

## Overview

BIKEast has actively represented the cycling interests of Sydney's eastern suburbs communities since 1997. This Strategic Plan provides the framework for our vision and objectives in the decade 2020-2030.

## Our Mission Statement

BIKEast's vision for Sydney is of a bike-friendly city which includes a network of high-standard, convenient and connected cycleways, bike routes and 'quiet streets' enabling more people of all ages and levels of ability to feel safe riding their bicycles more often.

Our mission is to effectively advocate for our vision and engage with our members and the local community to increase awareness of how a bike-friendly city is a more liveable city.

## Primary Objectives

The following primary objectives are identified in the BIKEast Constitution:

- To represent the community's interest in cycling in Sydney's eastern suburbs
- To advocate to all levels of government for improved cycling conditions
- To increase awareness in the community of the benefits of everyday cycling
- To promote cycling within the community

During strategic planning workshops held in April and May 2020, BIKEast's core activities aligned with these objectives were identified as 'Advocacy', 'Membership Engagement' and 'Community Engagement'. The remainder of this plan details the strategic objectives associated with these activities.

## Advocacy

BIKEast works to achieve infrastructure/community investments and policy reform which make cycling a safer, more attractive and convenient option for people of all ages and abilities.

## Strategic objectives

- To advocate for the implementation of high-quality cycling-specific infrastructure and support programs in Sydney's eastern suburbs.
- To advocate for the provision for improved cycling accessibility and safety is included in major development projects impacting on local community amenity.
- To inform the creation and improvement of policies which support increased community cycling.
- To collaborate with Bicycle NSW and other groups to coordinate advocacy for a regional cycling strategy and network improvements.
- To be a strong voice in the community on emerging technologies and trends in transportation, health, and community development, including safer vehicles and safer bicycle infrastructure.
- To provide resources, training, and toolkits to local advocates to increase their capacity and effectiveness.
- To effectively communicate best practices and stories of making cycling safe, comfortable, and convenient for everyone, including as part of broader community development and transport safety goals from local, state, and national perspectives.
- To establish and maintain relationships with a range of individuals and organisations within the community and government with a shared interest in achieving our advocacy goals.
- To develop a communications strategy for use in campaigns and advocacy which reflects our vision, objectives and activities.
- To realise our primary objectives by securing the implementation of signature community projects, and the adoption of policies and strategies to encourage more people to ride their bike more often.
- To develop campaign templates which enable rapid responses to regularly arising events or issues (such as elections, policy changes and major urban developments) consistent with our advocacy activities.

The short-term goals and actions associated with these strategic objectives are documented in our *Advocacy Plan*.

## Membership Engagement

BIKEast is an active bicycle user group striving to represent our membership and the broader community of people in Sydney's eastern suburbs.

### Who does BIKEast represent?

The pool of existing and potential BIKEast members include the following groups:

- Core group (actively attend meetings, participate), including the Executive (decision makers) and local advocacy coordinators
- Cycling Without Age participants
- E-mail list subscribers
- Social media followers
- Social ride participants (WhatsApp, Meetup)
- Bicycle NSW members in the eastern suburbs
- People interested in riding bicycles
- Other people who ride in the eastern suburbs including, but not limited to the following:
  - Sport cycling groups
  - Bike commuters
  - Food delivery riders
  - Recreational riders
- Others in the community who would benefit from a more bike-friendly city:
  - Local businesses
  - Local residents who do not ride

### Strategic Objectives

- To increase and diversify our member base, to advance programs and services.
- To create an excellent culture, developing and retaining a satisfied and engaged high-quality group of volunteers.
- To engage a Committee of Management and Advocacy Coordinators, with diverse skills and backgrounds.
- To advance programs and resources by seeking out partners and allies who represent and are connected to diverse communities.

The short-term goals and actions associated with these strategic objectives are captured in our *Membership Engagement Plan*.

## Community Engagement

BIKEast organises a range of sociable and accessible rides, events and activities to foster and promote our love of cycling, as well as the broader benefits of cycling.

### Strategic Objectives

- To foster and promote involvement in the Cycling Without Age Australia (CWAA) program.
- To develop inclusive bicycle rides to suit diverse cycling interests.
- To develop events to promote cycling in the community and to improve awareness of specific issues.
- To develop ride leaders/hosts and CWAA pilots through suitable training/induction programs.

The short-term goals and actions associated with these strategic objectives are captured in our *Community Engagement Plan*.

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This plan was endorsed by the BIKEast Committee on 2 June 2020.

Signed on behalf of the BIKEast Committee:



**Mark Worthington**  
President, BIKEast

Signed on behalf of workshop attendees:



**Warren Salomon**  
Strategic Planning Workshop Facilitator