

NMTBC STRATEGIC PLAN 2022–2030

Making Nelson
an exceptional place
to mountain bike

Kia noho a Whakatū
hei wāhi mīharo ki
te eke paihikara



Photos courtesy of Sven Martin



BUSINESS CASE

01



BUSINESS CASE

The Nelson Mountain Bike Club was formed in 1989. The Club has seen exceptional growth year on year. This growth is a result of mountain biking becoming more mainstream and the Club providing benefits for its membership. The Club now has almost 4,000 financial members and around 9,000 followers on its Facebook page. The Club is now a significant commercial regional tourism operator, with the commercial operation of the Wairoa Gorge Bike Park.

He mea whakatū te Nelson Mountain Bike Club i te tau 1989. Kua kaha te tipu o te karapu i ngā tau kua hori. Ko te tipunga nei he hua o te aurakitanga ake o te eke paihikara, me te whakarato a te karapu i ngā hua ki ōna mema. Ināianei he āhua 4,000 ngā mema utu, ā, neke atu i te 9,000 ngā kiriaru i tōna whārangi Pukamata. E noho ana te karapu hei kaiwhakahaere tāpoi ā-rohe arumoni nui ināianei, nā runga i te whakahaerenga arumoni o Wairoa Gorge Bike Park.



BUSINESS CASE

The Club's core role is to facilitate, advocate, promote and encourage mountain biking in Nelson. The key goals of the Club are to serve and create value for its membership and the wider mountain biking community by:

Ko te mahi matua a te karapu he whakarite, he hāpai, he whakatairanga me te akiaki i nga mahi eke paihikara i Whakatū. Ko ngā whāinga matua o te karapu he mahi, he whakaputa uara hoki ki āna mema me te hapori eke paihikara whānui mā te:

- 1** Strengthening relationships with stakeholders and taking a leadership role for mountain biking in the region.
- 2** Leading the development and maintenance of a world class trail network in the Nelson Tasman region.
- 3** Encouraging mountain biking to all Nelson community members through running and supporting events, advocacy and being a voice for mountain biking in the region.
- 4** Creating and demonstrating value to the members, community and region from mountain biking.
- 5** Working with a range of recreation stakeholders to develop the Wairoa Gorge Bike Park as a regional tourism asset and international destination.
- 6** Work with a commercial partner for a future major event in Nelson.



**CURRENT
CONDITION**

02

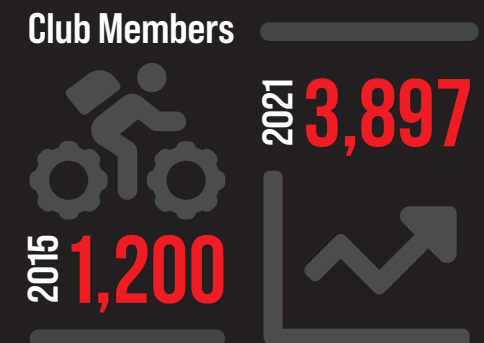
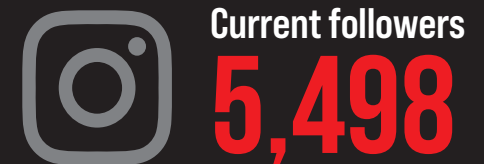
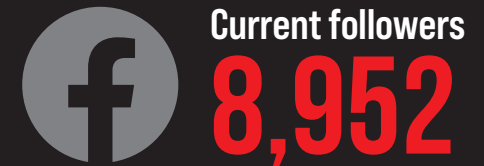


CURRENT CONDITION

This is the Committee's view of the current situation in relation to the Club's key goals;

Koinei te tirohanga a te Komiti ki te wā nei, e pā ana ki ngā whāinga matua o te karapu;

- 1** The strength of the Club's relationships with stakeholders is strong and the Club is part of a working group with Nelson City Council, Ngati Koata and Tasman Pine Forests Limited which allows the Club to continue to advocate for infrastructure and access.
- 2** Trail development progressed in 2021 with the construction of new trails as per the LTP Agreement, plus completion of a Trails Masterplan and global Resource Consent.
- 3** The Club is reviewing the risks involved in undertaking commercial activities and acting as a commercial contractor for the development of trails to ensure the Club can continue to fulfil its objectives.
- 4** COVID has resulted in many planned events being cancelled or postponed. However future events will aim to cater to all ages and abilities of current and future Club members. Policies and procedures have been formally established to streamline event planning and delivery, to ensure high quality events are delivered.
- 5** The Club creates significant value to the region and community with mountain biking. Despite COVID, membership levels remain strong. A new Club App has made joining the Club an easier process and improves member communication and engagement.
- 6** The Club has operated the Wairoa Gorge to date and has secured a 40-year lease. This provides a significant opportunity to unleash the potential of the Gorge, however this requires broadening the range of stakeholders and partnerships.
- 7** The 2022 EWS was cancelled due to the worldwide COVID situation. The Club will continue to investigate opportunities to bring a major event to Nelson in conjunction with a commercial partner.



CURRENT CONDITION

TRAILS
186



Club Events
48 
ANNUAL



SPONSORS
23



VOLUNTEERS
100+

Member Discounts
38 









**TARGET
CONDITION
3 YEARS
FROM NOW**

03



TARGET CONDITION / 3 YEARS FORM NOW

			2024 Target Condition
Advocacy and relationships	→	Develop constructive relationships with local councils and landowners to enable the Club to advance its objectives.	
Trail Development	→	Continue to pursue the outcomes in the Out and About Strategy and continue to pursue a balanced trail network for all mountain bikers in the region.	
Encourage MTB	→	Develop a clear calendar of sustainable events for people of all abilities including social events with the aim to have a vibrant mountain biking community	
Create and display value	→	Report on the value of mountain biking (Social, health, wellbeing, environmental and financial). Demonstrate clear value to membership beyond the access permit with a sustainable and engaged membership base.	
Wairoa Gorge	→	Grow and develop the Wairoa Gorge operation. Increase the capacity, reduce the financial risk, and move towards a commercially independent operating model.	
Major Events	→	Be able to leverage the successful running of a major mountain bike event for ongoing funding and grants for trail and infrastructure development.	

INTERNAL COMMITTEE OBJECTIVES

04



INTERNAL COMMITTEE OBJECTIVES

The Club has matured as an entity and continues to seek external advice where required. The Committee agrees that the following objectives are collective responsibilities for 2021-2024.

Kua pakeke haere te Karapu hei hinonga, ā, e rapu tonu ana i ngā kōrero tohutohu ā-waho i te wā e tika ana. E whakaae ana te komiti ko ēnei whāinga i raro nei he kawenga ngātahi mō te 2021-2024.

- 1 Develop the culture of teamwork and accountability at the Committee level;
- 2 Deliver initiatives with a strong focus on financial sustainability (revenue and cost);
- 3 Develop policies and procedures to mitigate risk to the Club (and stakeholders)
- 4 Ensure ongoing process of identifying, developing and inducting candidates for succession;
- 5 Maintain a clear focus on delivering portfolio initiatives in support of the Club's strategic objectives;
- 6 Engage members and volunteers to assist with delivery;
- 7 Refine reporting structures and accountability.

