



JUST RIDE

MOTORCYCLING | 2019
WESTERN AUSTRALIA | 2023



MWA-MISSION

To Support, Promote and Grow Motorcycling

MWA-VALUES

Community - Excellence - Innovation

MWA-VISION

Just Ride





Affiliated Clubs & Promoters

1. AJS Moto Trials
2. Albany MC
3. Albany Speedway Club
4. Beverley District MC
5. Bunbury MC
6. Carnarvon MC
7. Classic MXWA
8. Coastal MC
9. Collie MC
10. Collie Racing Drivers Assoc
11. Cranbrook Districts MC
12. Denmark MC
13. Esperance MC
14. Exmouth MC
15. Gascoyne Offroad Racing Club
16. Historic Competition MCWA
17. Ironstone Adventure Riding Club
18. Jerramungup District MC
19. Kimberley Enduro Club
20. Kununurra MC
21. Lightweight MC
22. Manjimup MC
23. Motorcycle Racing Club of WA
24. Newman MC
25. Northam Districts MC
26. Offroad Riding Club of WA
27. Pathfinders Trials MC
28. Quad Riders WA
29. Southern Capes MC
30. Southern Cross MC
31. Speedway MC
32. Supermoto WA
33. Trail & Enduro MC
34. Vintage Motocross
35. Vinduro WA
36. WA College of Agriculture
37. WA Junior MC
38. Wanneroo Junior MCC
39. WA Women MC Riders Inc
40. Dirt High Promotions
41. Golden Outback Trail Tours
42. Lake Perkolilli Motor Sport Club
43. Motoring South West
44. Trakdayz
45. WAMX





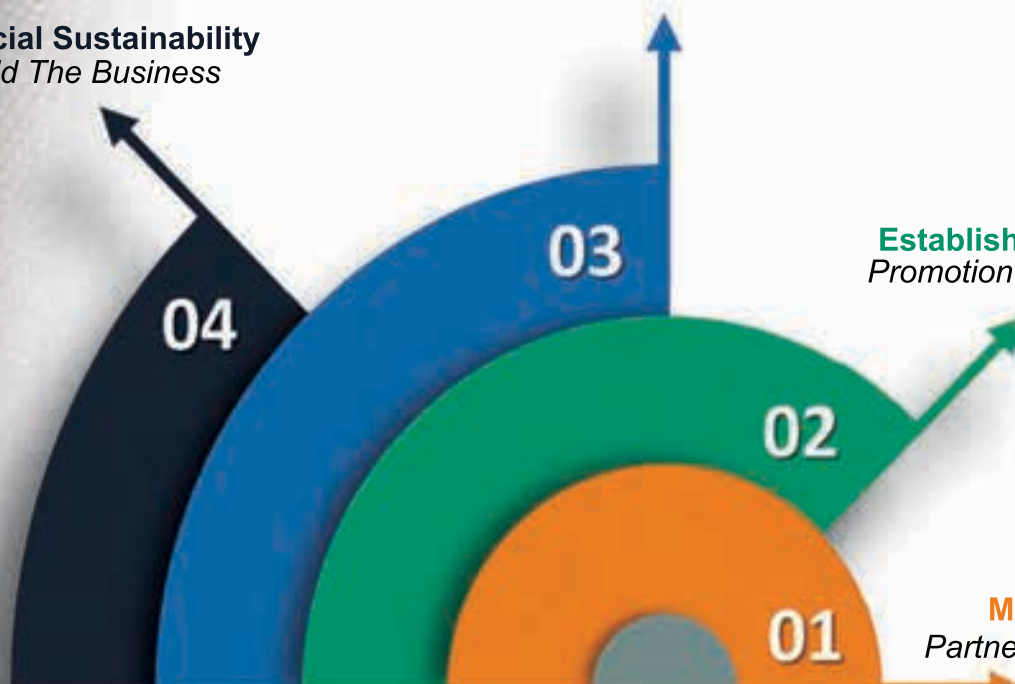
STRATEGIC 4 PILLARS

Club Development
Building Strong Communities

Financial Sustainability
Build The Business

Establish The Brand
Promotion & Innovation

Membership
Partnerships & People





Membership

Partnerships and People

Objective:

MWA will transform how we lead, serve and unite the WA motorcycling community.

Strategy

Measuring Success

Continue to grow our network of clubs, members and stakeholders	<i>Growth in our affiliated clubs as well as in the number of events and members</i>
Increase participation rates and physical activity within the community	<i>MWA will focus on increasing physical activity within both metro and rural communities. We will also have a strong focus on female participation.</i>
Create a junior development program for all disciplines	<i>The creation of a dedicated rider pathway.</i>
Coach/Officials education programme	<i>MWA will offer opportunities for officials and coaches to upskill above and beyond the accredited courses.</i>
Setting up of a rider training centre at MWA	<i>MWA to become an accredited rider training entity.</i>
Become involved in events best practice delivery	<i>Support clubs through direct involvement in delivering world class event best practice</i>
Engagement with our community	<i>MWA will make sure the entire motorcycling community knows who we are and what we stand for. We will strive for member and community satisfaction in all aspects of our business</i>



Establish the Brand

Promotion and Innovation

Objective:

To promote and advocate for all motorcyclists in WA both at a club level as well as recreational riders.

Strategy	Measuring Success
Creation of an advocacy branch of the business	<i>MWA will begin a mission to represent all motorcycle riders in Western Australia</i>
MWA to undergo a rebrand	<i>MWA will look at its brand internally to make sure it reflects its key values and organisational goals</i>
MWA to form strong relationships with key strategic bodies to be leveraged for the benefit of our sport.	<i>MWA to form partnerships with all representative industries involved in motorcycling, both from a commercial and government perspective to be leveraged for the benefit of our sport.</i>
Create a recognisable brand	<i>MWA will strive to create a brand that is linked to member satisfaction, both for our current clubs and members and also for all motorcycle riders in Western Australia</i>



Club Development

Building strong Communities

Objective:

To support and assist our clubs in a manner that assists with the long-term sustainability of our sport.

Strategy	Measuring Success
Positive engagement with clubs and community	<i>MWA will continue to positively communicate with all our clubs as well as the general motorcycling community both electronically and face to face</i>
Ongoing club education and support	<i>MWA will create a club workshop series as well as a club affiliation pack to highlight what MWA offers</i>
Club wellbeing and health checks	<i>All clubs will have access to a best practice guide to be created by MWA</i>
Club growth and sustainability	<i>Strong sustainable clubs are the future of our sport. MWA will focus its resources on helping clubs achieving this</i>
To create strong vibrant clubs	<i>MWA will further engage with clubs as a high priority, we will support clubs to increase revenue streams through opportunities such as our Ride Park product as well as through event management assistance and the ability to access grants and funding from various sources</i>



Financial Sustainability

Build the Business

Objective:

Create a financially secure core business that can support the growth of motorcycling in Western Australia.

Strategy

Measuring Success

Diversification of income streams

A diversified commercial strategy aimed at maximising resources for the benefit of our members.

MWA will expand the profile and nature of its strategic commercial alignments.

MWA will create an advocacy element of the business which will represent all motorcyclists in Western Australia

Commercial viability

MWA will maximise its current resources and leverage all of our assets to grow our income.

MWA will maintain a strong relationship with all commercial and government partners to ensure long term funding.

MWA will continue to target membership through the creation of value for our members and clubs.