

Sport and Recreation Development Program 2008-2010 Performance Measurement Report										
Organisation: Motorcycling Qld		G2 reference: S-014-00058								
Category: Organisational Development		Grant 2008:	\$ 125,000.00	2009	\$ 125,000.00	2010	\$ 125,000.00			
SRQ Objective	Deliverable	Implementation Strategy 2008	Negotiated Performance Measure 2008	Implementation Strategy 2009	Negotiated Performance Measure 2009	Implementation Strategy 2010	Negotiated Performance Measure 2010	Final Outcomes	Date Achieved	Comments
1. To improve and increase participation initiatives of sport and active recreation services and programs throughout Queensland.	By 2010 we will have made significant progress toward developing a showcase multi-purpose MQ motorcycling facility. The facility will provide opportunities for a diverse range of on-road and off-road competition and recreational events	Business analysis of current Tivoli property and future investment opportunities after its sale	Results of analysis and investment opportunities are incorporated into MQ business plan	Assess the need for replacement road and off-road venues, together with scope and scale of future demand and requirements	Replacement venues investigates and a register of scope and future demand sites established	Develop a ten-year plan with associated milestones in relation to a 'showcase' MQ multi-purpose facility e.g. site selection, business modelling, financial analysis, business opportunities etc	MQ 10 Year plan developed and incorporated into strategic plan	By 2010 a site will have been identified and suitable land purchased (approximately 1000Ha) for this facility and suitable town planning/zoning arrangements will have been finalised.		
	Develop a 'Guide' to assist our clubs in liaising with Councils across the State in relation to local issues, available grants, club development, open space planning etc	Develop stronger relationships with Queensland Government Departments and Agencies in relation to town planning, environmental and local government issues	MQ maintained representation on the SRQ Trail Bike IRG. MQ assisted with the distribution of marketing collateral.	Develop a working relationship with LGAQ. (KRA2) Research relevant planning information in conjunction with SRQ	MQ and LGAQ has developed a working relationship. Relevant planning information was researched in conjunction with SRQ	Produce documentation to assist clubs and provide resources to enable them to manage their own land and planning issues.	MQ has produced documents to assist members manage own planning and land use issues	Improved relationships between clubs and local governments. MQ will develop an assistance package for clubs. Benchmark the number of clubs with secure lease tenure and improve this level by 10% over the period of the plan. Evaluation of head lease arrangements for MQ in relation to potential new venues (e.g. Gold Coast, Pine Rivers), with day-to-day operations undertaken by the relevant clubs		

	Produce an MQ 'State Facilities Plan' that identifies strategic locations across Queensland for land acquisition and ways to secure current venues.	Survey south, central and north Queensland regions to establish need for new venues. Survey existing venues and benchmark the strength of existing lease arrangements	Survey's were conducted and the need for new venues and benchmarks of existing lease arrangements were established	Identify potential sites for new venues. Work with clubs and local governments to secure stronger lease arrangements	A register of potential sites has been developed. Strong lease arrangements between clubs, state and local councils are in place	Negotiate to secure sites.	Potential sites have been further assessed and negotiated with land owners/managers are progressing	The provision of more and better secured sites for motorcycle sport and recreation. 10% more clubs will have secured leases. Identify at least one strategic site each year for expansion of motorcycle sporting facilities will be identified.		
	Continue to assist in the establishment of a new Recreational Riders Group and associated services and programs e.g. social ride to Phillip Island Grand Prix	Support development of Motorcycling Australia's 'Riders' Division' (KRA1) Benchmark the number of un-affiliated recreational clubs in Queensland.	Investigate the set up and establishment of a club/association to provide representation	Encourage affiliation of recreational motorcycling clubs. Survey clubs to ascertain appropriate services.	Recreational riding clubs are affiliated with MQ. Clubs have been surveyed and needs identified	Design, provide and promote enhanced services to recreational clubs and riders (KRA1) Investigate the value and interest in conducting a major 'Riders Forum' and establishing a Riders Association	Enhanced services have been developed for recreational riders clubs. Riders forum and Riders Association have been investigated	Benchmark the number of currently un-affiliated recreational clubs and affiliate 10% of these with MQ over the period of the plan. MQ will develop and undertake a formal survey program within recreational clubs and from this a range of products and support services will be available for recreational riders to encourage club membership with MQ.		
	Investigate and then develop a reward and recognition program for competitors, members, volunteers e.g. Gold Card, discounted merchandise etc	Research existing rewards and recognition programs in other organisations	Research existing rewards and recognition programs in other organisations	Design and implement rewards program	Rewards program has been implemented	Promote program to membership	Reward program has been promoted to members	Member retention enhanced by reducing member turnover by 10% by 2010		

2. To improve the planning, management and governance policies and practices to achieve more sustainable sport and active recreation organisations.	Conduct 9 planning forums for riders and officials in every discipline to provide guidance for future planning	Conduct, document and review forums for Enduro, Dirt Track and Women's events	Enduro, Dirt Track and Women's events forums were reviewed and documented	Conduct, document and review forums for Motocross, Historic and Road Racing	Motocross, Historic and Road Racing forums were reviewed and documented	Conduct, document and review forums for Speedway, MotoTrials and Junior events	Speedway, MotoTrials and Junior events were reviewed and documented	All disciplines and subcommittees will have accurate information from their participants about future needs and policy. Each of the 9 forums will be professionally facilitated and a report produced and distributed		
	Improved club management through training workshops for club officers as well as the provision by MQ of on-line training and resources	Work with Sport and Recreation to develop and conduct MQ club development programs across the State focussing on media promotion, networking with State and Local Government organisations, environmental planning, junior development, financial planning and management, accessing grants	During involved with the SRQ Trail Bike IRG MQ focused on media promotion, networking with State and Local Government organisations, environmental planning, junior development, financial planning and management, accessing grants	Produce a 'Club Operating/ Administration Manual' template and source ideas from clubs that already use one. All clubs to develop their own manual. (KRA1) Develop mechanisms whereby our clubs can better share information on best practice initiatives and their own 'success stories' (KRA2) Continue to conduct regular visits to regions and link in with media training/officials training programs/SRR Locker Room Visits	Club operating/admin manual has been produced and distributed. Information sharing systems for clubs have been established. Regular visits, training and workshops have been conducted	Clubs to develop Environmental Impact Plans with the support of MQ (KRA1) Assist all Clubs to have computer and internet links to MQ by 2010 (KRA4) Development Officer to visit North and Western Queensland to improve club management and networking	Environmental impact plans have been developed for clubs. Clubs have access to computers and internet. Development officer conducted visits to North and Western Queensland	Clubs will have better access to on-line information and resources from MQ. MQ will develop improved volunteer skills by the provision of at least four regional training workshops for club officers		
	Improve club and event management by the provision of event audits	Expand the number of 'Event Audits' in SE Qld.	The number of 'Event Audits' increased by <number%>	Expand event audits into regional Queensland	<number %> event audits have been conducted in regional Queensland	Maintain audit program	The event audit program has been maintained with <number> of audits conducted	MQ will conduct at least 12 event audits and provide written reports to assist clubs to improve their skills and procedures		

	Develop an MQ 'Marketing Plan' around our major events to both raise the organisation's profile and maximise commercial involvement in the sport	Develop a Major Events Program (KRA5) Investigate ways to promote MQ to the Ipswich City Council and Ipswich businesses via the new, quality business address in the Ipswich CBD (KRA5) Circulate the new Strategic Plan to all current and prospective stakeholders (KRA2) Employ a Marketing Manager within MQ. Survey existing major events promoters and benchmark spectator income.	Major events program has been developed Liaison with Ipswich council was established Strategic plan was circulated to all current and prospective stakeholders MQ employed a Marketing Manager Existing major events were reviewed and appropriate spectator income benchmarks have been set.	Determine a new proactive role in the support, promotion and marketing of events (KRA5)	MQ pro-actively supported the promotion and marketing of events	Establish stronger partnerships with bike shops and explore opportunities for mutual benefit e.g. MQ endorsement plaque for shops, 'pathway' from purchase to recreational licence to competitor for venue access (KRA2)	Partnerships with retailers have been developed and/or strengthened. MQ endorsement of retailers has been progressed. <number> of retailers are now MQ endorsed	Develop, document and implement an MQ marketing plan for MQ to market its major events to sponsors and spectators to create greater awareness of MQ services within the sport, the motorcycle industry and the public. Expand sponsorship return to MQ by at least \$20,000 in 2008, \$30,000 in 2009 and \$40,000 in 2010 (KRA5) Benchmark spectator income at major events and increase by 5% per year.			
	Regular and ongoing Executive and Staff Training programs and formal induction procedures will improve staff and volunteer performance. (KRA1) The MQ Board will maintain its planning capacity by regularly reviewing its Strategic Plan (KRA4)	Clarify the respective roles and responsibilities of the Board, the Council and the ten sub-committees (KRA4) On a quarterly basis, Board to review MQ strategic priorities, as detailed in the Strategic Plan (KRA4)	The Board, Council and sub committee have clarified their roles. Quarterly reviews of the strategic priorities have been conducted	Develop a 'Master Policy' that incorporates a range of governance policies and procedures including planning, delegations, performance review and conflict of interest (KRA4)	The Governance Master policy has been developed and implemented	Undertake an annual assessment of Board performance against set criteria (KRA4) Develop a formal MQ 'Personal Development and Performance Appraisal' to meet the training needs of all staff (KRA4)	MQ board performance has been reviewed annually. MQ 'Personal Development and Performance Appraisal' has been developed and implemented	MQ will produce an induction package for all Board and Subcommittee positions. MQ will produce improved staff position descriptions MQ will negotiate and provide relevant in-service training packages with each staff member(KRA1) MQ will review its Strategic Plan quarterly (KRA4)			

