

Tamar Bicycle Users Group

Strategic June 2009 - 2010

This Plan is a “work in progress” adopted at the Foundation Meeting on 4 June 09 and is subject to development and addition by working groups.

Our Aim is to increase the use of bicycles in and around Launceston through activities, advocacy and increased awareness and consideration for cyclists.

Objectives:

1. Increase the number of people cycling and contribute to building cycling as a way of life in the community
2. Improve cycling infrastructure to increase cycle use, safety and security
3. Improve cyclist safety and raise awareness of cycling amongst other road users
4. Attract members to TBUG and share the enjoyment of riding bikes

Strategies

Objective 1: Increase the number of people cycling and contribute to building cycling as a way of life in the community.

Strategies	Activities	By Whom	When
1.1 Promote the benefits of cycling as sustainable transport and for health and fitness	<ul style="list-style-type: none"> • Develop a Communications Plan with Media Officer. • Link with Local Govt Authorities (LGA's) and govt agencies. 	Media Manager	
1.2 Encourage new cyclists	<ul style="list-style-type: none"> • Ride to Work Day • Buddy systems • Workshops (e.g. bike maintenance) 		
1.3 Group rides and events	<ul style="list-style-type: none"> • Bike Week ride • Active Launceston Bike • Courteous Mass Last Fri Month • Link with Bicycle Tas and other relevant cycling groups 		Full Moon rides Bike Bits Swap
1.4 Increase communication	<ul style="list-style-type: none"> • Communication system 		

between cyclists	between local cycling groups (for events, lobbying etc). • Other club reps on Committee		
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Objective 2: Improve cycling infrastructure (e.g. bike ways, off road routes, lockers, rails, reduced hazards, bike racks on buses, cycle touring routes, etc)

Strategies	Activities	By Whom	When
2.1 Representation and advocacy on appropriate advisory committees	<ul style="list-style-type: none"> • Launceston Bike Committee • West Tamar CRSP • Bicycle Tas 	LBC reps CRSP reps BT rep	As reqd As reqd As reqd
2.2 Lobby councillors, politicians and appropriate government agencies for funding and infrastructure	<ul style="list-style-type: none"> • Identify “friends and foes” in local state and federal govt and agencies. • Lobby appropriately for specific issues. 		
2.3 Support local infrastructure initiatives and developments	<ul style="list-style-type: none"> • Participate in working bees 		

Objective 3: Improve cyclist safety

Strategies	Activities	By Whom	When
3.1 Reduce cycling hotspots and hazards	<ul style="list-style-type: none"> • Set up reporting system with councils/DIER etc 		
3.2 Advocate for cyclist in the media and increase other road users awareness of cyclists rights	<ul style="list-style-type: none"> • Appoint media manager/spokesperson • Articles for newspaper • “Stunts” for attention • Distribute literature 		
3.3 Increase cyclist’s awareness of safe cycling practices.	<ul style="list-style-type: none"> • Identify and develop practices and promote to members and wider community through web, electronic and print media channels. 		

Objective 4: Attract members to TBUG and share the enjoyment of riding bikes

Strategies	Activities	By Whom	When
4.1 Develop appropriate management structure	<ul style="list-style-type: none"> • Create and Incorporated Association with Constitution, Executive and Committee 	Steering Group	
4.2 Affiliate with beneficial organisations.	<ul style="list-style-type: none"> • Affiliate with Bicycle Tasmania 		
4.3 Provide benefits and services for TBUG members	<ul style="list-style-type: none"> • Gain local sponsorship and member discounts. 		
4.4 Create member communication systems	<ul style="list-style-type: none"> • Mailman • Website 	HB, JB HB, JB	
4.5 Run TBUG member social rides and events	<ul style="list-style-type: none"> • Regular rides • Family rides • Special events 	Events and rides co-ordinator	Full Moon