Cycling Canada Convenes Road Stakeholders Meeting

Over recent months Cycling Canada has become aware of some issues that the various partners in road cycling have identified as important to them and worthy of further discussion.

To address this and provide a forum for such discussion Cycling Canada convened a meeting of road cycling stakeholders on December 1, 2014 in Toronto. With the help of an online video conference software called Fuze and the facilitation support of consultant Rose Mercier we were able to bring together a group of thirty-two (32) stakeholders, 19 in person and 13 online, to discuss a range of issues related to road cycling.

The stakeholders represented the entire spectrum of road cycling including athletes, coaches, trade teams, event organizers, provincial associations, athlete support bodies and program delivery partners. While this meeting was meant as a first step in addressing the issues identified, good progress was made on the identification of priorities that were shared by the participants and that should be focused on in the future.

There were a number of areas discussed with the participants that will be the subject of further work in the immediate future. Cycling Canada intends to work with the stakeholders to more fully define the road programs and projects that had the greatest support and to seek support for their implementation as Cycling Canada cannot fully fund them. Many of the stakeholders in the meeting felt that knowing what Cycling Canada can support financially for road programming will allow those that can gain funding support to contribute to the overall objectives set for the road program in the short and medium term.

This Road Stakeholders Meeting has provided the basis for constructive collaboration and enhanced communication towards realizing the vision of Canada becoming a leading cycling nation which is shared by all in the community.