



STRATEGIC PLAN 2024



BACKGROUND

The Peel District Cycling Club (PDCC) was formed in the late 1980's by a group of enthusiastic cyclists wanting to promote cycling opportunities in the Peel region. The club has since grown and now caters for approximately 230 members who are mostly active competitors. Over the years, the club has produced many successful riders who have competed and achieved success at the international level.

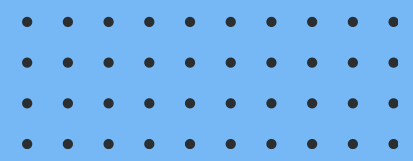




PRESENT

Much of the existing focus and energy of the club is directed to running events, with the club being the primary deliverer of road racing in Western Australia across both winter and summer seasons. These events are all run on public open roads which are becoming more challenging to conduct. These challenges include:

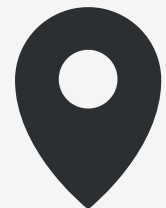
- Lack of suitable and safe venues due to increasing urbanisation and traffic.
- Increased traffic management and compliance requirements.
- Event costs.
- Declining numbers of volunteers.
- Cyclists concerns over racing on open roads.



VISION

As part of a longer vision for the club, the committee would like the club to evolve from its primary focus on delivering events to building a thriving sustainable club that offers a range of family focused programs and activities for the Peel cycling community in addition to cycling events and races. Achieving this vision is however challenging in the absence of a facility in which the club can conduct these types of activities.

The committee has undertaken the development of a new strategic plan, which is intended to provide guidance for the club both in the short term as well as establishing the longer-term vision for the club to work towards.



To be the number one road cycling club in Western Australia by providing cycling participation and racing opportunities in a purpose built facility where all cyclists in the Peel community feel welcome and safe.

Delivering a purpose built facility in the medium term is the primary objective for the PDCC and will underpin the ability for the club to deliver on its future vision of a thriving Peel cycling community



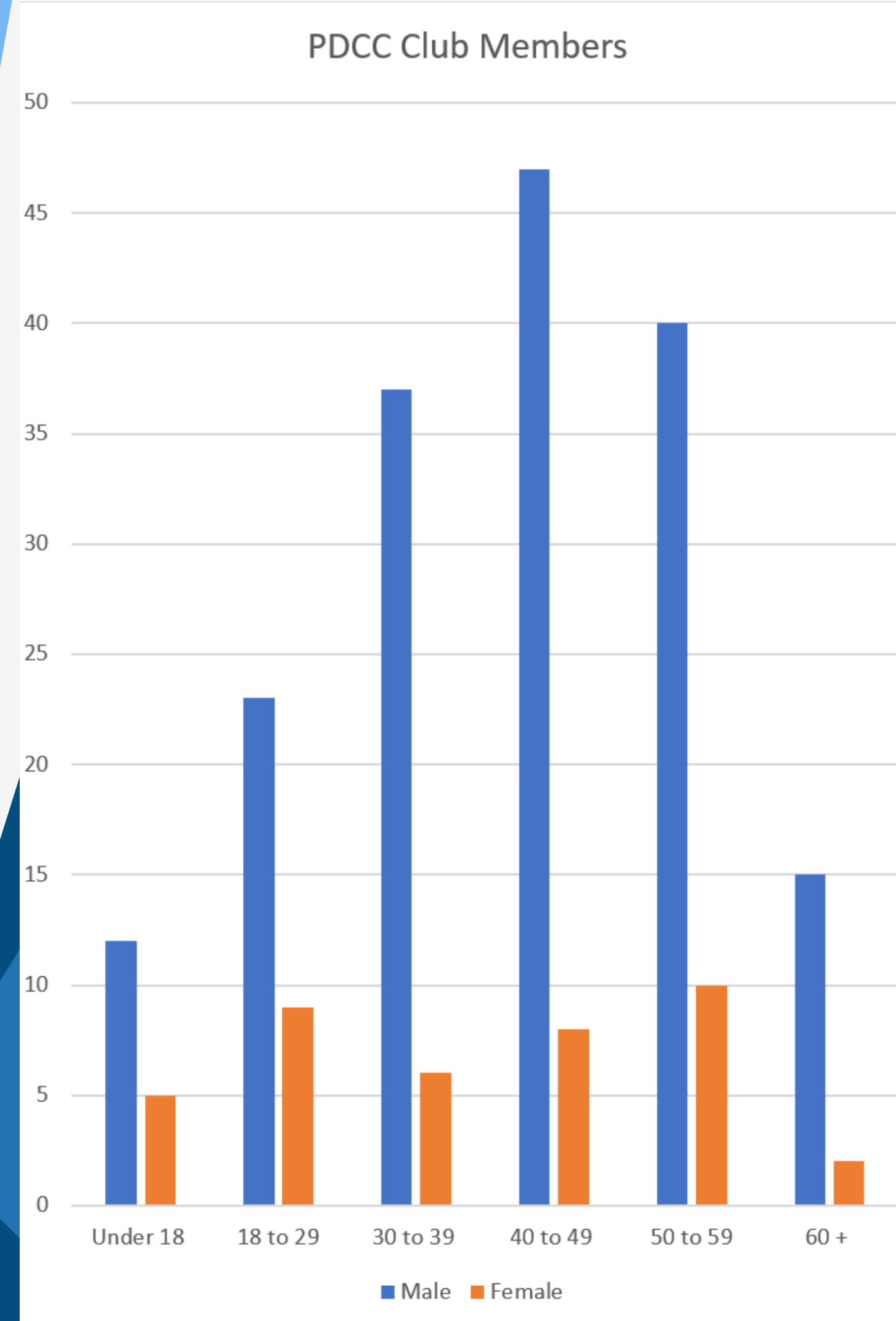
MEMBER PROFILE

The club currently has 214 members which has been consistent across the last 5 years with membership peaking around 250 members during COVID-19 and when people were unable to travel.

The structure of cycling and membership means that you don't need to be a member of a particular club to do a race conducted by PDCC. PDCC races therefore draw participants from across the metropolitan areas from the WA cycling membership base of approximately 1500 members.

The current age and gender profile of PDCC club members is highlighted in this graph and demonstrates that PDCC caters for members across all age groups, peaking in the 40-49 and 50-59 age brackets.

Racing is a key motivator as to why people choose to be a member of PDCC. 66% of members responded that they were a member of PDCC because they enjoy the club's events. As the only metropolitan cycling club providing regular year round road racing opportunities, this is a core part of the club's value proposition and why people choose to be a member of PDCC.



STRATEGIC PLAN OUTLINE

PDCC's purpose is to provide safe cycling participation and racing opportunities for the cycling community in the Peel region.

PDCC STRATEGIC PILLARS



Establish a home
for cycling

Establish support for the development of a purpose built cycling facility.



Engage our members
and community

To deliver cycling events and opportunities for our members to participate.



Support our people

Support all those involved in developing our club.

STRATEGIC PILLAR 1

ESTABLISH A HOME FOR CYCLING

Objective: Advocate and establish support for the development of a purpose-built cycling facility.

Priorities	Initiatives	Outcomes
Demonstrate the needs and benefits of a purpose-built cycling facility.	Seek funding to support development of a business case that demonstrates the need and the benefits that a facility would deliver to the community.	The business case demonstrates the benefits to the community of a purpose built cycling facility.
Develop a stakeholder engagement plan.	Develop a consultation plan which identifies a formal regular engagement schedule with government and other key stakeholders on the needs and benefits of a cycling facility.	The PDCC has consistent and planned engagement with key stakeholders.
Identify potential suitable facilities.	Work with state and local government to identify potential suitable venues for a purpose built cycling facility in the Peel region.	A suitable facility is identified and supported by state and the relevant local government.



STRATEGIC PILLAR 2

ENGAGE OUR MEMBERS/COMMUNITY

Objective: To deliver cycling events and opportunities for our members to participate.

Priorities	Initiatives	Outcomes
Deliver a calendar of racing events for our members.	Consolidate our event calendar to ensure we can continue to provide high quality opportunities that engage our members.	We deliver a calendar of events well attended by our members and other cyclists. We increase the average number of cyclists per event.
Provide opportunities for juniors and females to compete in our events.	Continue to offer opportunities at our events that are welcoming to juniors and female cyclists. Partner with other groups & clubs to encourage their participation at our events.	There is an increase in the number of junior and female cyclists participating at our events.
Partner with other cycling stakeholders to promote event and participation opportunities.	Promote our club and events through other major events such as Tour of Margaret River / WestCycle events etc. Engage with bike shops and other cycling groups to promote opportunities offered by PDCC.	Increased exposure and promotion of PDCC cycling opportunities increases the number of cyclists at our events.
• • • Continue to offer club specific group social / training rides.	Offer social group rides that are conducted consistently that are targeted at less competitive / social members.	Members engage in club training and social rides.

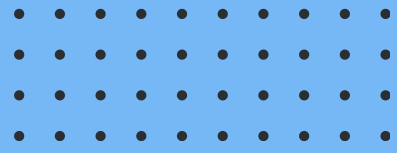
STRATEGIC PILLAR 3

SUPPORT OUR PEOPLE

Objective: Support all those involved in developing our club.

Priorities	Initiatives	Outcomes
Plan for future committee skills and required roles.	Succession plan for future committee roles. Identify particular skills needs / roles to achieve the strategic plan priorities.	The business case demonstrates the benefits to the community of a purpose built cycling facility.
Ensure our club volunteers have the necessary training and support.	Provide training opportunities to ensure volunteers are supported with the required skills. Identify volunteer funding and training opportunities provided through state and local governments. Develop volunteer role descriptions for volunteers to understand the required commitment.	Volunteers are supported with the necessary training and skills.
Recognise and reward our volunteers.	Ensure volunteers are recognised and rewarded.	Volunteers feel their contribution is valued.





MORE INFO



Website
pdcc.asn.au/facilities



SPECIAL THANKS



**GOVERNMENT OF
WESTERN AUSTRALIA**

**Department of
Local Government, Sport
and Cultural Industries**



This Strategic Plan was developed with funding from the Government of Western Australia and Lotterywest. The State government through the Department of Local Government, Sport and Cultural Industries and Lotterywest are major supporters of Peel District Cycling Club in Western Australia. Sport and recreation creates vibrant, inclusive and connected WA communities.