increase succession planning processes
- Develop integrated portfolios



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