



STRATEGIC PLAN 2025-28



MISSION

We promote, enable and advocate for increased participation in cycling and active travel use.

VISION

An inclusive community for safe cycling and active travel that enhances health and wellbeing, socioeconomic outcomes and a sustainable future.

VALUES

- **Safety**
We prioritise safety in all we do.
- **Integrity**
We are honest and transparent.
- **Accountability**
We are accountable to our mission, our members, our community and our volunteers and staff.
- **Respect**
We genuinely regard the feelings, wishes and rights of all.
- **Collaboration**
We are focused on building strong partnerships and making the right decisions to deliver beneficial outcomes for our stakeholders.



CONNECT WITH US

ADDRESS

11A Croydon Road,
Keswick SA 5035

TELEPHONE

+ 61 8 8168 9999

EMAIL

office@bikesa.org.au

WEBSITE

bikesa.org.au

ABN

65 508 272 584



STAKEHOLDERS & PARTNERS

STAKEHOLDERS

- + Members
- + Local, State & Federal Government
- + Partners
- + Volunteers
- + Staff
- + Media
- + Sponsors
- + Other Cycling Organisations
- + Community Groups
- + Schools

PILLARS

LEADERSHIP AND GOVERNANCE

- + Financial and Data Management
- + Safety and Risk
- + Policy and Procedure
- + Human Resources

PEOPLE AND CULTURE

- + Members
- + Staff
- + Volunteers
- + Education

PARTICIPATION

- + Members
- + Tours
- + Events
- + Database

PROFILE

- + Communication
- + Marketing
- + Advocacy
- + Sponsorship

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GOALS

LEADERSHIP AND GOVERNANCE

Demonstrate robust leadership and governance by operating within approved budgets, achieving full compliance with safety and regulatory requirements, maintaining up-to-date policies and procedures, and ensuring all staff and volunteers receive required training and support to perform their roles effectively.

PEOPLE AND CULTURE

Foster a thriving people-focused culture by delivering value to members, supporting staff in their professional growth, empowering volunteers with meaningful opportunities, resources and recognition, and providing accessible education that enhances skills and community engagement.

PARTICIPATION

Accelerate participation growth by engaging members through innovative programs, delivering groundbreaking tours and events, and utilising a dynamic, well-maintained database to drive meaningful connections and impactful outreach.

PROFILE

Elevate organisational profile through clear, consistent communication and marketing, advocating for issues that are of concern to our members, and securing strategic sponsorships and partnerships while advancing the organisation's mission and visibility.



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