



BMXNSW Forum 2017



Agenda

- 09:30 AGM
- 10:00: BMXNSW Forum
- Board roles and responsibilities
- BMX in 2017
 - **Martin:** Focus for 2017
 - **Lorraine:** Governance
 - **Bill:** Officials / 2017 rule book
 - **Paula:** Development
 - **Peter:** Test Team
 - **Michael:** Finance
 - **Alex:** Funding / grants
 - **Martin:** Racing
- Tea / coffee (at some point)
- Club agenda items
- Lunch (around 12:30)
- First Aid - concussion
- Workshop
- Confluence
- 15:00 Finish



2017 BMXNSW Board

- **Martin Ward:** Chairman / Racing
- **Bill Dunkley:** State Officiating Director
- **Lorraine Dunkley:** Executive Director
- **Paula Griffiths:** Development
- **Peter Jaehne:** Test Team
- **Michael Craig:** Finance
- **Alex Baine:** Marketing / Events (funding / grants)



BMXNSW Focus for 2017

- **Client experience**
 - put yourself in the clients shoes, think of it from their point of view
- **Continuous improvement**
 - member perception
 - Feedback loop
- **Work smart**
 - automation
 - challenge established practices
- **Increase membership**
 - increase number of new members
 - decrease number of members leaving the sport
- **Raise the profile of the BMXNSW brand**

Club Administration & Governance 1



- **Know your members:** Riders, volunteers, coaches
- **Read your constitution:** How to run your committee
- **Constitutions and by-laws:** What is the difference?
- **Nominations:** Guidelines
- **Policies:** BMXA, BMXNSW

Club Administration & Governance 2



- **Risk management:** More than just the track
- **Member protection:** Health, safety and general wellbeing
- **Social media:** Implications of using these platforms
- **Club reports:** Calender and contacts
- **Working With Children Check:** Absolutely essential



State Officiating Director 2017 1

- Introduction
- Events in 2016
- Events in 2017
- Officials
 - Accreditation
 - WWC
- National level changes
 - Neil Cameron
 - Paul Connors

State Officiating Director 2017 2



- Officiating level 2 courses
- Introductory Level Officiating General Principles Course
- New ENC (Elite National Commissaire) course replaces the Level 3 course
- Australian Rulebook changes
- Protests and the role of the Team Manager



Events 1

- Pre-titles
 - Penrith
 - Mighty Elevens dinner
- State Titles
 - Engravers
 - Plates
 - Jerseys / shirts
 - Presentations / Titles and Series

Events 2



- 2016 Awards night
 - Venue and operation
 - Rider of the year posters
- Sarah Davis

- 2017 Macarthur club

Coaching



State Series Rounds Coaching

- State coaching
- Crackerjack and Dynamite coaching
- Teamer
- Coaches availability
- State, CJ & DM Coaching will continue during 2017
- 4 great coaches put their hand up to do the Coaching.

Coaching Courses

- Course run on 25 March 2017, the day prior to Hawkesbury.
- Positions for the course will be spread across all Clubs, not just for one particular Club
- Additional dates will be made available from May through to December.

NOTE: The Coaching year is broken into 2 parts

- i. January to Nationals: State Team / National Series / Athlete Development
- ii. Post Nationals to December: Coach Education & Development

High Performance State Team



2017 NSW High Performance Team

The 2016 State Team results were varied with many having injuries early in the year causing them to miss most of the National Series rounds. But our best results were at the National Championships with Alex, Leanna, Saya and Andy all taking the win.

2016 OVERALL NATIONAL SERIES PLACING AFTER ROUND 6			
	<i>Rider</i>	<i>Class</i>	<i>Place</i>
Probikx	Alex Cameron	Elite Men	19th
	Kai Sakakibara	Elite Men	1st
	Rachel Jones	Elite Women	n/a
	Clare McNamara	Elite Women	7th
	Andy Hughes	Jnr Men	4th
	Brock Griffiths	Jnr Men	17th
	Kyle Jaehne	Jnr Men	13th
	Saya Sakakibara	Jnr Women	1st
	Chambikx	Nathaniel Rodway	16B
Steve Wakeham		16B	n/a
Declan Jaehne		15B	6th
Ashlee Miller		15G	11th
Oliver Moran		14B	3rd
Kirk Cleaven		14B	13th

2017 NSW High Performance Team



- The 2016 National Championships provided some great results for NSW riders and has given us a Team of 16 riders for the 2017 State Team as listed below.
- This is the largest our team has been in quite a few years.
- Current results after Rnd 2 held at Shepparton on 4 & 5 February

<i>National Series Results</i>		<i>RND 1</i>	<i>RND 2</i>
14G	Paige Harding	1st	1st
16G	Ashlee Miller	2nd	2nd
	Leah Hearne	Semi	4th
15B	Jack Davis	3rd	1st
	Oli Moran	4th	Semi
16B	Declan Jaehne	7th	Semi
	Ethan Pal	Moto	8th
	Brad Shaylor	1st	Semi
JEM	Nathaniel Rodway	6th	8th
	Steve Wakeham	5th	3rd
JEW	Saya Sakakibara	1st	1st
EW	Rachel Jones	N/A	N/A
	Leanna Curtis	3rd	2nd
EM	Kai Sakakibara	8th	3rd
	Alex Cameron	N/A	Semi
	Andrew Hughes	Qtr	Semi

2016 Crackerjack & Dynamite Results



Dynamite State Trophy

RANK	NAME	TOTAL
1	QLD Dynamite Team	1053
2	VIC Dynamite Team	958
3	WA Dynamite Team	883
4	NSW Dynamite Team	866
5	SA Dynamite Team	480
6	NT Dynamite Team	451
7	ACT Dynamite Team	136

Crackerjack State Trophy

RANK	NAME	TOTAL
1	QLD Crackerjack Team	788
2	NSW Crackerjack Team	784
3	WA Crackerjack Team	576
4	VIC Crackerjack Team	536
5	SA Crackerjack Team	482
6	NT Crackerjack Team	273
7	ACT Crackerjack Team	82



2017 NSW Crackerjack & Dynamites



What is a Crackerjack and Dynamite?

- A Crackerjack is a rider aged 8 & 9. A Dynamite is a rider aged 10, 11 & 12.

What do we do in NSW?

- The relevant age classes are automatically scored for the CJ & DM Teams at our State Series rounds. The same rules apply as for State Series qualification ie you must ride 4 of 6 events on offer and 1 of the 4 must be a country round.
- All ages are included in the State Series pointscore in addition to CJ and DM scoring
- The top 3 qualifiers from each age class are awarded a CJ or DM team jersey at the State Titles Annual Awards Dinner that will be worn at the National Championships when representing our State the following year.
- If a qualified rider is not competing at Nationals the next qualified rider can receive the jersey.
- The State provides free coaching at each State Series round for all qualified riders. A Teamer notification is sent out prior to each State Series round to qualified riders. The current year Teams attend the coaching up until Nationals. After Nationals the top 3 riders from each age are invited to attend the free coaching.

2017 Nationals Format has Changed!



- CJ & DM will not compete on a separate day or have their own event.
- Scores for each team rider will be taken from their 20” class event.
- Team riders are encouraged to wear their State jersey
- BMXA require the winners to attend the Awards Dinner



Test Teams - 2016

- Sizing completed at the qualification event
- Team polo shirts provided at the first training camp
- Swap Jersey price included in final price structure
- Training camp held outside NSW
- New management
- Key sponsors continue to support the Test Team initiative

Test Team - 2017



- New Coach on-board (Kiel Dellow)
- In discussion with additional sponsors
- RAD are on-board (riders against drugs) for training jerseys (supplied at no cost)
- Unit - potential major trophy and financial sponsorship
- Troy Lee - potential major trophy and financial sponsorship
- Burger Fuel - potential major trophy and financial sponsorship



International focus: ideas

- Option 1 - Training Camp in Japan
 - 4 riders & 1 Coach
 - Attend a training camp and race event
 - Funded by Parents
 - Sponsored by BMXNSW
- Option 2 - Test Team event with Japan - for next age bracket
 - Will be based on the same Test Team structure we use today with NZ
 - 4 male and 4 female riders
- Option 3 - a 4 country competition for next age bracket
 - Most favoured option
 - Australia, Japan, country 3 and country 4
 - Working with Martin & Masa Sampei from Japan currently
 - 2 male and 2 female riders from each country
 - Will be based on the same Test Team structure we use today with NZ
 - First event to be run in Australia

Academy of Sports



- Working with Kiel Dellow, Fred Furner and Gerry Knights
Executive Director South West Sydney Academy of Sport

2016 BMXNSW FINANCE REPORT CARD



- The State remains in a strong financial position
- Professional bookkeeping services and independent annual auditors are employed
- Changes to the physical payments of the Pro Prize money
- First Aid
 - Rider levy increases
 - Cash flow negative
- Total income increased by 2.85% (\$253,606 V \$246,570)
- Total expenses increased by 11.27% (\$257,127 V \$231,094)



2017 Finance Initiatives

- Budgets to be established, reviewed and tracked in all key State expenditure areas in 2017.
- Exploring sponsorship options for First Aid in 2017.
- Partnership and Growth
 - passionate about membership and participation growth across all levels of this sport
 - receptive to investment ideas that would support this
- BMX clubs and the State are Not for Profit organisations, but need to operate as a business and ensure all financial decisions made are commercially viable and sensible.

BMX NSW Sponsorship Program



- ✓ **Prioritise the funding needs**
- ✓ **Training for effective fundraising**
- ✓ **Grant application support**
- ✓ **Maximum exposure**
- ✓ **Utilise the business contacts of your members**

BMX NSW Marketing Program



- ✓ **Social media exposure**
- ✓ **Advertising through your local media**
- ✓ **Athlete Promotion**
- ✓ **Increased Participation**
- ✓ **Involvement in your local community events**
 - ✓ **e.g. Work with local schools to run sessions that allow their students to ride the track while running a bike safety workshop**

7 Magnificent Sports Marketing Strategies



- 1) Develop Your Target Audience
- 2) Position Your Brand
- 3) Create Partnerships
- 4) Craft a Compelling Message
- 5) Select Distribution Channels
- 6) Plan Special Events
- 7) Measure, Review and Revise

Organisations You Need To Know





Racing

- Masterclass
 - 30+ riders
 - Masterclass riders can also ride Age and Cruiser (same as Superclass riders)
 - Entry fee is \$5 extra per rider
 - Awards, double for podium and as per Age for 4-8
 - Open events only (2017 State Titles is under consideration)
- Pro-section
 - Mandatory for male Superclass riders
 - Optional for female Superclass riders



First Aid

- Cost more in 2016 than 2015 but well worth the investment
- Two providers for 2017
 - Emergency Medics Australia
 - Acute Medical
- Approx 6 first aiders for racing (depending on the track)
- First aider on the finish line
- There will always be BMX experienced first aiders (BMXperts) in attendance
- Concussion



Racing: Entries / Transponders

- Late Entry
 - From the Bathurst event onwards
 - 24 hour period 00:00 to 23:59 Monday
 - Online entries only
 - \$20 per rider
- Transponder
 - Riders responsibility
 - No start pick-up = DNF
 - No finish pick-up (commissaire best efforts)

Racing: BMXNSW Trailer



- Trailer
 - BMXNSW trailer
 - BMXNSW logo
 - Scoreshed equipment, transportation to different events (logistics)
 - First Aid tents (save on first aid costs)
 - State team support for Shepparton, Bathurst events etc (tents, eskys etc)

Racing: Registration / sign-on



- Registration / sign-on
 - The registration / sign-on process will no longer be necessary from the Bathurst open event onwards
 - Online entry will cover entry and registration
 - Riders will check their entry with the transponder checking station
 - Sprocket's parents / guardians will check a sheet posted on the board
 - Racing is locked down at 09:00, no changes after this time (number plate etc)
 - If riders cannot attend the race they need to sent a text to the scoreshed by 09:00, failure to do this impacts the race and your peers

Macarthur Club

1. Race Format: Deadman rules
2. Addition of Mini wheelers





Deadman rules

- It's **necessary** for the younger girls to push them to ride and train - otherwise what incentive to race - just roll around and you'll get something
- It's **fair** between gender - an 8-year-boy has to work hard to get into the final, so why should not a girl?
- It gives **value** to making the main, which is a big thing for a lot of kids in the sport.
- There are arguments about other States running no deadman finals, that does not mean it is the best way to do things, both rules are in the rulebook
- **The real issue is that there are not enough riders in the class**, the conversation becomes irrelevant once there are 9 riders in a class.
- So focus needs to be on **attracting more riders** than rather trying to change the rule every year.

Mini wheelers



Licence type	Cost
4 month licence	\$41.15
BMX Mini Wheeler	\$30.85
Sprocket Rocket	\$88.45
Club	\$69.90
Open	\$94.60

- There is a pathway through BMX from non-riders to Pro riders
- Each step provides encouragement for riders to progress
- Mini wheelers is the first step on that pathway – it is an entry level class
- Mini wheelers are small children who cannot ride bikes, typically 2, 3 or 4 years old.
- They have no concept of State series or State run open race, so from a rider perspective there is no value
- The reward for being able to ride a BMX bike is the opportunity to race in State run events across NSW

Hawkesbury BMX Club



- Currently any knee/shin or elbow pad that does not feature a hard shell is not able to be worn by a rider as their outer layer. Refer Rule 043, BMXA Rulebook.
- This discourages riders from utilising the latest technology in energy absorption that is being utilised in protective equipment by companies such as G Form, Troy Lee Designs, POC and ION
- Request submission from BMX NSW to BMX Australia for amendment to rule 043. The term “Rigid Surface” to be removed.

First Aid

- Concussion





Workshop

Round table

1. 1 initiative your club is doing / has done
2. 1 pain point your club is feeling

Discussion

1. What can we do to improve the sport of BMX for all?
2. Who do we need to attract to the sport?
3. How we can attract more people to the sport?
4. How we can slow down the number of people who are leaving the sport

Select a spokesperson to report back to the group



Confluence

- Benefits
 - Enhanced communication
 - Less emails
 - All information in an easily accessible place
 - Easy access
 - Engagement of the board
 - Shared calendars
 - Update once, view many times
 - Removes the need to store information on laptops
 - Information does not get lost
- Demonstration