



STRATEGIC PLAN

2026-2027

LAST UPDATED: 10 JULY 2026

OUR PURPOSE

Motorcycling Victoria's purpose is to lead the growth and sustainability of Motorcycling sport, in partnership with all affiliated Clubs and stakeholders, through responsible and strategic governance, with the absolute intent to deliver a prosperous sport for all to enjoy.

OUR CLUB NETWORK



OUR STAFF

LEADERSHIP	SPORTING OPERATIONS	BROADFORD OPERATIONS	VENUE LICENSING PORTFOLIO	FINANCIALS
EDWARD WILSON	ALLANAH THORN	ANTHONY ASPINALL	STEVE VAN GAANS	LBW
SHANE McCARTER	AMANDA INGLIS	JOHN COLEMAN		STEP-UP
	RHIANNON WILSON	WARREN SHEEN		
	SARAH CLEAR			
	MARGARET CARLISLE			

BOARD OF DIRECTORS

WAYNE McKAY
President / Chair

JO REILLY
Vice President / Deputy Chair

BELINDA MOLONEY
Director

JUSTIN MELLERICK
Director

**ROHIT MALHOTRA
(RAJ)**
Director

BRENDAN LACOTA
Director

LOUISA RENNIE
Director

STRATEGIC OBJECTIVES

Strengthen trust and engagement with clubs and stakeholders

Build enduring relationships through transparency, responsiveness, and shared purpose.

Grow participation and diversify pathways across all disciplines

Ensure participation is inclusive, accessible, and supported by clear progression pathways.

Ensure safe, compliant, and inclusive sport delivery

Uphold high standards in safety, compliance, and equity across all operations and events.

Strengthen governance, capability, and transparency

Advance MV's maturity in governance, risk oversight, and organisational effectiveness.

Drive strategic investment and financial sustainability

Secure and steward resources to support long-term growth, innovation, and club development.

STRATEGIC PILLARS

**Club Development
& Sustainability**

**Sporting
Operations &
Disciplines**

**Facilities &
Precincts**

**Collaborations &
Partnerships**

**People &
Community**

STRATEGIC PILLAR 1

CLUB DEVELOPMENT & SUSTAINABILITY

Strengthen engagement with Clubs through engaged forms of consultation, initiative development and sustainability strategies that increase capacity, capability and experience for all within our Clubs.





STRATEGIC PILLAR 2

SPORTING OPERATIONS & DISCIPLINES

Review, diverse and expand participation opportunities across all Motorcycling disciplines, to ensure they thrive as part of state-based operational leadership, that exceeds expectations.

STRATEGIC PILLAR 3

FACILITIES & PRECINCTS

Harness the opportunities facilities and precincts exhibit, to promote and reflect the communities they serve. Support a future that is collaborate and aligned with best, yet purposeful practice.





STRATEGIC PILLAR 4

COLLABORATIONS & PARTNERSHIPS

Expand partnerships and drive unprecedented collaborations that ensure Motorcycling thrive, reaches new audiences and sustains the current engaged base. Utilisation of new platforms and processes a core stone to a new strategy that reflects the sport and all, in a positive and strong light.

STRATEGIC PILLAR 5

PEOPLE & COMMUNITY

The back-bone of the Motorcycling community is its people, and the support they receive needs to be tailored, streamlined and value-adding. With resourced and engaged people, the wider community thrives and is committed to delivering a sport for all.



Devise a Club Development Function to Support Club Initiatives and Sustainability

Implement a Coaching Committee to Enhance Coaching Standards and Support

STRATEGIC PILLAR 1

CLUB DEVELOPMENT & SUSTAINABILITY

Strengthen engagement with Clubs through engaged forms of consultation, initiative development and sustainability strategies that increase capacity, capability and experience for all within our Clubs.

Develop Club
Committee
Onboarding and
Ongoing Support
Resources

Develop an Action
Plan to Drive New
Coaches into the
Sport across All
Disciplines

STRATEGIC PILLAR 1

CLUB DEVELOPMENT & SUSTAINABILITY

Strengthen engagement with Clubs through engaged forms of consultation, initiative development and sustainability strategies that increase capacity, capability and experience for all within our Clubs.

Improve
Engagement &
Support for Officials
through the
Implementation of
an Officials
Committee

Promote Education
for Officials,
Supporting
Accreditations and
Pathways

STRATEGIC PILLAR 1

CLUB DEVELOPMENT & SUSTAINABILITY

Strengthen engagement with Clubs through engaged forms of consultation, initiative development and sustainability strategies that increase capacity, capability and experience for all within our Clubs.

Lead Grant
Initiatives
Identification and
Support to
Generate Outcomes
for Clubs

Enhance Financial
Funding and Grant-
Based Opportunities
for Clubs

STRATEGIC PILLAR 1

CLUB DEVELOPMENT & SUSTAINABILITY

Strengthen engagement with Clubs through engaged forms of consultation, initiative development and sustainability strategies that increase capacity, capability and experience for all within our Clubs.

Implementation of
Club Inductions for
All Committee
Members, to
Promote
Collaborative
Outcomes

Provide Club
Development and
Sustainability
Opportunities with
Third Parties

STRATEGIC PILLAR 1

CLUB DEVELOPMENT & SUSTAINABILITY

Strengthen engagement with Clubs through engaged forms of consultation, initiative development and sustainability strategies that increase capacity, capability and experience for all within our Clubs.

Establishment
Action Plans for All
Disciplines, to
Promote
Sustainability &
Participation
Opportunities

Address Inequities
in Support Delivery
for All Disciplines

STRATEGIC PILLAR 2

SPORTING OPERATIONS & DISCIPLINES

Review, diverse and expand participation opportunities across all Motorcycling disciplines, to ensure they thrive as part of state-based operational leadership, that exceeds expectations.

Develop a Women &
Girls Motorcycling
Action Plan

Review All
Participation
Pathways to
Promote Sustain
Social, Club and
Elite Opportunities

STRATEGIC PILLAR 2

SPORTING OPERATIONS & DISCIPLINES

Review, diverse and expand participation opportunities across all Motorcycling disciplines, to ensure they thrive as part of state-based operational leadership, that exceeds expectations.

Develop a Social
Membership to
Foster Greater
Ridership across the
Sport and
Communities

Enhancements to
Internal
Organisational
Structure to Uplift
Support Delivery

STRATEGIC PILLAR 2

SPORTING OPERATIONS & DISCIPLINES

Review, diverse and expand participation opportunities across all Motorcycling disciplines, to ensure they thrive as part of state-based operational leadership, that exceeds expectations.

Expand and Improve
Come and Try &
Development
Experience
Opportunities

Enhance Discipline
Committees
Function & Support
to Elevate their
Output and
Purpose

STRATEGIC PILLAR 2

SPORTING OPERATIONS & DISCIPLINES

Review, diverse and expand participation opportunities across all Motorcycling disciplines, to ensure they thrive as part of state-based operational leadership, that exceeds expectations.

Develop Club-Community Based Brand & Marketing Strategies to Enhance Engagement

Address Growth Challenges across the State to Maximise Opportunities for Participation

STRATEGIC PILLAR 2

SPORTING OPERATIONS & DISCIPLINES

Review, diverse and expand participation opportunities across all Motorcycling disciplines, to ensure they thrive as part of state-based operational leadership, that exceeds expectations.

Club-Precinct
Development Plans

Establishment of
LGAs x Clubs Forum

STRATEGIC PILLAR 3

FACILITIES & PRECINCTS

Harness the opportunities facilities and precincts exhibit, to promote and reflect the communities they serve. Support a future that is collaborate and aligned with best, yet purposeful practice.

Execution of
Inclusive
Environments
Program

Increase % of
Female Friendly
Facilities across the
State

STRATEGIC PILLAR 3

FACILITIES & PRECINCTS

Harness the opportunities facilities and precincts exhibit, to promote and reflect the communities they serve. Support a future that is collaborate and aligned with best, yet purposeful practice.

Improving Capacity,
Quality and
Availability of
Facilities for All
Disciplines

Develop an Action
Plan w/ LGAs to
Prioritise Club Facility
Development
Requirements

STRATEGIC PILLAR 3

FACILITIES & PRECINCTS

Harness the opportunities facilities and precincts exhibit, to promote and reflect the communities they serve. Support a future that is collaborate and aligned with best, yet purposeful practice.

Implementation of
the New-Facilities
Development and
Compliance Lead
Role

Enhance
Engagement with,
Understanding of &
Support for, Track
Compliance
Standards

STRATEGIC PILLAR 3

FACILITIES & PRECINCTS

Harness the opportunities facilities and precincts exhibit, to promote and reflect the communities they serve. Support a future that is collaborate and aligned with best, yet purposeful practice.

Development of a
2026-2035
Broadford Precinct
Master Plan

Diverse and Enhance
Utilisation
Opportunities for
Motorcycling & Non-
Motorcycling Users of
the Broadford
Precinct

STRATEGIC PILLAR 3

FACILITIES & PRECINCTS

Harness the opportunities facilities and precincts exhibit, to promote and reflect the communities they serve. Support a future that is collaborate and aligned with best, yet purposeful practice.

Development of
New MV x Clubs
Comms Processes

Develop New
Community &
Commercial
Partnerships for Clubs

STRATEGIC PILLAR 4

COLLABORATIONS & PARTNERSHIPS

Expand partnerships and drive unprecedented collaborations that ensure Motorcycling thrive, reaches new audiences and sustains the current engaged base. Utilisation of new platforms and processes a core stone to a new strategy that reflects the sport and all, in a positive and strong light.

Develop and
Implement a New
Communications &
Marketing Strategy

New Brand Identity and
Purpose Delivering a
Refreshed Future

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COLLABORATIONS & PARTNERSHIPS

Expand partnerships and drive unprecedented collaborations that ensure Motorcycling thrive, reaches new audiences and sustains the current engaged base. Utilisation of new platforms and processes a core stone to a new strategy that reflects the sport and all, in a positive and strong light.

Ongoing MV Strategy
and Operational
Collaboration
Opportunities

Ongoing MV Strategic
Plan Delivery Tracking

STRATEGIC PILLAR 4

COLLABORATIONS & PARTNERSHIPS

Expand partnerships and drive unprecedented collaborations that ensure Motorcycling thrive, reaches new audiences and sustains the current engaged base. Utilisation of new platforms and processes a core stone to a new strategy that reflects the sport and all, in a positive and strong light.

Implement Club x
Community Initiative
Promotional &
Support Strategy

Further Engage &
Evolve Working
Partnership with
Motorcycling Australia

STRATEGIC PILLAR 4

COLLABORATIONS & PARTNERSHIPS

Expand partnerships and drive unprecedented collaborations that ensure Motorcycling thrive, reaches new audiences and sustains the current engaged base. Utilisation of new platforms and processes a core stone to a new strategy that reflects the sport and all, in a positive and strong light.

Continue to
Enhance Medical
Support (inc.
Concussion)
Framework for
Clubs

Evolve the Delivery of
Personal Development
Support Avenues
through Key
Community Partners

STRATEGIC PILLAR 5

PEOPLE & COMMUNITY

The back-bone of the Motorcycling community is its people, and the support they receive needs to be tailored, streamlined and value-adding. With resourced and engaged people, the wider community thrives and is committed to delivering a sport for all.

Establish New Sport
Volunteering
Recruitment &
Retention Strategy

Implementation of
Role-Based MV
Support to
Maximise Volunteer
Engagement and
Delivery

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PEOPLE & COMMUNITY

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Be Leaders and
Educators in Child
Safeguarding
Compliance

Establish a New
Community
Engagement Tool
for Feedback &
Support

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Development of
Coaching & Officials
Recruitment &
Retention
Strategies

Enhanced
Engagement with
MV Board Projects
and Governance
Leadership

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PEOPLE & COMMUNITY

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Increased Visibility
of MV Committees
Operations and
Delivery Outcomes

Completion and
Implementation of
the MV
Constitutional Uplift
Project

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