



STRATEGIC PLAN
2018 – 2021

BMXNT is the peak body for BMX racing in the Northern Territory.

BMX is an engaging, exciting sport that encourages the whole family to get involved.

Participants develop lifelong friendships and everlasting memories.





INTRODUCTION

The development and implementation of a strategic plan requires the involvement and collaboration of all stakeholders to be successful. Whilst it is the 'Strategic Roadmap for the Board' it also requires the clubs and members to understand its importance in developing the sport within the NT.

This strategic plan provides BMXNT with clear strategic and operational initiatives to be working towards over the next 3 years. The BMXNT strategic pillars of Partnerships, Participation and Performance are the same as BMX Australia. This alignment is important as it ensures that the initiatives that the National Sporting Organisation is working towards can be easily linked to the developments and opportunities at the Territory level.

BMX Australia, in their strategic plan, recognises that the local BMX club is the key delivery channel for BMX. BMXNT supports this through our strategic plan where there is an emphasis on supporting club coaches, volunteers and committees to build strong clubs.

BMXNT is looking forward to implementing this strategic plan with the support of its members and other key stakeholders.



1. PARTNERSHIPS

To build enduring partnerships with stakeholders and organisations in order to develop the sport of BMX in the Northern Territory.

STRATEGIC INITIATIVES	OPERATIONAL INITIATIVES	SUCCESS MEASURES
<p>1.1 Attract collaborative partnerships with secondary service providers and third party organisations with similar visions to strengthen our programs and provide a whole of sport benefit across the NT.</p>	<p>Develop a commercial strategy for the promotion of the sport in the NT to attract commercial partners.</p> <p>Develop a partnership proposal to attract key partners for the sport.</p> <p>Rigorously plan for the conduct of national events to ensure there is significant commercial, participation and promotional benefits to the sport in the NT.</p>	<p>BMXNT has a diversified income and reduced reliance on Government PSB Grant for its income.</p> <p>BMXNT has a commercial strategy that it can sell to third party organisations to enable them to invest in the sport.</p> <p>National level event is run in the NT in collaboration with BMXA.</p>
<p>1.2 Continue to build partnerships with Government and Club stakeholders to ensure the sport remains viable as a business.</p>	<p>Regular communication is maintained with the Dept of Sport, Recreation and Racing Sport Advisor.</p> <p>An annual meeting schedule between NT BMXA and the clubs to discuss strategic direction and operational issues is maintained.</p>	<p>BMXNT fulfills its NT Government grant requirements.</p> <p>NT BMXA and its Member Clubs agree on the strategic direction for the sport and issues are solved in an efficient manner.</p>



2. PARTICIPATION

To provide a supportive environment through education, nurturing and supporting its clubs, participants and volunteers to develop, prosper and remain active in the sport.

STRATEGIC INITIATIVES	OPERATIONAL INITIATIVES	SUCCESS MEASURES
<p>2.1 Develop a participation plan that is underpinned by consumer research and is supported by available resources.</p>	<p>Understand the barriers and enablers to participation by conducting entry and exit surveys of participants.</p> <p>Conduct detailed consumer research to understand the wants and needs of BMX riders in the NT and develop target segments.</p> <p>Develop a participation strategy for BMX in the NT. This will cover the targeted demographics, how they are to be attracted to the sport (tied into the Communication Plan for marketing) and what their needs are from the program.</p> <p>Develop programs that reduce the barriers to participation for targeted areas for growth, as identified in the participation strategy.</p> <p>Continually review the effectiveness of the programs and the participation strategy to achieving KPI's.</p> <p>Align the participation strategy with the Strategic Facilities Plan</p>	<p>BMXNT has Participation numbers continue to grow in the 3-15 years age bracket.</p> <p>Riders are retained in the sport for longer post 14 years of age.</p>



2. PARTICIPATION (CONTINUED)

STRATEGIC INITIATIVES	OPERATIONAL INITIATIVES	SUCCESS MEASURES
<p>2.2 Develop a coaching structure that supports athlete development to HP Pathways</p>	<p>Understand the barriers and enablers that influence the number of prospective coaches.</p> <p>Conduct a survey of all qualified coaches to understand the needs, wants and barriers to coach participation in the NT.</p> <p>Understand the level of coach’s education required to deliver the participation strategy.</p> <p>Develop a coach education plan that increases</p>	<p>There is an increase in the number of active qualified coaches across the NT.</p> <p>All active coaches attend at least one session on coaching professional development per year.</p> <p>NT riders compete in national events and place in main finals.</p>
<p>2.3 Develop the resources and brand of the sport to ensure it remains viable.</p>	<p>Apply for funding through NTG to develop a Strategic Facilities Plan and Asset Management Plans for current Club facilities.</p> <p>Assist the Clubs to conduct a ‘Club Health Check’ to understand the issues and opportunities for improvement at the Club level around governance, strategic and operational development.</p> <p>Provide and facilitate club committee development and volunteer training to address the identified issues and opportunities.</p> <p>Develop an external Communication Plan to drive the marketing and communication of the Participation Plan.</p> <p>Develop an internal Communication Plan between NT BMXA and its Member Clubs with a Member Service Agreement forming the basis of the responsibilities to each other.</p>	<p>BMXNT has a good understanding of the current and future facility requirements for the sport across the NT.</p> <p>BMXNT is a recognisable brand within the NT and people associate with the sport and the brand.</p> <p>All BMXNT Member Clubs are engaged on a regular basis through a variety of communication methods and understand their roles and responsibilities under the Member Service Agreement.</p>



3. PERFORMANCE

To deliver performance improvements in all areas of its business and services. This includes its High Performance Pathway and the business administration of the sport.

STRATEGIC INITIATIVES	OPERATIONAL INITIATIVES	SUCCESS MEASURES
<p>3.1 Refine and communicate the development pathways for BMX athletes, coaches and officials.</p>	<p>Review and refine the Athlete Development Program to ensure it meets the outcomes of the participation strategy.</p> <p>Engage a Coaching Coordinator to administer the athlete and coach development pathways.</p> <p>Engage an Officiating Coordinator to administer officiating development pathways.</p>	<p>BMXNT riders are provided with the opportunities to realise their true potential in the sport.</p> <p>Athlete and Coach development is delivered. Coaches are invited to participate in Athlete development sessions.</p> <p>Official development opportunities are delivered. Increase in the number of active Officials at open events.</p>
<p>3.2 Develop a Board that has the skill sets necessary to lead the strategic direction for the sport.</p>	<p>Conduct a review of the Board skill sets and recruit additional Board Members to address any skill gaps.</p> <p>Develop a Board professional development training schedule.</p>	<p>The BMXNT Board Members are active in their role and are suitably qualified and/or experienced to carry out their responsibilities and objectives.</p>

