

AusCycling

Marketing Your Club

Hosted by:

AusCycling Marketing & Communications



What we'll cover

Why marketing matters

Tell a clear club story

Understanding your audience – barriers and considerations

Make your club easy to find

Create content people want to engage with

Turn interest into participation

Campaign timings and considerations

Beyond social media

How AusCycling can help amplify your club

Why marketing matters

Clubs are the heart of cycling communities.

Clubs provide opportunities to ride, race, learn, connect and belong.

Clubs already do great things - but we want more people know about them.

Marketing is simply how we tell people:

- who we are
- what we offer
- why it matters
- how they can get involved

Our goal is to help you drive participation, lift event numbers, deepen community connections and build your club's brand and reputation.



Why marketing matters

Marketing isn't just about getting more followers. It's about helping more people discover, understand and experience the value of your club.

A club may have:

- excellent coaches
- welcoming members
- great riding opportunities
- strong junior programs
- well-run events

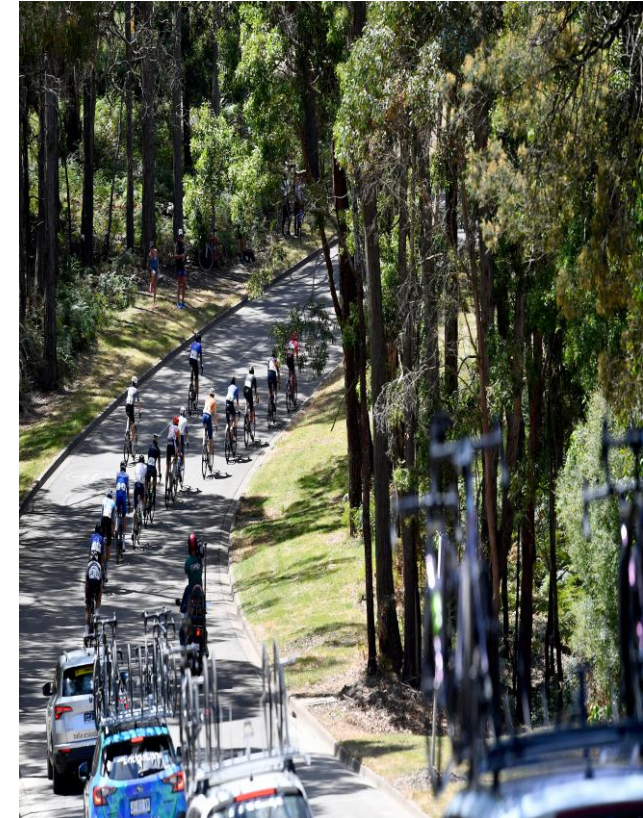
...but if that information is difficult to find, people may never take the first step.



Why marketing matters

Great clubs still need to be visible.

- 🚲 Attract new riders
- 💛 Build stronger member connections
- 📈 Increase participation
- 🏆 Promote events and activities
- 💚 Recognise volunteers and members
- 🏠 Strengthen local community connections
- 💼 Demonstrate value to sponsors and partners



Tell your story – Content

Start with your why - and
make it sound like your
club.



Start with your “Why”

Ask:

- Why does our club exist?
- Who do we help?
- What experiences do we provide?
- What makes our club welcoming or different?
- Why do members stay?

Simple message framework:

[Club name] helps [audience] enjoy [cycling experience] by providing [key benefit].

“River Valley Cycling Club helps riders of all abilities build confidence, improve their skills and connect with a welcoming local cycling community.”

Your club message doesn’t need to sound corporate. It should sound like your club.



Know who you're talking to

Audience	What may matter most
New riders	Support, confidence and beginner-friendly rides
Families	Safety, fun, affordability and flexibility
Juniors	Skills, friendships, development and competition
Recreational riders	Social connection and enjoyable routes
Competitive riders	Coaching, racing and performance opportunities
Existing members	Belonging, recognition and useful updates
Sponsors	Community reach, visibility and shared values

Don't try to say everything to everyone in every post. Example:

Instead of:

“Join our club. We have lots of activities.” Try:

“New to road cycling? Join our beginner-friendly Sunday ride and meet local riders who can help you build confidence.”



Make your club easy to find

Imagine a person who has never been involved in cycling. They may be asking:

Is this club for someone like me?

Do I need experience?

What bike do I need?

How much does it cost?

Where do I go?

Who do I contact?

Will I know anyone?

Your marketing should answer these questions before they need to ask.



Make your club easy to find



If someone searches for your club today, what will they see?

- ✓ Website is current
- ✓ Upcoming rides and events are visible
- ✓ Membership information is easy to find
- ✓ Contact details are correct
- ✓ Social media links work
- ✓ Location and meeting points are clear
- ✓ New riders know what to expect
- ✓ Someone responds to enquiries promptly

Your digital shopfront – Channels mix

Your website and social channels are often the first experience of your club.

Website - detailed information, membership, events, history and contacts.

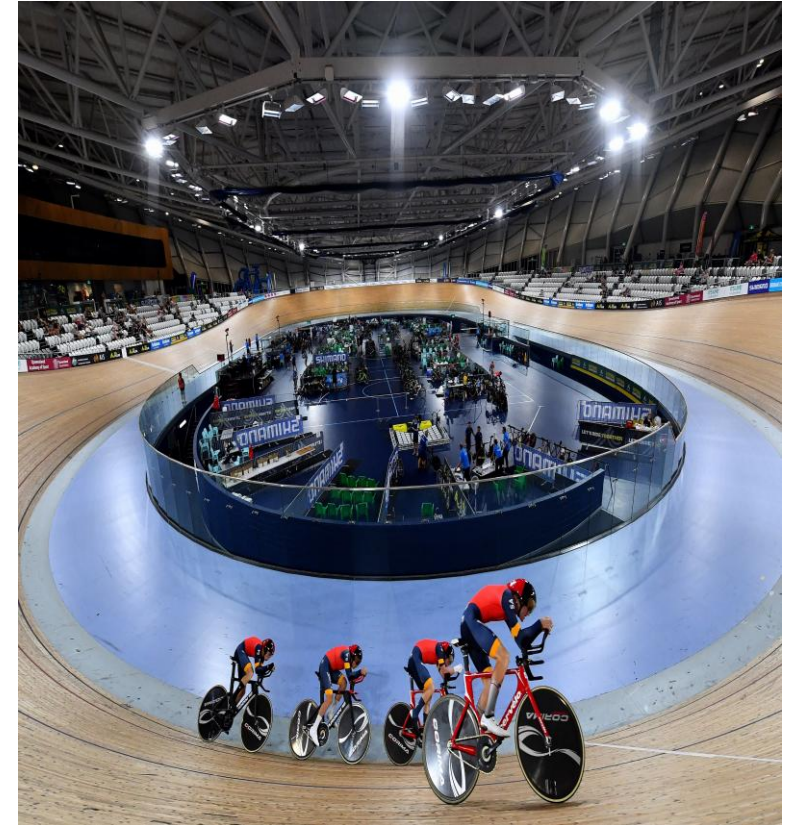
Facebook - community updates, events, member engagement and local reach.

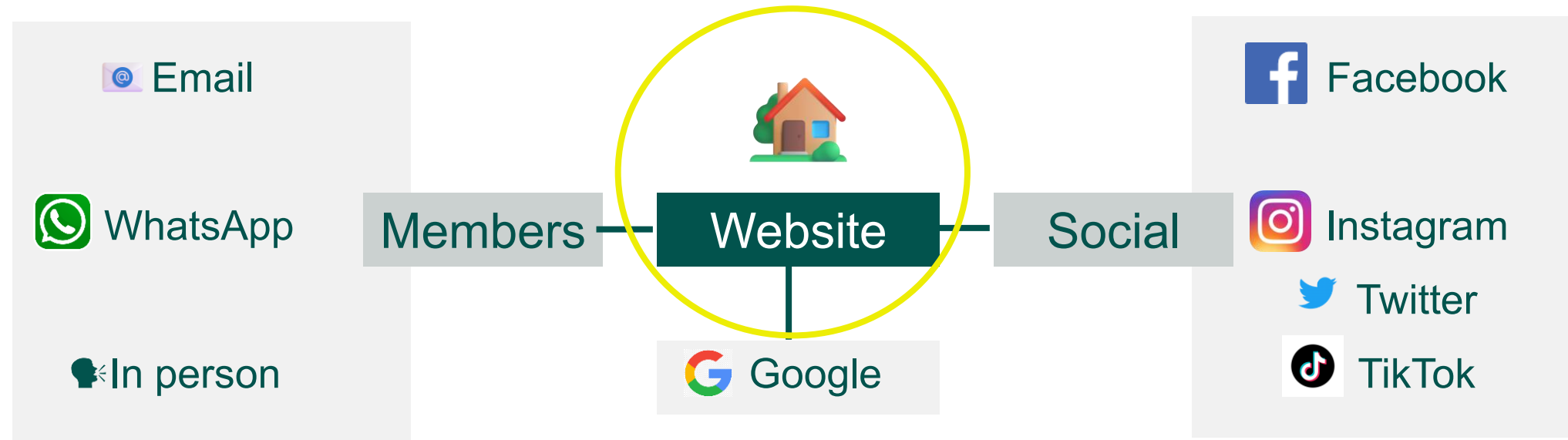
Instagram - strong visuals, club culture, stories, short videos and people.

Email/Whatsapp - important updates, member information and event reminders.

** Consider your channels and audience (noting age restrictions for social media)

You don't need to be everywhere. Focus on the channels your members and prospective members actually use.





Platforms – Search (Google)

Google

preston cycling club

Q All Maps Images News Shopping More Tools

About 3,390,000 results (0.49 seconds)

<https://www.prestoncyclingclub.com>

Preston Cycling Club

Established in 1897, **Preston Cycling Club** is one of the premier cycling clubs in north-west Melbourne. We welcome riders both young, old, and all those in ...

<https://www.prestoncyclingclub.com/training>

Training - Preston Cycling Club

Preston Cycling Club offers a number of training opportunities: Saturday Track Training @ TW Andrews reserve from 10am - 12:00pm.

[https://www.facebook.com/.../Preston Cycling Club](https://www.facebook.com/.../Preston-Cycling-Club)

Preston Cycling Club | Reservoir VIC - Facebook

Preston Cycling Club, Reservoir, Victoria, Australia. 1190 likes · 15 talking about this. Racing and Recreational Cycling Club.

<https://www.facebook.com/category/Sports-Club>

Preston Cycling Club History - Home | Facebook

This page is to celebrate & share the history of **Preston Cycling Club's** rich history. The page is... TW Andrews Reserve, Reservoir, VIC, Australia.

<https://www.instagram.com/prestonscyclingclub>

Preston Cycling Club (@prestonscyclingclub) • Instagram ...

546 Followers, 229 Following, 131 Posts - See Instagram photos and videos from **Preston Cycling Club (@prestonscyclingclub)**

<https://twitter.com/prestonscyc>

Preston Cycling Club (@PrestonCycC) / Twitter

new velo. Can't wait for some interclub racing... Feel free to join us for our... Instagram.com. **Preston Cycling Club (@prestonscyclingclub)** • Instagram photo.

<https://www.strava.com/clubs/preston-cycling-club>

Preston Cycling Club - Strava

Preston Cycling Club. Want to ride with us? Download Strava to connect with athletes in this club and track your workouts, races and adventures. Join Strava.

Preston Cycling Club

Website Directions Save Call

4.4 ★★★★★ 9 Google reviews

Bicycle club in Reservoir, Victoria

Located in: TW Andrews Reserve

Address: 3 Fordham Rd, Reservoir VIC 3073

Phone: 0438 573 255

[Suggest an edit](#) · [Own this business?](#)

Add missing information

[Add business hours](#)

Questions & answers

[See all questions \(1\)](#) [Ask a question](#)

[Send to your phone](#) [Send](#)

Reviews

[Write a review](#) [Add a photo](#)

"Preston Cycling Club is a warm and welcoming place to **beginners** and pros alike."

★★★★★

"They offer **coaching** and competition for track and road to the community."

★★★★★

Ads.google.com – free account

Google Keyword Planner is a free resource to help advertisers build keyword lists for search campaigns. It has a keyword research tools to generate ideas and estimate bids to help you refine your marketing strategy.

To access Keyword Planner, you first need to complete your Google Ads Account setup and create a campaign.

Enter your clubs keywords

- Suburb
- Cycling
- Discipline
- Races / events

Create content that connects

Show the experience, not just the information.

Instead of only posting:
“Sunday ride - 7:00am.”

Try:

“Looking for a social ride this weekend? Join us Sunday at 7:00am for a relaxed ride followed by coffee. New riders are welcome.”



What should clubs post

 Tell a story

 Make it visual

 Keep it brief

 Call to action



What should clubs post to deepen engagement

-  Member spotlights
-  Ride photos and route highlights
-  First rides and personal milestones
-  Competition results
-  Volunteer recognition
-  Junior activities
-  Upcoming events
-  Skills and safety tips
-  Social gatherings
-  Sponsor and partner stories
-  Local cycling and community stories

Great Content examples



Canberra Cycling Club
31 May at 22:03 · 🌐

🔊 **VOLUNTEER SHOUTOUT** 🔊

👤 **Brad Peppinck**

It's time for the next instalment in our ongoing series of volunteer shoutouts. This week we're sending out a massive attaboy to Canberra Cycling Club member Brad Peppinck. Since returning to Australia from a lengthy overseas posting, the Peppinck family has wholeheartedly thrown themselves into club activities. Brad, Quinn, and Archer are all regular participants at CCC crits, road races, bunch rides, coaching sessions, and social events. Brad has been a CCC committee member for the past few years. He's a regular and active contributor at these meetings, including acting as club co-captain alongside Gracie Elvin and helping drive and support our junior activities. He is a regular volunteer at our club events, and you can find him variously filling the roles of race director, first aid officer, coaching assistant, and many others. Finally, it's thanks to the work of Brad that we've had terrific week-by-week race reports for the last two years of Summer Crits. Brad – we're lucky to have you, and thanks for everything that you do!

VOLUNTEER SHOUTOUT 🔊 **BRAD PEPPINCK**

A simple content formula – get the balance right

70% COMMUNITY & VALUE

Member stories • ride experiences • tips • club culture • useful information

20% ENGAGEMENT

Questions • polls • photos • conversation starters • celebrations

10% DIRECT PROMOTION

Membership • event registrations • merchandise • fundraising

Build connection first. If every post asks people to buy, join or register, engagement can drop.

Good content doesn't need to be perfect

Authentic often beats polished. You can create useful content with:

- 📱 A smartphone
- 📷 A clear photo
- 🎥 A short video
- 📄 A simple caption
- 👉 A real member story

Practical tips:

- Use natural light where possible.
 - Take photos before or after a ride, rather than while riding.
 - Include people and faces.
 - Ask permission before sharing photos (consider tagging if approved to extend reach).
- Avoid using/tagging children (permission required)
- Keep captions clear and conversational.
 - Include one simple action.

Example call to action:

“Interested in joining us? Send us a message or visit our website to learn more.”



Promote events like a campaign

4 WEEKS OUT

 Announce the event •  Explain who it is for •  Share the registration link

2 WEEKS OUT

 Highlight the experience •  Share a participant story •  Recognise partners

1 WEEK OUT

 Create urgency •  Share practical details •  Remind people to register

EVENT WEEK

 Build excitement •  Share key updates •  Make information easy to find

AFTER THE EVENT

 Celebrate participation •  Share photos/results •  Thank volunteers/partners •  Promote the next opportunity

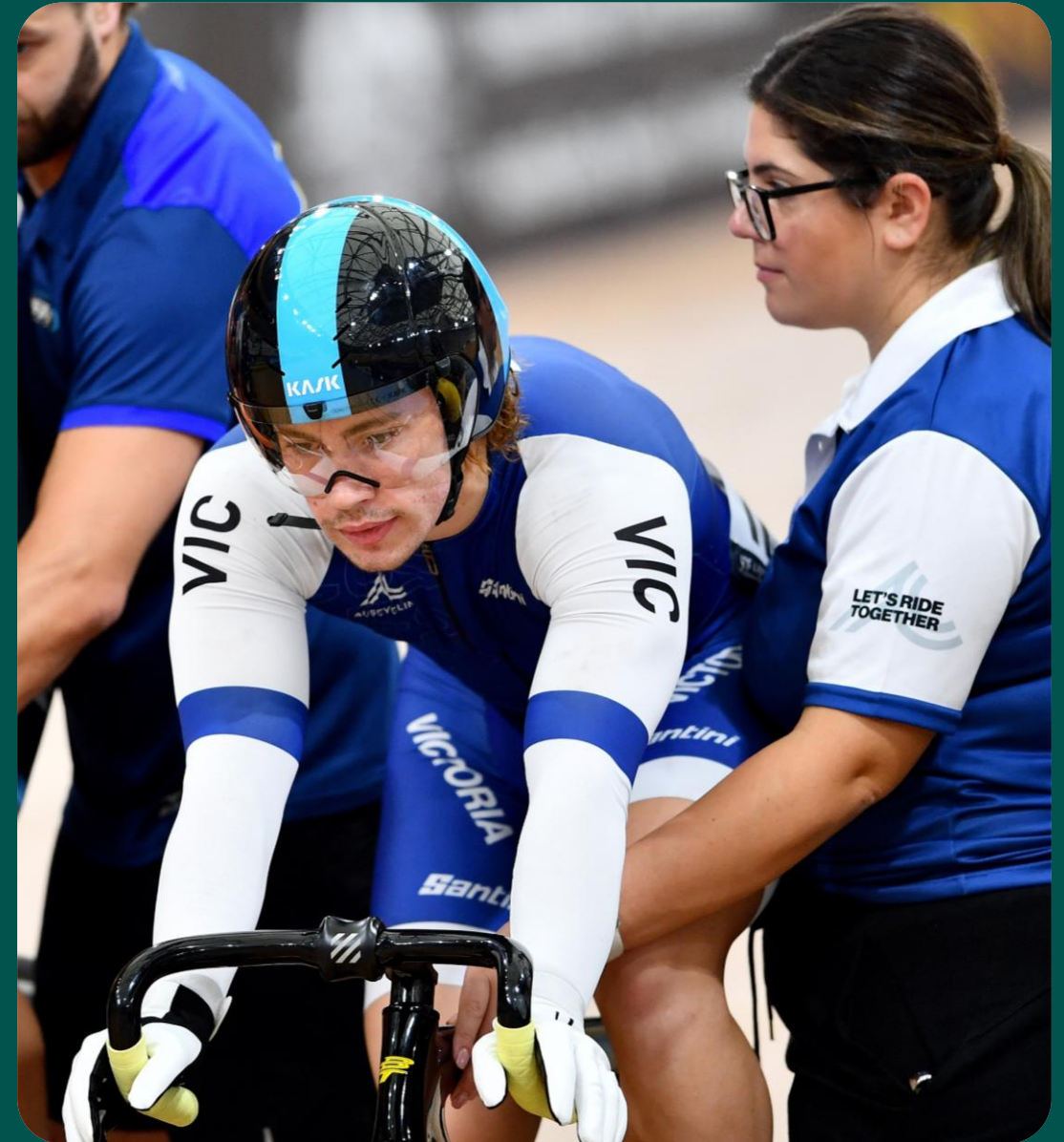
Look beyond social media

Potential local partners:

- Schools
- Bike shops
- Councils
- Community events
- Cafés
- Recreation centres
- Local media
- Other sporting clubs
- Businesses and sponsors

Partnerships can introduce cycling to new audiences, promote club activities, provide support, increase visibility and create sponsor value.

Simple idea: partner with a local bike shop for a “New to Cycling” information session or beginner ride.



Turn members into advocates

Your members are your most credible marketers.

Encourage members to:

- Invite a friend
- Share club posts
- Wear club kit locally
- Welcome new riders
- Tell their cycling story
- Tag the club in photos
- Celebrate club achievements

Discussion prompt:

How easy is it for one of your members to invite a friend to try the club?



Make marketing manageable



CONSISTENCY BEATS COMPLEXITY

Week 1 - Member or volunteer story

Week 2 - Upcoming ride or event

Week 3 - Useful cycling tip or club update

Week 4 - Photo recap or community celebration

Practical approach:

- Create a small marketing group.
- Share the workload.
- Ask members to submit photos.
- Plan content one month ahead.
- Reuse content across channels.
- Use templates for recurring posts.

Your 30-day club marketing challenge

Choose THREE actions your club can realistically complete:

- ☐ Update your club's "About Us" message
- ☐ Review your website and contact details
- ☐ Create a simple monthly content calendar
- ☐ Feature one member or volunteer
- ☐ Promote one upcoming activity using a campaign approach
- ☐ Ask members what they value most
- ☐ Invite a local partner to collaborate
- ☐ Make it easier for a new rider to attend

Then assign someone to each action.



Use AC Channels – We love to tell your story communications@auscycling.org.au



Regional coaches
come together for their
clubs





AusCycling and AusCycling BMX · August 14 at 8:41 AM · 🌐

So great to see our regional clubs working together 🙌

Read the story: link in the comments 📄

AusCycling's 'Clubs in Focus' series showcases the outstanding things our clubs are doing at the grassroots. If you have a story to share, shoot us a message!

**Ballarat Sebastopol Cycling Club - BMX •
Portland BMX Club • Geelong Thunder BMX •
Bendigo BMX Club**

👍 25 💬 3 ➦ 1 🍎 🍷

Most relevant ▼

AusCycling · 1w · 🖋️ Author
Check out this story:
<https://auscycling.org.au/.../clubs->



Key takeaways

Simple marketing can make a big difference

1. Be clear about who you are and what you offer.
2. Speak to the needs of your audience.
3. Make your club easy to find and join.
4. Show people and experiences - not just information.
5. Promote activities consistently, not just once.
6. Share the workload and keep it sustainable.

Every club has a story worth sharing. Effective marketing helps the right people discover it, connect with it and become part of it.



Discussion Point or Considerations

What is your club's biggest marketing challenge?

Attracting new members?

Engaging younger riders?

Finding volunteers?

Promoting events?

Keeping social media active?

Updating the website?

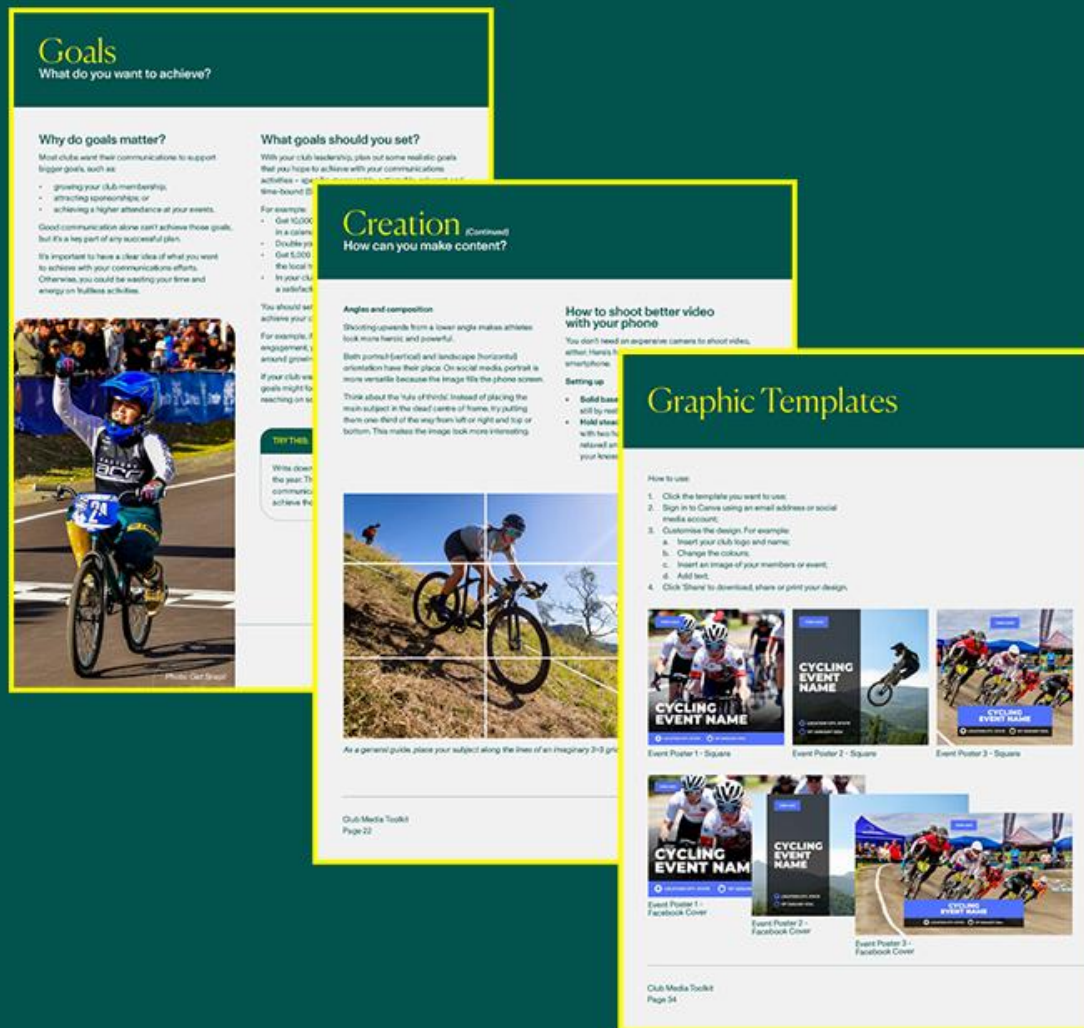
Reaching the local community?

AusCycling Resources available to Clubs





Club Media Toolkit



Download: [Marketing & Communications Tools for Clubs | AusCycling | AusCycling](#)

Club Membership Toolkit

Contents

Introduction - What is this toolkit about?	3
AusCycling membership products	4
• New product suite	5
• Printable – Product comparison table	6
• Printable – Insurance explainer guide	7
Promoting membership	8
• Website assets	10
• Social media assets	13
• Email templates for JustGo	14
Membership checklist	18
FAQs	19

Download: [club-membership-toolkit-august-2026.pdf](#)

Detecting & Preventing Facebook scams

[Download here: ac_detecting-and-preventing-facebook-scams.pdf](#)

Marketing AusBike at your Club



Thank you

The webinar will be made available online as a standing resource for clubs and members.

If you have any feedback on the webinar or have a topic you would like to suggest for the future, please contact us at:
membership@auscycling.org.au

For story pitches, email:
communications@auscycling.org.au

To download the Club Media Toolkit, visit:
[Marketing & Communications Tools for Clubs | AusCycling | AusCycling](#)

