

Tamar Bicycle Users Group Inc

Strategic Plan February 2020 - 2023

This Plan is a “work in progress”, reviewed February 2020.

Our Aim: More people on more bicycles, more often.

Objectives:

1. Increase the number of people riding bicycles and contribute to building bicycle riding in the community for recreation, commuting, sport, fitness and as a way of life.
2. Improve infrastructure, safety and security for people who ride bicycles.
3. Collaborate to promote a positive, safe and supportive environment for road users.
4. Share the enjoyment of riding bicycles and attract members to TBUG.
5. Ensure the ongoing viability and relevance of the organisation.

Strategies:

Objective 1: Increase the number of people riding bicycle and contribute to building bicycle riding in the community for recreation, commuting, sport, fitness and as a way of life.

Strategies	Activities
1.1 Promote the benefits of cycling as sustainable transport and for health and fitness	<ul style="list-style-type: none"> • Regular newsletter • When possible, run joint activities and support initiatives with Local Government Authorities (LGA's), NGOs (e.g. Heart Foundation, Diabetes Tasmania, Premiers Physical Activity Council, Cycling Tasmania, Bicycle Tasmania, etc), Active Launceston and government agencies (Sport and Recreation, Transport Tasmania, etc).
1.2 Encourage new bike riders	<ul style="list-style-type: none"> • Ride 2 Work Day • Myth Buster Brochure • L Plate Basic training rides • P Plate Intermediates rides • Buddy systems • Workshops (e.g. bike maintenance, bike safety) • E Bike Potential – Information seminars
1.3 Group rides and events	<ul style="list-style-type: none"> • Regular graded rides of varying standards/distances, including touring. • State Bike Week • Joint rides with other organisations e.g Launceston Walking Club (LWC).
1.4 Increase communication between bike riders and bike riding groups	<ul style="list-style-type: none"> • Use newsletter, Facebook and email list as communication channels to other cycling groups e.g. Amy Gillette, LMBC, LWC, Cycling Tas, Bicycle Tas (for events, lobbying, etc). • Regular invites to other clubs to attend Exec Meetings.
1.5 Identify barriers to riding bikes	<ul style="list-style-type: none"> • Conduct regular surveys at events such as Bike Week, Festivale etc

Objective 2: Improve infrastructure, safety and security for people who ride bicycles (e.g. bike ways, off road routes, lockers, rails, reduced hazards, bike racks on buses, cycle touring routes, etc).

Strategies	Activities
2.1 Representation and advocacy on appropriate advisory committees	<ul style="list-style-type: none"> • Launceston Pedestrian Bike Committee • West Tamar Highway Safety Committee • Tasmanian Bicycle Council Tas • West Tamar Trail Committee (if formed) • Premiers Physical Activity Council
2.2 Lobby councillors, politicians and appropriate government agencies for funding and infrastructure	<ul style="list-style-type: none"> • Maintain contact lists of key decision makers in local state and federal government and agencies • Lobby appropriately for specific issues e.g. NE Rail Trail, Inveresk Rocherlea trail “Missing Link”. • Raise awareness of infrastructure black spots and deficiencies e.g. Inveresk, Uni Trail, using technology such as Snap, Send Solve and above committees • Initiate assessments and development of new infrastructure e.g. West Tamar /Legana Trails • Participate in counts/assessments e.g. twice-yearly LPBC commuter counts
2.3 Support local infrastructure initiatives and developments	<ul style="list-style-type: none"> • Provide comment on proposed infrastructure and plans
2.4 Develop policies and positions on appropriate infrastructure issues	<ul style="list-style-type: none"> • Cycle Lanes • Research networking and advocacy opportunities
2.5 Organise publicity and media campaigns to support TBUG objectives	<ul style="list-style-type: none"> • Develop a media/communications role or committee • Strengthen Bike Week, Ride2Work, Ride2School and other events as appropriate
2.6 Strategic alliance building	<ul style="list-style-type: none"> • Maintain and strengthen existing alliances, i.e. City of Launceston, CityProm, Mona Foma, Festivale • Find and work with unlikely organisations, e.g. Northern Community Centres, disability groups, health, Migrant Resource Centre, vulnerable youth and RACT

Objective 3: Collaborate to promote a positive, safe and supportive environment for all road users.

Strategies	Activities
3.1 Identify and reduce danger hotspots, hazards and conflict points	<ul style="list-style-type: none"> • Raise awareness of safety black spots e.g. Inveresk, Uni Trail, using technology such as Snap, Send Solve and above committees. • Follow development of State-wide safety hotspot/incident reporting system (Bicycle Tas?) • Link with other vulnerable road users e.g. pedestrians, motor bike riders for joint awareness campaigns
3.2 Advocate for cyclists and bike riding in the media and increase other road users awareness of cyclist's rights	<ul style="list-style-type: none"> • Appoint spokesperson/s • Articles for newspaper • "Stunts" for attention • Distribute literature • Increase driver awareness via RACT • Develop key messages and slogans that emphasise opportunities for engagement e.g. Life's Better on a Bike; Share the Road; More Bikes, More Often; etc
3.3 Increase cyclist's awareness of safe cycling practices and responsible on-road behaviour/practices.	<ul style="list-style-type: none"> • Update and Promote and distribute Code of Conduct through web, electronic and print media channels • Condition of riding with TBUG that all riders observe the Code. • Participate in campaigns that raise awareness of safer cycling practices e.g Light My Ride
3.4 Develop policies and positions on specific safety issues	<ul style="list-style-type: none"> • Safety and training procedures for TBUG rides • New policies as needs arise

Objective 4: Share the enjoyment of riding bicycles and attract members to TBUG.

Strategies	Activities
4.1 Identify and utilise skills of TBUG members and associated network	<ul style="list-style-type: none"> • Maintain and review members skill data base
4.2 Provide skills training and accreditation for Executive, Ride Leaders and Trainers	<ul style="list-style-type: none"> • Aust Cycle and Bike Ed training, data and media management (Drop Box), etc • Governance and organisational training
4.3 Affiliate with beneficial, like-minded, organisations and sponsors and potential sponsors	<ul style="list-style-type: none"> • Maintain affiliation with Cycling Tasmania while appropriate • Seek affiliation with appropriate commuter/recreational cycling bodies • Run training with groups such as Migrant Resource Centre and Northern Suburbs Community Centre
4.4 Provide benefits and services for TBUG members	<ul style="list-style-type: none"> • Gain local sponsorship and member discounts • Raise awareness of benefits of being a TBUG member • Provide TBUG ride maps and strategies to members • Provide benefits to members such as special offers and equipment. • Maintain and review affiliation with Cycling Australia and promote membership benefits • Retain contact with Bicycle Network regarding possibilities of affiliated membership.
4.5 Maintain and improve communication systems with members and broader community	<ul style="list-style-type: none"> • Website • Email • Facebook • Other social media as appropriate, e.g. Twitter • Radio
4.6 Run social rides and social events for both TBUG members and broader community	<ul style="list-style-type: none"> • Identify and cater for needs of different ride groups • Regular rides • Provide P Plate rides • Provide returns for Cycling Australia insurance records • Workshops • Seminars • Family and community rides

	<ul style="list-style-type: none">• TBUG member only rides• Special events
4.7 Promote TBUG through the key message: "Life is better on a Bike"	<ul style="list-style-type: none">• Use key message in all promotion, media releases etc• Radio interviews, regular "spot"• Regular contact with bike shops and distribution of TBUG promotional material• Media releases on key bike issues

Objective 5: Ensure the ongoing viability of the organisation.

Strategies	Activities
5.1 Maintain a professional and financially sound organisation	<ul style="list-style-type: none">• Maintain Incorporated Association with Constitution, Executive and Committee• Look at value of a skills based Members Committee
5.2 Ensure insurance, OHS and risk assessment policies and procedures are up to date and known	<ul style="list-style-type: none">• Train ride leaders in risk assessment and ride registration measures• Provide ride registration data to Cycling Australia• Update OHS policies and procedures when necessary• Up to date membership processes and lists