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Friday, 19 September 2008

#### MEMO

CC: CSV Staff & Board  
All clubs

#### 2008 in review

2008 has been another good membership year, with our overall membership across the state at just over 4,100 - an increase of around 20% on 2007. Importantly, there has been growth in some important areas which we have sought directly to address, including junior and recreational membership.

CycleSport Victoria (CSV) has expanded its development department in a bid to better support its clubs and their ability to deliver development programs – a vital link in the ability of our sport to generate and retain membership. It is a credit to the clubs who in working hard on these programs, with several of them, in conjunction with our development staff, having been able to build membership and deliver an improved level of service to its members.

The promotion of the Ride-It licence more widely through the clubs, along with CSV's introduction of Cyclo-Sportif Victoria, has paid dividends with doors opening to a new group of members and potential racing members for clubs to access.

#### Membership review

A Management committee featuring CA & State Executive Officers was formed in May 2008 to conduct a membership review. It found that there were certain aspects of the current structure needed to change in order to ensure cycling positioned itself better in terms of the changing sport participation landscape. With approximately 5 meetings held since, Cycling Australia has implemented several changes for 2009.

#### On-line membership

I am pleased to report that Cycling Australia, after some considerable lobbying, have committed to introducing on-line membership for new members. This comes in addition to the already successful on-line renewal option for existing members. Renewals via the on-line system have climbed to around 45%, which has played an important role in taking away a layer of administration from clubs. It has also allowed the office to re-direct some of its resources into the all important area of marketing and communications.

#### Membership category changes

In 2008 there were basically two categories of membership, racing and Ride-It. Ride-It has been re-named 'recreational' as it was felt it best describes the category. We have also now included a *Sport* category, which in terms of price, sits between racing and recreational. This category aims to cater for the growing popularity in the 'sport' recreation market, making the step from recreation to racing a little less expensive. The category is perhaps more relevant to other states and not our events structure at this stage but I welcome input on how we can make this category work to our advantage.

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#### A better recreational licence

Importantly we feel, after significant lobbying from CSV, the recreational licence will now feature a 'rolling' renewal of membership. Whilst the racing licence must continue to operate in line with UCI requirements on a calendar year basis, a recreational licence now becomes active from the time of purchase and is valid for 12 months, regardless of what time of the year it is bought. We believe strongly that this improves the marketing power of this level of membership, particularly with the introduction of new members on-line.

We believe that all cycling clubs should be just that, a *cycling* club. No matter the discipline or indeed if it is a discipline, all ages, all abilities, all cycling. Clubs should be a common ground shared by cyclists and these membership categories improve the ability of the clubs to achieve this.

#### Masters

For Masters-aged riders holding an Elite licence, the appropriate CA By-Law has been changed. It now allows for these licence holders to effectively compete in any elite open and championship events, which is no different to previous years, however now these riders can also contest their respective Masters category in the same year. *Please see Membership review for more information.*

#### Insurance premium increase

In May 2008 it became clear that the insurance premium charged to CA, and in turn the members, would be increased considerably. The increase in premiums has also brought with it an increase in membership benefits, particularly with insurance coverage for the individual member, so it's not all bad news. Also, in recognition of the CA increase, the CSV Board has agreed to 'freeze' its licence fee component to lessen the impact of the price hike. Some great news is that we have actually managed to decrease the price of a racing licence for J11's & 13's. With a large number of \$5 'Kidz' licences sold in 2008, we hope to see junior membership continue to rise, building the 'base' of cycling across the state.

Once again, we thank you for your continued work with your members. Please check out our new website for any queries you may have and keep a look out for the new club development section, which should provide an important resource for all club secretaries and coaches. For advice on programs or to have us visit your club, I urge you to contact our Regional Development Officers in the office. Gail Miller (East) and Brett Truscott (West) are your resource.

For any additional membership queries please contact Amy McCann our Communications Manager.

Kind regards,

A handwritten signature in black ink, appearing to read 'Steve Peterson'.

Steve Peterson  
GENERAL MANAGER