

BMX SPORTS WESTERN AUSTRALIA
Strategic plan
2015-2018



VISION

To grow, promote and develop the sport of BMX in Western Australia.

PURPOSE

Increase participation of BMX in Western Australia through building club's capacity to be sustainable, viable, responsive and accountable to members and local communities.

- Address the key strategic issues facing BMXWA over the next 3 years
- Promote and provide a comprehensive support system for the sport of BMX
- Provide the best competitive environment where members can reach their full potential
- Provide leadership for all BMX staff and clubs, and align strategically with BMX Australia, Westcycle and all BMXWA stakeholders

OUR VALUES

Excellence; Community; Respect; Commitment; Sportsmanship; Inspiration; Competitiveness

STRATEGIC GOALS

1. Participation
Continue to actively grow the sport of BMX in Western Australia
2. Profile & Marketing
Increase the profile of BMX through innovation and development of key partnerships
3. People Development
Provide training and education for volunteers, coaches, officials and staff
4. Infrastructure
To have international UCI class facilities and infrastructure in Western Australia
5. High Performance
Sustained national and international success and pathways for athletes, coaches and officials
6. Governance & Management
Provide strong leadership, governance and management structures for BMXWA and affiliated clubs
7. Events
Deliver competition events to the highest standards

PARTICIPATION

Actively grow the sport of BMX in Western Australia

- Develop and implement strategies and programs to increase participation.
- Encourage, develop and retain club coaches and officials at all levels.
- Increase participation across membership, coaching and officials for Females
- Support clubs to attract and retain members through events, clinics, come and try days and other.
- Deliver regional and metropolitan administration, Coaching and Officiating Advancement Programs.
- Ensure communication streams are efficient and utilised by clubs, members and others.
- Provide support to clubs and coaches to deliver the Sprocket Rocket program for junior riders.
- Develop, deliver and maintain high level events throughout Western Australia
- Actively partner with like organisations to deliver school programs to build participation.
- Promote participation in the sport of BMX in diverse communities to ensure inclusion across Western Australia.

PROFILE & MARKETING

Increase the profile of BMX through innovation and development of key partnerships

- Focus on developing new and existing partnerships and marketing opportunities.
- Develop and maintain clear communication portals for BMXWA through websites, E newsletters, media coverage, face book and other identified medians.
- Provide an annual calendar of events for all BMX Members.
- Deliver annual Awards night for continued recognition of Athletes, Volunteers and Officials.
- Establish strategic partnerships with like organisations to promote BMX in diverse markets.

PEOPLE DEVELOPMENT

Provide training and education for volunteers, coaches, officials and staff

- Bring together members, club representatives, BMXWA and other stakeholders to share ideas, innovation, training and education.
- Provide opportunities for development of volunteers, clubs and members through workshops, forums and generic training.
- Provide sustainable coaching and officiating accredited courses throughout Western Australia to ensure coaches and officials are provided with the opportunity to be educated to the highest standard.
- Develop and Implement Volunteer Reward Recognition Program.

INFRASTRUCTURE

To have International UCI class facilities and infrastructure

- In partnership with DSR, local government and other stakeholders conduct a review of facilities.
- State-wide facilities plan developed and supported by government, clubs and other stakeholders.
- Facilitate meeting of other stakeholders for “State Cycling Centre of Excellence” facility
- Ensure BMXWA provides expertise, representation and influences the needs of BMX from club level through to high performance.
- Provide support to clubs in relation to infrastructure requirements with local governments and other stakeholders.

HIGH PERFORMANCE

Sustained National and International success and pathways for athletes, coaches and officials

- Provide racing opportunities and state events with community clubs for athlete talent identification.
- Deliver clear high performance athlete, coach and official pathways.
- Provide development programs to underpin pathways towards National Squads and WAIS scholarships.
- Develop and provide daily training environments through High Performance BMX squads for identified athletes and coaches.
- Provide opportunities for officials to develop through education and training to a national and international level.
- Source funding to improve and sustain the BMXWA High Performance Program.
- Maintain and deliver events to highest standard

GOVERNANCE & MANAGEMENT

Provide strong leadership, governance and management structures for BMXWA and affiliated clubs

- Establish and maintain a strong governance model for BMXWA and its clubs.
- Create best practice policy, procedure and guideline documents to administer the sport and events in Western Australia.
- Develop innovative, efficient information communication technology for BMXWA and its clubs.
- Continue to build on current strategic partnerships with government, WestCycle and other stakeholders, and initiate new partnerships.
- Increase the capacity of BMXWA and clubs through identification of current and future resource requirements.

EVENTS

Deliver competition events to the highest standards

- Continue in the planning and delivery of BMX Events to the highest standards
- Enhance the participation and atmosphere at all BMXWA events
- Continue to build technology and innovation as it becomes available to maximise delivery in events through scoring, timing, and communication
- Develop and maintain clear policies and guidelines for all BMXWA events
- Plan and develop annual Calendar of events
- Promote all WA sanctioned events through the BMXWA and BMX Australia websites



Department of
Sport and Recreation

