

Club Membership Toolkit

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Introduction

What is this toolkit about?

You've got access to the *Club Media Toolkit* – your guide to marketing and communications across platforms, content, photography and media.

This companion toolkit helps you promote AusCycling membership to your existing members, come & try participants and prospective riders.

It gives you everything you need – from ready-to-use website and social copy, to printable explainers and email templates – so you can communicate the new product structure clearly and get members joining through JustGo.



AusCycling Membership Products



Understanding New Products

Ride	Club	Race
Join the Ride. Ride protected with group rides & club activities included.	Join the Sport. Unlock local racing to sharpen your skills & fuel your riding passion.	Join the Elite. The only way to race competitively in Australia. Your ticket to every start line.
For members who ride recreationally or take part in non-competitive activities. • Annual membership only. Available to pay upfront, or over 12-monthly payments. • Eligible for upgrade and a family discount. • Age-based annual pricing: • 02 – 12: Not Available • 13 – 17: \$99* • 18 – 64: \$149 (\$148.92)* • 65 – 99: \$99* • Club selection is optional (with no surcharge).	For members who participate in intraclub or interclub competitive activities (up to Bronze). • Annual membership only. Available to pay upfront, or over 12-monthly payments. • Eligible for upgrade and a family discount. • Age-based annual pricing: • 02 – 12: Not Available • 13 – 17: \$149 (\$148.92)* • 18 – 64: \$249* • 65 – 99: \$149 (\$148.92)* • Club selection is required.	For members who participate in all levels of competition. • Annual membership only. Available to pay upfront, or over 12-monthly payments. • Eligible for a family discount. • Age-based annual pricing: - 02 – 12: \$99* - 13 – 17: \$169 (\$168.96)* - 18 – 64: \$319 (\$318.96)* - 65 – 99: \$169 (\$168.96)* (ADF, DVA and Para fee) • Club selection is required.
Advertised at \$149*	Advertised at \$249*	Advertised at \$319*

* Excluding club fee. Fee is pro-rated from 1st of the month, based on the date of purchase.



Product Comparison Printable

For a full side-by-side comparison, you can view this product explainer.

TRY THIS

- Print out and display on sign-on tables at event days or come & try sessions
- If you have a clubhouse/venue, it can be displayed somewhere visible
- Email to prospective and lapsed members, event participants or enquiries.



Which membership is right for you?



	Ride I want to ride safely and stay connected to my club	Club I want to race at my local club and inter-club events	Race I want to compete at state and national level
INSURANCE & PROTECTION			
24/7 personal accident insurance	✓	✓	✓
24/7 public liability insurance (up to \$20M)	✓	✓	✓
Cover while training & commuting	✓	✓	✓
Cover while racing	—	✓	✓
CLUBS & COMMUNITY			
Join one or multiple affiliated clubs	✓	✓	✓
Club social rides, group activities & events	✓	✓	✓
On-bike coaching	✓	✓	✓
Mass participation events (gran fondos, charity rides)	✓	✓	✓
Growing member discounts & offers	✓	✓	✓
RACING ACCESS			
Club & inter-club sanctioned racing	—	✓	✓
All disciplines — BMX, CX, gravel, MTB, road, track + more	Participation only	✓	✓
State & national AusCycling events	—	—	✓
UCI licence included (saving up to \$180)	—	—	✓
PAYMENT & FLEXIBILITY			
Annual or monthly payment plan	✓	✓	✓
Family discount — 15% for 2+ members	✓	✓	✓
Upgrade to higher tier at any time	✓	✓	—
CONCESSION (13–17, 65+, PARA, ADF/DVA) UNDER 13	\$149/yr* Concession: \$99/yr	\$249/yr* Concession: \$149/yr	\$319/yr* Concession: \$169/yr Under 13: \$99/yr

Additional Membership Options

SUPPORTER
For volunteers, coaches (off-bike), officials, committee members and parents. Valid 12 months.
FREE

30-DAY FREE TRIAL
For anyone who has never held an AusCycling membership. Covers club-level activities. Once per lifetime.
FREE

EVENT LICENCES
1-Day \$44 · 7-Day \$74. Pre-purchase with a nominated start date in JustGo — validated before race day.
FROM \$44



Join at auscycling.org.au/membership. Or scan the QR code.

*Club add-on fees may apply and vary by club — itemised separately at checkout. Family discount applies to AusCycling membership fees only, not club add-on fees. Concession pricing applies to ages 13–17, 65+. Para classified cyclists and ADF/DVA cardholders. Under 13 riders receive Race membership automatically at \$99/yr. All prices in AUD. Insurance subject to policy terms and conditions, June 2026.



Insurance Explainer Printable

You may have had members ask "why do I need an AusCycling membership to race at your club?"

Insurance isn't the only component of a membership, but it is fundamental to accessing clubs, events and a community of riders.

This printable helps to educate and inform members about the importance of the insurance program when participating in an activity that can be deemed as high risk - like riding and racing

Because our research has shown that 81% of members say insurance is critical, but only ~50% know what it covers.

TRY THIS

- Email the printable to anyone that has asked these questions
- Use the stats found in the insurance explainer as organic social posts to demonstrate the value of membership
- Print a copy and have it accessible on come & try days

**Membership Insurance**



Bad day on the bike? You're covered.

AUSCYCLING MEMBERSHIP. BUILT AROUND HOW YOU RIDE.

AusCycling insurance isn't just your licence to ride or race. It's what keeps clubs running, events happening, and volunteers protected. And if your ride doesn't go to plan - it's there for that too.



81% of members say insurance is critical while riding. Only ~50% know what it actually covers. **Let's break it down.**

BY THE NUMBERS

\$77,350

The average amount AusCycling's insurance program pays in personal accident claims every month

40%

Personal Accident claims that come from social or recreational riding - outside of sanctioned events.

\$20m

Public liability cover

So clubs can run events, and riders aren't personally liable if something goes wrong

WHY THIS MATTERS

Insurance means something different depending on how you ride. Here's what it actually protects for each.



Race members

The racing season you love is only possible because of AusCycling insurance - the only cover in Australia that extends to sanctioned racing. If the unexpected happens during a training run or on race day, there's financial support to help you get back.



Club members

Clubs can run events, deploy volunteers and keep the doors open because this cover exists. And if your club race or weeknight crit doesn't go to plan, there's support to help get you back on your feet... Or your bike.



Ride members

You don't need to race to need protection. Every group ride, every commute, every gran fondo - you're covered 24/7, all year round. Not just at events. Every time you ride.



Promoting Membership



Get the Word Out

Channels and moments that work

There are many opportunities to promote participation and membership with your club. Your existing members and your local community are your best recruitment tools. Here's where to reach them:

Your club's owned assets

- Website
- Social media platforms
- Email

Local community assets

- Local Facebook groups
- Community noticeboards
- Local newsletters – councils, schools or businesses

Events

- Come & Try days
- Bring a friend promo
- And of course, sanctioned races



Update your Website

Your club's membership page is often the first place a potential member looks. The good news: we've written the copy for you. All you need to do is drop it in, personalise the bits marked [LIKE THIS], and drop it into your website.

On the following pages you'll find example text for:

- **Full webpage** dedicated to 'Join Now'
- **Compact** space / side bar for 'How to join' information
- **Event listing** copy
- One liner **sign off / call to action** for events & free trials

Key sections to update & personalise:

- ✓ **Review your clubs website** to ensure the product names reflect AusCycling products – Ride, Club & Race.
- ✓ **Add your club fee** (if applicable) to any pricing referenced (i.e. (AusCycling membership fee + club fee).
- ✓ **Share a direct link to prospective members** so that your club is automatically pre-populated in their JustGo profile. Club administrators can find this 'Direct Join' link in your JustGo profile under 'Club Account'.

TRY THIS

Share your Direct Join link everywhere – On your website, in event listings, in emails and on social. When someone uses this link to sign up or log in to their AusCycling account, your club is automatically added to their profile. It removes a step and reduces drop-off at the most important moment.

To find your clubs Direct Join link – If you're a club administrator, login to auscycling.justgo.com and go to Menu > My Club > click Club Account.



Website Copy Templates

Full webpage copy formula

Block 1: Headline

Block 2: Why join us (important to personalise)

Our members love:

- [Your key benefit, e.g. weekly group rides every Sunday morning]
- [Your key benefit, e.g. a full race calendar from [Month] to [Month]]

Block 3: Membership Options

Block 4: Why membership matters

Block 5: How to join

New members – Create account

New to AusCycling? 30 Day Free Trial

Already an AusCycling member? Add [CLUB]

Block 6: FAQs

Block 7: Call to action

[View Templates](#)

Compact block

Joining [Club Name]

[Club Name] is an AusCycling affiliated club. All memberships are managed through AusCycling's platform, JustGo.

Ready to join? Use this link to sign up or log in and [Club Name] will be linked as your club automatically: [Direct Join link]

Choose the membership that suits how you ride:

- Ride: group rides, social events and 24/7 insurance cover. No racing required.
- Club: everything in Ride, plus access to club and inter-club racing across all disciplines.
- Race: everything in Club, plus state, national & UCI events.

Not sure yet?

You don't have to commit. First-time AusCycling members can try us free for 30 days – no commitment and no obligation to continue.

[See your membership options](#)

Questions? Get in touch at [club email] we're happy to help you find the right fit.

One liner – call to actions

- AusCycling membership required. [Join now](#) from [\$249 + club fee]/yr
- New to AusCycling? 30 Day Free Trial available to first timers. [Join now](#).



Event Listings

Every event is an opportunity to recruit new members. Whether someone enters on a day licence, a free trial, or pays for their first annual membership - the event listing page is where it starts.

Here's what to do before your next event goes live:

1. **Add the correct eligibility copy** to your event listing. Use the three scenarios to find yours.
2. **Share event to your feed** - Use the [*What's On template*](#) to promote it on social.
Weekly version for events in the next 7 days,
monthly version for planning ahead.
3. **Share post to your Stories** with one tap. Link sticker optional - use if you have an event URL or a Direct Join link.

Event Eligibility

Scenario 1: Non-competitive

AusCycling Ride, Club or Race membership required.

Scenario 2: Club & inter-club events (plus some emerging disciplines)

AusCycling Club or Race membership required.

Scenario 3: State & National events

AusCycling Race membership is required to enter this event.

Event Listings block

Keen to enter this event?

You'll need an AusCycling membership. [Club Name] races are open to AusCycling Club and Race members.

AusCycling Club membership: Local and inter-club racing, all disciplines, 24/7 insurance coverage

AusCycling Race membership: Everything in Club, plus state, national and UCI events

Not a member yet? You can enter on a [*1-Day or 7-Day Event Licence*](#)

New to AusCycling? 30 Day Free Trial available to first timers. [*Join now*](#).

Already a member of another club? [Add [Club Name] to your profile → [Direct Join Link]

Compact banner / sidebar copy

Members only event

Need a membership to enter? [*AusCycling Club*](#) covers all our racing and starts at [\$249 + club fee]/yr

[**Join or renew →**](#)

[**Try 30 Days free →**](#)



Social Media Assets

These social tiles can be shared across social platforms to encourage club visits and memberships. Templates cover Facebook covers, Reels end frames, What's On schedules and product carousels – all editable in Canva with your logo, colours and copy.

Facebook Cover

1640×856px

Two versions:

Version A — free trial lead.

Version B — new riders welcome.

[Canva Template](#)

Reels End Frames

1080×1920px

6 headline options across community, aspiration, curiosity, energy, direct and club-specific variants.

Reels format - 9:16 only.

[Canva Template](#)

What's On

1080×1080px + 1080×1350px + 1080×1920px

Weekly and monthly templates.

3 formats: 1:1 feed, 4:5 feed, and 9:16 Stories with link sticker

[Canva Template](#)

Product Carousels

1080×1080px per slide

Three separate carousels (Ride, Club, Race).

8 slides each. Hook → Problem → Solution → Benefits × 3 → Testimonial → CTA.

Canva templates:

[Ride](#)

[Club](#)

[Race](#)

TRY THIS

Create your suite of membership assets: Duplicate each template and save it to your own Canva account before editing. This protects the original and gives you a clean version to come back to. Build a small bank of ready-to-go assets so you're never starting from scratch before an event or ride.

Add your Direct Join link to the bio of every social platform and on any 'Join' or 'Membership' button on your website. When someone uses it, your club is automatically linked to their AusCycling account."



JustGo Email Templates



Club Email Templates

A few things to keep in mind before you hit send

Staying in touch with your members

AusCycling handles all the transactional emails that come with membership – confirmation and welcomes, cancellations, renewal reminders, lapsed member re-engagement, to name a few. All members will receive these automatically through JustGo. You don't need to do anything further.

However, if your club would like to send emails to members at key moments – like a warm welcome from the Club President, or a gentle check-in to lapsed members – you can now do this within the JustGo platform.

We know many clubs prefer to have personalised emails that sound like your club, in your club's own words. This guide shows you how to do that.

JustGo email modules

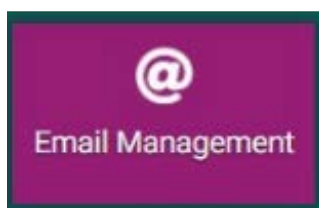
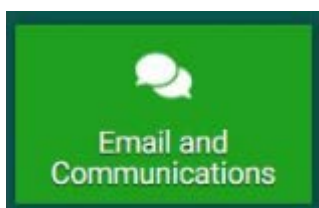
Within JustGo, your club can access two email modules for two different types of communications:

Email and Communications

For ad hoc email sends (like newsletters and what's on calendars). These can be sent to specific members by name, by segments you create – such as Club Administrators, volunteers, under 13s, Women only, or by membership type – or sent to All Members.

Email Management

Use this to set up automatic emails triggered by a member action – for example, a welcome email that fires every time someone purchases a membership with your club, or a follow-up if someone cancels.



What AusCycling sends, and when

So you know what your members are already receiving, here's what happens automatically:

At renewal

JustGo sends **renewal reminders at 30, 7 and 1 day before expiry**. Members who don't renew receive lapsed reminders at 3 and 14 days post-expiry, and member re-engagement emails at 45 and 60 days post-expiry.

At key moments

AusCycling sends **purchase** and **cancellation** confirmations, and **welcome** onboarding sequences to new and renewing members – covering insurance, benefits and how to get the most from membership.

General

Members also receive payment reminder, payment failure, receipts and registration emails from JustGo, and a host of other **account management emails** in the background.

None of these mention your club by name. None of them know about your unday ride, your racing program, or the coffee stop you all end up at. That's where you come in.



Email Template Examples

**Three email template examples for member key moments.
Ready to personalise and send.**



Download the full email templates

All three templates with intro copy, personalisation tips and subject line options. Ready to fill in and send.

Bring a friend

Send a few times a year

Send this email to actively drive word-of-mouth referral – before a new season, ahead of a come & try, or whenever you want to grow the club. Your existing members are your best recruitment tool.

Schedule a few social media posts at the same time to extend the reach.

Personal welcome from the club

Send when a new member joins

AusCycling sends an automated welcome.
This one comes from your club – with your rides, your culture, your contact.

Fill in the rides section specifically, day, time, location

Expiring / expired member reminder

1 week or 3 weeks post-lapse

Separated out from AusCycling's automated sequences. You may have regular riders who start to drop off. This is the chance to reach out to them to check-in.

Keep it brief – no need to list the benefits, more important for them to feel seen.

These emails are different from AusCycling's automated sequences (renewal reminders, platform activation, lapsed member re-engagement). AusCycling handles those. These are the human touchpoints — from you, about your club, at moments AusCycling can't reach.



2026 Membership Relaunch Checklist

What does your club need to do to keep information up-to-date?

With the recent membership platform migration and product refresh, there are some updates required to ensure your club reflects up-to-date membership information.

Changes may include:

- ✓ Update your website with the suggested text for the space you have to work with.
- ✓ Update any future event listings with the correct event eligibility criteria.
- ✓ Replace old product names (Lifestyle, Race Off-Road) with Ride, Club, Race and Supporter.
- ✓ Update reference to 4-week free trial to 30-day free trial
- ✓ Update reference of TidyHQ to JustGo, including updating links to auscycling.justgo.com
- ✓ Add your club fee (if applicable) to any pricing referenced (i.e. (AusCycling membership fee + club fee).
- ✓ Club administrators can also share a direct link to prospective members so that your club is automatically pre-populated in their JustGo profile.
- ✓ Update the Canva social asset templates & share across your clubs' platforms.



FAQs

Pre-written answers clubs can use verbatim in comments, DMs, or at the registration desk. You will find answers to the following key questions members may ask you, and many more, in the [AusCycling Knowledge Base](#):

Why does my membership go through AusCycling?

AusCycling is Australia's national cycling body. Every affiliated club runs under an AusCycling licence with cover from AusCycling's insurance cover. This is what allows clubs to hold sanctioned events, access council venues, protect volunteers to build trails, or hold group rides without being exposed to personal and financial risk. In short: without AusCycling membership, the sport as we know it couldn't exist.

Why do I need insurance?

Riding and racing does come with risk and 40% of Personal Accident claims through AusCycling come from social or recreational riding, not racing. AusCycling's insurance program pays an average of \$77,350 in personal accident claims every month and provides \$20m in public liability to protect riders and clubs. One thing worth noting: this isn't a replacement for income protection or private health insurance. It's designed to offer a level of support for members and keep clubs and volunteers protected so the group ride, events and the sport we love can continue to operate – while keeping costs as accessible as possible. For full details, see the [Insurance Explainer](#).

What if I only want to race once or twice?

You don't need a full annual membership for occasional racing. AusCycling offers Event Licences for one-off entries. These can be pre-purchased through JustGo. Event licences don't provide 24/7 coverage or access to member benefits, so many riders see a Ride (\$149) or Club (\$249) membership as better value.

Which membership do I need to enter [XYZ specific event]?

It depends on the event type. As a general guide:

- Non-competitive events (gran fondos, charity rides, social events) – Ride, Club or Race
- Club and inter-club races – Club or Race, or a 1-Day/7-Day Event Licence
- State and national events – Race only
- UCI events – Race only (UCI licence included at no extra cost)

See the product comparison table [\[LINK\]](#) for the full breakdown.

Can I join more than one club?

Yes. You hold one AusCycling membership and can add as many affiliated clubs as you like through JustGo. Go to 'Organisation' in your JustGo account and add any club to your profile. You only pay that club's fee (if applicable), no additional AusCycling membership fee required.

I'm having trouble with my account, who can help me?

For any issues with your JustGo account, membership purchase, digital licence card or renewal, contact AusCycling Member Services: auscycling.org.au/contact. For questions specific to [Club Name], such as club fees, event registration, ride schedules, contact us directly at [club email].



