

**Mildura - Coomealla Cycling Club
Operating Plan 2007**

Competition & Coaching	Sponsorships & Fundraising
<p><u>Aim</u> The Club plans to run Summer and Winter competitions for senior and junior riders. The Club encourages riders of all ages and abilities to participate in its events and aims to offer coaching to riders. The Club will encourage an interested member to take on the training required to achieve a cycle coaching qualification. This encouragement will include the reimbursement of reasonable expenses. Presentation nights will be held at the end of each season.</p> <p><u>Summer Competition</u> The 2006 Summer competition runs from October 8 2006 to March 31 2007. The opening events will consist of individual time trials. The season consists of criteriums, time trials and road races that are held on Sunday mornings or 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. A 4 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 will run from April 7 2007 to September 2 2007. The season will consist 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 22 races during the Winter program, giving a total race distance of about 1,500 km. A number of Club trophies will be 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, and be held on the long weekend in June. The season will conclude with Tour of the Murray River support races (road race and criterium), and will be held on the first weekend in September 2007.</p> <p>With 2007 being the 30th anniversary of the Club in its current form, a special event will be held during Winter to mark this milestone.</p>	<p><u>Aim</u> The Club plans to maintain its existing relationship with its two main sponsors, namely the Coomealla Memorial Sporting Club (Lead Sponsor) and the Mildura Grand Hotel Group (Major Sponsor). The former supports the Club through the provision of funds and assets, whilst the latter provides both funds and prizes. In addition, the Club will seek to develop minor sponsors with the aim of obtaining further funding and prizes.</p> <p><u>Sponsors</u> The Club will develop sponsorship proposals during January 2007. The proposals 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 proposals.</p> <p>In particular, the Club will seek the support of its Lead and Major Sponsors for the purchase of a race timing system, should a suitable system be found. The Club will also seek the support of its Lead Sponsor to secure a clubroom facility should suitable premises be identified in the Buronga/Gol Gol area.</p> <p><u>Fundraising</u> The Club's main fundraising initiative for 2007 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 \$7,000 (after costs) based on printing 2000 calendars. The calendar is to be finalised by mid November 2005.</p> <p>The Club will review the ongoing viability of the fundraising calendar to determine if it will continue with it in 2008. This review, which will be undertaken by the Committee, will take place in June 2008. As part of the review the Committee will seek input from those members who participated in the 2007 calendar as 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 plans to search for a permanent 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>New Equipment</u> The Club plans to research appropriate electronic race timing systems to better provide race result information to its members.</p> <p>A funding proposal for such a system will be presented to existing sponsors for consideration.</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 search for appropriate premises for lease or purchase in the Buronga/Gol Gol area. The premises should be capable of providing secure storage of Club equipment, such as the race trailer, as well providing a suitable meeting venue.</p> <p><u>Off Road Race Facility</u> The Club will maintain its relationship with Aust-Link in order to continue to use the Mildura driver training facility for its Summer racing program.</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 continuing to implement the short and medium term objectives identified in its Strategic Plan prepared in 2005.</p> <p><u>Web Site</u> The Club will continue to maintain its website as its primary means of advertising its activities, as well as providing a forum to communicate with its members.</p> <p><u>Club Handbook</u> The Club will issue its updated handbook in October 2007, setting out the Club's aims, structure and procedures. The handbook will be provided to existing and prospective members.</p> <p><u>Club Uniform</u> The Club will take delivery of its second order of Cannibal clothing in September 2006. The Club will again offer a jersey/bib knicks set to members for the discounted price of \$140 per set. The uniform will display the logos of the Lead and Major sponsors. A further order in April 2007 will be considered if there is sufficient demand.</p> <p><u>Marketing</u> The Club plans to brand itself by developing a logo during 2007. Associated with this will be the development of a policy related to the use of the logo.</p> <p><u>Financial Management</u> The Club will implement an electronic based financial accounting system for the 2007 year, using its newly purchased laptop computer and associated software.</p>