



12 September 2008

**To: All Clubs**

## **Re: 2009 MEMBERSHIP FEES AND MEMBERSHIP STRUCTURE**

Cycling Australia has undertaken a review of its membership structure, which will be implemented for the 2009 membership year which effectively begins 1 October 2008. Please familiarise yourself with the information below, to maximise the number of membership renewals for 2009 and to be able to offer the best possible and most appropriate 'product' to new and renewing members.

### **Member Categories**

CA and CSA have enjoyed a significant increase in membership over the past three years and much of the national growth has been evident in recreational participation and timed events at various levels of competitiveness. This is reflective of a new contemporary cycling audience driven by fitness and health and alternate transport options; rather than pure racing. Additionally, CA and affiliates (including CSA) are receiving increased enquiries to cater for Bicycle User Groups, principally because of our core business of catering for events (or 'rides'). However, the variance in level of participation and degree of competition represents a variance in inherent risk and therefore, a middle tier of membership, known as '**Sport**' category is being introduced to cater for what is anticipated to be a potential growth area of membership.

Further the name of the non-competitive membership category will now be known as '**Recreation**'. This has been considered to be a more appropriate name than 'Ride It' for the range of members and participation activities covered by this category.

### **Category Definitions:**

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|---|---|--|
| <ul style="list-style-type: none"><li>▪ <b>RECREATION</b></li></ul> | <p>Non-competitive membership;</p> <ul style="list-style-type: none"><li>▪ Participation: recreational, social &amp; charity rides, club training &amp; coffee-shop rides; and</li><li>▪ Volunteers: officials, coaches, administrators, supporters</li></ul> | <p>NB: Non-competitive events may be timed; however, finishers are not recorded in order of finishing time. This may include timed participation rides (eg current CSV Cyclo Sportif, WA Cyclo Sportif), social and charity rides, recreational rides, club training and logged group rides.</p> |
| <ul style="list-style-type: none"><li>▪ <b>SPORT</b></li></ul>      | <p>Non-competitive membership extended to permit participation in timed individual and team-based road events.</p>  | <p>NB: Includes events that are timed and finishers may be placed in order of finishing time; however, they are not awarded prizes or recognised on the basis of those placings. Does not include fully competitive and/or championship time trials.</p>   |
| <ul style="list-style-type: none"><li>▪ <b>RACING</b></li></ul>     | <p>Full competitive license. Encompassing all racing, including mass-start track and road events and all national and state championships</p>   | <p>NB: Full open license encompassing all forms of racing and participation. Recognises the risk of full-on competition.</p>   |

Other categories of restricted licensing remain and are noted here for clarification;

- 6-Month:**
- Discount membership available between 1 June & 30 Sept each year
  - Full member benefits apply to 31 December
  - Available for 'Racing' category membership, only
- Kidz License:**
- Affordable (\$5) membership targeting primary school age groups (U13)
  - Introduction to cycling and club environment
  - Covers skill based activity and modified competitive activity
  - Effectively a junior category within Recreational membership
- Day Permit:**
- Restricted to Club-level events, as an introductory tool
  - May be used in special events (eg Masters Games, Uni Games) with the approval of CSA
  - Temporary membership from start to finish or withdrawal of event
  - Available for participation events by negotiation with CA and State
- 3-Ride Permit:**
- Restricted to Club Level events only, as an introductory tool
  - Temporary membership from start to finish or withdrawal of events
- Novicover:**
- Provides for conduct of School and Development activity; come 'n' try etc
  - Temporary member conditions apply
  - Approved by application to CA and endorsed by CSA
- International:**
- Full Racing License enabling participation in any UCI affiliated country
  - CA issued: Available to members of CA, BMXA & MTBA
  - Requires compulsory add-on of third-party, medical and travel insurance
- Club License:**
- Remains as a membership 'tool' applicable to remote regional clubs only
  - Can only be used only for racing and events within that club for club-only events.

## Membership Renewal Terms

Racing License category memberships and International Licenses will continue to be renewed on a calendar year basis in line with the international body (UCI). The calendar year ends 31 December.

Coaches and Officials membership will be renewed on a calendar year basis to ensure validity of their accreditation, irrespective of their membership category.

Commencing 1 January 2009, 'Recreation' and 'Sport' categories will be managed on a rolling renewal basis – i.e. membership expiry date will not be fixed to the calendar year. However, any new or renewed memberships in these categories between 1 October 2008 and 31 December 2008 will be valid up until a paid through date of 31 December 2009.

It has been argued for some time that a rolling renewal of membership would be a beneficial marketing tool for membership growth; adding value to the initial joining term, encouraging new membership all year round and presenting an opportunity for individual renewal strategies to enhance member retention.

Commencing at the end of 2009, email renewal reminders will be sent to all member categories.

## ✚ Membership Upgrades

Upgrades of categories during a membership term will be administered with consideration of the following policy:

### Recreation > Sport

A Recreation category member wishing to upgrade to Sport or Racing category:

- Where the member has more than 6 months validity of membership left, they will be credited their full capitation paid as a Recreation member.
- Where the member has less than 6 months validity remaining on their membership they will pay the full Sport or Racing capitation.

### Recreation or Sport > Racing

A Recreation or Sport category member wishing to upgrade to Racing category:

- Where the member has more than 6 months validity of membership left, they will be credited their full capitation paid as a Recreation or Sport member.
- Where the member has less than 6 months validity remaining on their membership they will pay the full Racing capitation

## ✚ New Members On-line

Cycling Australia is still on course for implementation of the facility to take new members on-line starting in October. This will be automatically available for clubs already registered for on-line member renewal. Cycling Australia will provide us with more information on this as it becomes available.

## ✚ Membership Administration

National and State offices recognise that the 'new member' demographic has a higher expectancy in terms of service and delivery levels than previous and the administration procedures involved in the distribution of licenses must improve to maximise potential membership growth. A number of performance benchmarks will be established by which service standards can be measured;

### On-line (Renewal and New Members)

- KPI: Members to receive their License within 14 days of entry into the system
  - Subject to mail delivery times, a license can take between 3 & 9 days to deliver depending on when the entry was made into the system each week. 14 days was deemed to be a reasonable standard allowing for minor delays.

### Manual Membership Application (Renewal and New Members)

- KPI: Members to receive their License within 1 month of receipt by the Cycling SA Office
  - This KPI allows for 2 weeks at both State & National offices.
  - Clubs are also encouraged to adopt a similar policy, thereby providing for a maximum of 6 weeks for a license to arrive after lodgement with their club
  - NB: This time frame is based on a worst-case scenario during peak periods of membership processing (Dec-Feb). It is anticipated that this period would be significantly reduced at other times.

### Reporting

- KPI: Monthly State & Club reports & acquittal for on-line members distributed within 10 days of the end of each month.
- KPI: Monthly member reports to Clubs (with new members) to be distributed within 21 days

### Application Process

- Cycling Australia has undertaken a simplification of the membership application form – which will be available soon for 2009 via downloadable web version or in hard copy.
- Cycling Australia is also reviewing the on-line renewal process to provide clearer instructions and minimise risk of data error.

**Preferred Application Method:** As members will receive their membership cards faster if they join or renew online, and to greatly reduce the administrative cost and workload on clubs, CSA and CA, please encourage people to join or renew online from October 1. This process also makes the member

responsible for entering and/or checking their address, email and other details correctly, ensuring that data entry errors are reduced and hence the membership information you will regularly receive from CSA and CA is more accurate. Example: Currently over 15% of members' email addresses on file are incorrect or invalid; these members are missing out on CA, CSA and Club email communication, and are unable to use the CA online race entry system, affecting the service we can provide these people.

## **Clearances and Transfers**

Members who wish to change clubs when renewing their license can do so free of charge, but they require a signed 'Clearance Form' from their previous club and they cannot renew and change their club membership online – the clearance form and hard-copy membership form must be submitted together to the CSA Office by their new club to enable the renewal to be processed and change of club effected.

Clubs are requested that any member (or lapsed member) who requests a clearance, should have their form signed-off by a club official for them as soon as practicable, unless there is a valid reason why they should not be permitted to leave the club and/or renew their membership. The intent of the process is to ensure that the rider does not leave their original club without paying for and/or returning any club equipment or conditional financial assistance etc, or if they owe the club for fees, equipment, subscriptions, training or fines etc. In the interests of reducing the high membership turnover (eg non-renewals) in our sport and to increase membership goodwill, CSA asks clubs that the clearance form sign-off (or advice to the person otherwise) is undertaken promptly and the process is not used as an administrative hindrance to hold a person's membership and their ability to participate in or return to the sport to 'ransom'.

The Clearance Form can be found here:

[http://www.sa.cycling.org.au/site/cycling/sa/downloads/Forms/CLEARANCE\\_FORM.pdf](http://www.sa.cycling.org.au/site/cycling/sa/downloads/Forms/CLEARANCE_FORM.pdf)

Once a rider's 2009 Membership card has been issued by CA, if the rider requests to change clubs it will be considered a 'Transfer' to the new club and their membership card will require re-issuing at a cost to the rider. Requests to transfer between clubs without renewing must be submitted on a Transfer Form, which can be found here:

[http://www.sa.cycling.org.au/site/cycling/sa/downloads/Forms/TRANSFER\\_FORM.pdf](http://www.sa.cycling.org.au/site/cycling/sa/downloads/Forms/TRANSFER_FORM.pdf)

To navigate to these forms on the CSA website, visit [www.sa.cycling.org.au](http://www.sa.cycling.org.au) and visit Development → Officials & Clubs → Clubs' Toolkit → Member Resources.

## **Changes to membership options available to Masters-age people**

CA will amend CA By-Law 2.18.07 to permit racing members who are of masters-age (turning 30+ in membership year) to join as either an 'Elite' or 'Masters' Racing category member, effecting the following for masters-aged riders in SA;

- (i) A Masters Racing license – would enable the rider to enter Masters events and graded racing at club-only, interclub and open level but would restrict them from contesting Elite Championships and Elite-only opens.
- (ii) An Elite Racing License – would permit a rider of Masters category age to enter any racing event including elite open, elite championship and masters events; as well as contesting their respective Masters category Championship (State, National and World) in the same year.

This changes the current situation, whereby masters-aged competitors who hold an Elite license have been prevented from entering State and National Masters Championship Events.

This is aimed at maximising the flexibility of participation for this category of membership – which is both the largest and fastest growing of all member categories across Australia. It is anticipated that the number of Masters choosing to race multiple championships would be relatively minimal. The option to upgrade from Masters to Elite category mid-term will remain and be subject to fee differential upgrade.

Under this policy, Masters-age riders would effectively enjoy four tiers of membership options – Recreation, Sport, Racing Masters and Racing Elite, which represents genuine choice to match their level of commitment and ability.

## **Capitation Fees**

The review of the national capitation component of membership fees for 2009 took two key issues into account.

- 1. Insurance:** 2007 was a year whereby claims against our policies increased significantly. The natural upshot of this was a dramatic increase in insurance premiums and as a consequence, an increase in the CA membership capitation. A memo to all members from CA on the issue of insurance will be circulated prior to the new membership year commencing in October.
- 2. Common Fee Structure:** The policy of achieving a common national fee structure has been broadly supported but it is accepted that in reality it is not achievable immediately.

CSA, along with Tasmania and the ACT (and possibly some other states) has set its capitation fee as per the recommendations made by CA. For SA this will mean a very small net reduction in income for CSA assuming the same membership numbers & types from the current year, which can be negated by an increase in membership numbers for 2009. The new fees alter the distribution of costs across member types compared to recent years. Generally speaking, as a result of the decision to adopt the state fee recommendation, and the increase in national capitation fees, junior memberships will be cheaper and J19/U23/Elite memberships more expensive in 2009.

The schedule overleaf sets out the Cycling SA Membership Fees for 2009.

- The CA/CSA and Club component fees with GST included are shown.
- Clubs have recently been requested by CSA to provide their club fee for **racing memberships only** (GST inclusive). The Common Fee Structure Review recommended that clubs have fees of \$22 inc GST for J19, U23, Elite and Masters (30-64) and \$11 inc GST for U17< and Masters 65+, however clubs are free to set different fees for Racing Licenses as detailed in the table overleaf. Please advise what your fees for each category will be ASAP. Please note you cannot specify to CA a different club fee for new vs. returning members online. If your club wants to differentiate between new and returning members, that must be handled by a separate refund (or billing) process to be managed wholly by your club.
- The club component for Club, Sport and Recreation Licenses are fixed by CA which will improve the national marketability of these membership products. Again, if your club wishes to charge less or more than this set amount (more is not recommended), a refund or separate billing process will be required at club level that your club will be wholly responsible for – note due to potential mass marketing of fees any additional charges should be made extremely clear by your club to any prospective members before they join.
- Fees for Temporary permits and miscellaneous charges for 2009 are also shown.

Membership information and changes to categories etc as detailed above will be placed on the CSA website on October 1, 2008 for new and renewing members' information.

For more information or clarification on any of the above please contact the CSA office.

## MEMBERSHIP TYPES

<b>RACING LICENSE</b>	<b>Membership Fee</b>	<b>Club Component</b>
Open (Elite & U23)	\$220*	To be determined by club
J19	\$176*	To be determined by club
J17, J15	\$99*	To be determined by club
Junior <=13	\$55*	To be determined by club
Masters Age 30-64	\$176*	To be determined by club
Masters 65+	\$99*	To be determined by club

<b>CLUB LICENSE AND 6 MONTH DISCOUNT</b>	<b>Total Membership Fee incl. Club Component</b>	<b>Club Component</b>
Open (Elite & U23)	\$187.00	\$16.50
J19	\$154.00	\$16.50
J17	\$88.00	\$11
Junior <=15	NA	NA
Masters Age 30-64	\$154.00	\$16.50
Masters 65+	\$88.00	\$11

<b>SPORT</b>		
All Ages	\$110	\$22

<b>RECREATION</b>		
Recreation Senior 19+	\$66	\$11
Recreation Junior 13-18	\$44	\$11
KIDZ (<13)	\$5	\$0

## TEMPORARY PERMITS

<b>PERMIT TYPE</b>	<b>Permit Fee</b>	<b>Club Component</b>
3-ride Permit	\$44	\$0
Day Permit - Racing	\$33	\$0
Day Permit - Sport	\$22	\$0
Day Permit - Recreation	\$11	\$0

## MISCELLANEOUS CHARGES

Extra Membership Card	\$16.50
Renew Lost Card	\$16.50
Change of Club at Renewal #	\$0
Club Transfers - Mid Term ^	\$20

\* Cost to Member is this fee PLUS the club component fee.

# Requires 'Clearance Form' to be processed by CSA Office.

^ Requires 'Transfer Form' to be processed by CSA Office.

CLUB LICENSE is only available to SA's Remote Country Clubs, the Club Component is fixed.

6-Month Discount Racing Membership only available from 1 July 2009.

All figures include the GST.