



MOTORCYCLING QUEENSLAND

'Unity, Fairness and Belonging'



**Motorcycling Queensland
Strategic Plan
2014 – 2016**

The 2014–2016 Strategic Plan identifies a clear direction for our organisation over the next three years. While we are justifiably proud of how far we have come, we know there is still much more to be done and we cannot afford to become complacent. The challenge for all of us is to focus on opportunities not constraints.

The construction of our own building in Ipswich to house our state headquarters and the establishment of the Queensland Moto Park at Wyaralong clearly demonstrate our sound planning and financial management skills. However, we know that we need to work harder over the life of this plan to ensure that our clubs become increasingly more:

- Professional.
- Financially robust.
- Better supported by their membership, by MQ and by their communities.
- Participative in MQ.

In conjunction with our key stakeholders, we will continue to grow our organisation. We will continue to use our solid financial position and our commitment to innovation and professional management to ensure a sustainable long-term future for the sport and all our clubs across Queensland.

Derek Rumble
President

Lindsay Granger
General Manager

OUR VISION

Motorcycling Queensland (MQ) will offer opportunities for all connected to motorcycling to enjoy unity, fairness and a feeling of belonging in a vibrant and cohesive sport and recreation.

OUR MISSION

Motorcycling Queensland, the controlling body for motorcycle sport in Queensland, aims to professionally manage and develop the business of motorcycle sport and recreation.

OUR VALUES

We will at all times remain committed to offering quality, informed, consistent, relevant service, assistance and advice to all our stakeholders.

OUR STAKEHOLDERS

Any person, group or organisation that shares with us a mutual interest in the future of motorcycling.

This includes all riders at all levels, clubs, officials, staff, coaches, volunteers, sponsors and potential sponsors, local, state, national government and their respective agencies, the motorcycle industry, venue landowners, landlords and the media.

Core operational objectives to support the strategic plan (2014-2016)

Having reviewed past performance, the Board and management determined that the main focus for the next three-year planning period should be on the following core strategic objectives:

- Provide targeted assistance to our clubs to make them more strategic, more professional, more profitable and more sustainable.
- Embrace technology to the fullest and utilise social media to interact more effectively with our members
- Continue to have a major focus on junior development and the initiation of innovative/leading edge programs to attract more members
- Aggressively pursue and follow up on any opportunities that may arise to acquire new facilities in locations deemed strategic by MQ
- Proactively seek new funding sources/income streams and maximise the earnings from current MQ owned and managed facilities and venues
- Market our organisation and our sport more professionally to both existing and potential members
- Elevate the status of our championship events and make them more profitable by being more creative and forward thinking in both the planning and staging of these events
- Maintain our commitment to the promotion of sustainable environmental models, particularly in relation to sound and dust issues

1 Key result area: Club and Regional Development

Developing motorcycle sport and recreation through our clubs

Strategic priorities

- 1.1 Our clubs, individually and collectively, will be measurably:
- more professional.
 - more financially robust.
 - better supported by their membership, by MQ, by volunteers and by their communities.
 - more participative in MQ.
 - more regionally cooperative and mutually supportive.
- 1.2 Our open events will be measurably:
- more sought after by promoting clubs.
 - more professionally conducted.
 - more profitable for promoting clubs.
 - better supported by volunteers.
 - better supported by sponsors.
 - better supported by spectators.
 - better supported by government and the community.

2 Key result area: Facilities and Environment

Providing safe and sustainable riding and event facilities

Strategic priorities

- 2.1 Queensland Moto Park will be the benchmark Off Road riding facility in Australia.
- 2.2 MQ will measurably better support and mentor private developers of trail bike parks and other facilities for motorcycling.
- 2.3 The environmental management of all our licensed facilities and the conduct of our permitted activities will be measurably improved.
- 2.4 There will be more new venues for motorcycling in Queensland, whether managed by MQ, our clubs or by private promoters. MQ will specifically support current projects through Moreton Bay Regional Council (Nolan Park) and Ipswich City Council (Willowbank).
- 2.5 All our venues will be safer for all our members and the public.

3 Key result area: Organisation and Finance

Promoting the business of motorcycle sport

Strategic priorities - organisation

- 3.1 The board's performance in respect of the following matters will be measurably improved:
- Understanding and knowledge of the role of a MQ director.
 - General organisational governance.
 - Financial oversight.
 - Management and momentum of organisational strategic direction.

- 3.2 Subcommittees will be measurably:
- Better at business planning.
 - Better at budgeting.
 - Better supported by the MQ board and management.
- 3.3 The use of technologies, by MQ and our clubs, to support this strategic plan will be measurably optimised.
- 3.4 The board will reasonably and increasingly require improved governance and financial management from MA.

Strategic priorities - finance

- 3.5 The use of all MQ existing and future property assets will be increasingly optimised.
- 3.6 MQ and its clubs will have measurably more sources of sustainable revenue.

4 Key result area: Communications, Marketing, information technology *Promoting our brand to a wider audience*

Strategic priorities

- 4.1 MQ's profile, status and benefits will be measurably better recognised by our clubs, our members, government, the motorcycle industry and the public.
- 4.2 The availability and accessibility of information from MQ to our clubs, members and stakeholders will be measurably improved.
- 4.3 The ability of our clubs, our members and our stakeholders to communicate with MQ will be measurably improved.
- 4.4 Our clubs' and our members' access to, and use of, MQ's database resources and website, will be measurably improved.
- 4.5 The relationship between MQ and our clubs and the motorcycle industry will be measurably improved.
- 4.6 Marketing of MQ, our events, our clubs and motorcycling generally will be measurably improved.
- 4.7 The exploitation of social media by MQ and our clubs to support this strategic plan will be measurably improved.

5 Key result area: Officials, Volunteers, Riders *Supporting our members.*

Strategic priorities

- 5.1 MQ will have more, and better-trained and experienced, officials.
- 5.2 MQ will provide measurably improved benefits, rewards and thanks for the contribution of our licensed officials and volunteers.
- 5.3 MQ will measurably better support our officials.
- 5.4 MQ and our clubs will have access to measurably more happy and enthusiastic volunteers.
- 5.5 We will measurably increase the number of licensed competitors and recreational riders.
- 5.6 MQ and our clubs will present measurably more opportunities for new and continuing junior riders to participate in our events and recreational activities.
- 5.7 MQ licensed riders will be provided with measurably improved benefits, products and services.

5.8 There will be measurably more female participants in our events and recreational activities.