

**Mildura - Coomealla Cycling Club
Operating Plan 2006**

Competition & Coaching	Sponsorships & Fundraising
<p><u>Aim</u> The Club plans to run Summer and Winter competitions for both senior and junior riders. The Club encourages riders of all ages and abilities to participate in its events and offers coaching to riders. Individual training programs are available upon request to the Club Coach.</p> <p><u>Summer Competition</u> The 2006 Summer competition runs from October 30 2005 to April 1 2006. The opening event is the Spring Tour, which sees riders compete for the L & V Westcott Shield. The season consists of criteriums and road races that are held on Sunday mornings, and individual time trials that are held on Tuesday evenings. The closing event of the season is the Lunarfest Criterium, which is held at Red Cliffs. The majority of the criterium events are held at the "Airport Circuit", which is a closed road and thus offers a safe racing venue, particularly for junior riders.</p> <p>The Club has structured its Summer racing program so that it works in with the Coomealla Triathlon Club. Riders are encouraged to assist with, or participate in, the triathlon events shown on the program. A 5 week break is programmed in the middle of the season, covering the Christmas and New Year periods.</p> <p><u>Winter Competition</u> The 2006 Winter competition runs from April 8 2006 to September 3 2006. The season consists of a mix of handicap, scratch and graded scratch races held over varying distances. The first half of the Winter race program is geared towards preparing Club riders to compete in the Tour of the Riverland, an open race, which is held in early June. In total, the Club aims to run 21 races during the Winter program, giving a total race distance of about 1,400 km.</p> <p>A number of Club trophies are on offer during the Winter season, with the premier Club event being the Club Championship, which is held in July. The Winter season will include the Race to the Sun, which will retain its 2 day/4 stage format. The season will conclude with a criterium race, which is run as a support race to the final stage of the Tour of the Murray River, and will be held in early September 2006.</p>	<p><u>Aim</u> The Club plans to maintain its existing relationship with its two main sponsors, namely the Coomealla Memorial Sporting Club and the Bicycle Superstore. The former supports the Club through the provision of funds, whilst the latter provides both funds and prizes. In addition, the Club will seek to develop new sponsors with the aim of obtaining further funding and prizes.</p> <p><u>Sponsors</u> The Club will develop a Sponsorship Plan prior to the commencement of the Winter 2006 season. The plan will address what level of support the Club is seeking from sponsors, and what it is offering in return. It is envisaged that a sub-committee of the Executive will be formed to develop the Sponsorship Plan.</p> <p><u>Fundraising</u> The Club's main fundraising initiative for 2006 is the production of a MCCC Community Calendar. This involves the "selling" of advertising space to local businesses on a wall calendar. A maximum of 38 spaces are available on the calendar, each going to a different category business. If all spaces are sold, the Club expects to raise approximately \$7,000 (after costs) based on printing 1,800 calendars. The calendar is to be finalised by mid November 2005.</p> <p>The fundraising calendar will be continued for the 2007 year, with efforts to secure advertisers scheduled to commence in July 2006. Club members will be encouraged to participate in the process of securing advertisers.</p>
Equipment & Facilities	Club Development
<p><u>Aim</u> The Club plans to maintain its existing equipment such as its trailer, marquee, first aid equipment and other associated race day equipment. The Club also plans to expand its equipment holding and to examine the establishment of a permanent Club facility, such as a clubroom.</p> <p><u>Equipment Maintenance</u> Maintenance of the existing Club equipment, including a stock take, is planned to take place during the Christmas/New Year break. Equipment repairs and replacements will be undertaken during this time.</p> <p><u>Additional Equipment</u> The Club plans to purchase the following additional equipment prior to the Winter 2006 season:</p> <ol style="list-style-type: none"> 1. Digital video recording equipment. 2. Laptop computer <p>Funding for these equipment purchases will be sought from existing sponsors.</p> <p><u>Club Facility</u> The Club would like to establish a permanent clubroom facility for the purpose of holding meetings, displaying perpetual trophies and for storing equipment. To this end the Club will include this goal in its 5 year strategic plan that will be developed by the end of December 2005.</p>	<p><u>Aim</u> The Club aims to promote itself as the premier competitive cycling organisation in the Sunraysia region. It will achieve this by preparing and implementing a 5 year strategic plan covering the period from 2006 to 2010. As part of the development of the 5 strategic year plan, which will be prepared with the assistance of a consultant, the Club will aim to promote itself through the following activities.</p> <p><u>Web Site</u> The Club will launch a completely revamped web site during September 2006. The web site address will remain as www.m-ccc.com.au however it will be specific to the Club, providing detailed information on the Club's organisation and activities. The new web site will also offer a forum whereby Club members can communicate with each other.</p> <p><u>Club Booklet</u> The Club will issue its updated booklet in September 2006, setting out the Club's aims, structure and procedures. The booklet will be provided to existing and prospective members.</p> <p><u>Club Uniform</u> The Club has commissioned a new uniform design by the cycling clothing manufacturer, Cannibal. The Club plans to commence taking orders for the new clothing in September 2006, and will offer a jersey/bib knicks set to members for a discounted price.</p> <p><u>Strategic Plan</u> The Club plans to conduct itself in accordance with its aims, thus presenting an organisation that is run in a manner that makes it attractive to new members. The Club will develop a 5 year strategic plan, and an associated action plan, by the end of December 2005. The Club will commence the implementation of the strategic plan in 2006.</p>