

Cycling Association of Yukon: 2021 to 2024 Strategic Plan

February 20, 2021

Executive summary

Yukon cycling is diverse and constantly evolving. More than just a sport, cycling is an activity that transcends competition and can promote a healthy lifestyle for people of all ages. Riding a bike can also foster societal change.

As a volunteer organization with limited resources, it is critical that we work together with affiliate clubs towards common goals. We must work to service the many unique cycling disciplines and passionate people spread across our territory.

This strategic plan has been developed to address this challenge and seize the opportunity to transform our sport in Yukon over the next four years.

This plan sets out the framework, objectives and strategic initiatives that will guide CAY on this path.

A handwritten signature in black ink, appearing to read 'Geof Harries', with a long horizontal flourish extending to the right.

Geof Harries, President

1. Our mandate

- To develop, promote and grow the sport of cycling in Yukon.

2. Our role

- To lead, regulate and empower.

3. Our objectives

- Teach school-aged kids the joy of cycling safely with a grassroots cycling program;
- Develop a sustainable performance program of athletes and coaches;
- Advocate and promote safe cycling plans and initiatives;
- Increase membership, engagement and diversity of affiliate clubs and events; and
- Strengthen the community and collective voice for cycling in Yukon.

4. Our strategies

- Deliver Cycling Canada's HopOn games-based program to kids aged 6 to 12 in Yukon schools and communities;
- Develop athlete-centered, coach-driven programs based on the Long Term Athlete Development (LTAD) model;
- Recruit and train a competitive team for different disciplines at the national level;
- Strengthen relationships with organizations and government to facilitate safe cycling; and
- Support affiliate clubs and their members through programs and communications that align with our objectives.

5. Our 4-year work plan

Strategic program area	2021	2022	2023	2024	2024 targets
Kids cycling program	Train coaches and run a pilot of HopOn program in Whitehorse	Train more coaches and run HopOn program in Yukon communities	Run HopOn program in schools and in Yukon communities	Run HopOn program in schools and in Yukon communities	1,000 kids reached
Athlete development	Identify potential athletes for Canada Summer Games (CSG) 2022 Train athletes with qualified coaches	Create a training plan for athletes who will attend CSG 2022 Identify potential athletes for Western Canada Summer Games (WCSG) 2023 Train athletes with qualified coaches	Create a training plan for athletes who will attend WCSG 2023 Train athletes with qualified coaches	Identify potential athletes for CSG 2025 Train athletes with qualified coaches	Sent teams in mountain bike and road, male and female to CSG and WCSG
Coach development	Run HopOn coach training Support NCCP and Safe Sport programs	Run HopOn coach training Support NCCP and Safe Sport programs	Run HopOn coach training Support NCCP and Safe Sport programs	Run HopOn coach training Support NCCP and Safe Sport programs	20 coaches trained and in regular use with athletes and kids

	Organize PMBIA courses Identify and train coaches	Organize PMBIA courses Identify and train coaches	Organize PMBIA courses Identify and train coaches	Organize PMBIA courses Identify and train coaches	
Team Yukon	Identify potential athletes for CSG 2022	Select a team to CSG 2022 Send a team to CSG 2022	Select a team to send to WCSG 2023 Send a team to WCSG 2023	Identify potential athletes for CSG 2025	Sent teams in mountain bike and road, male and female to CSG and WCSG
Affiliate clubs and their members	Get more Yukon clubs to affiliate with CAY and sanction their events	Get more Yukon clubs to affiliate with CAY and sanction their events	Majority of Yukon clubs affiliated with CAY	Majority of Yukon clubs affiliated with CAY	2,000 CAY members
Programs and communications	Include the Yukon Cycling Supporter Fee (YCSF) as part of every CAY membership Pay out dividends from YCSF to groups doing the work Build a new CAY website and	Include the YCSF as part of every CAY membership Pay out dividends from YCSF to groups doing the work Operate and improve upon a single Yukon cycling event calendar	Include the YCSF as part of every CAY membership Pay out dividends from YCSF to groups doing the work Operate and improve upon a single Yukon cycling event calendar	Include the YCSF as part of every CAY membership Pay out dividends from YCSF to groups doing the work Operate and improve upon a single Yukon cycling event calendar	\$10,000 donated from YCSF to recipients 2,500 email newsletter subscribers

	<p>single Yukon cycling event calendar</p> <p>Build an email newsletter subscriber list and publish valuable content</p> <p>Deliver a safe cycling communications campaign (CAY and government)</p>	<p>Operate the email newsletter, gain subscribers and publish valuable content</p> <p>Re-run safe cycling communications campaign</p>	<p>Operate the email newsletter, gain subscribers and publish valuable content</p>	<p>Operate the email newsletter, gain subscribers and publish valuable content</p>	
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