

Vision for Croquet Victoria in 2020: **“The Victorian croquet community to be active, engaged, and growing.”**

| Priorities        | Current status<br><i>Opportunities/strengths</i>   | Goals for 2020  | Strategies   | Measures of achievement<br>By 2020   |
|-------------------|--|---|--|--|
| <b>Governance</b> | <ul style="list-style-type: none"> <li>Many members of VCA Council/Board &amp; Club Committees are unaware of their legal &amp; ethical responsibilities</li> </ul>  | <ul style="list-style-type: none"> <li>Board &amp; Committee members aware of responsibilities</li> </ul>   | <ul style="list-style-type: none"> <li>Courses/sessions provided by appropriate authorities</li> </ul>   | <ul style="list-style-type: none"> <li>A majority of VCA Council/Board members and Club Officer Bearers to have attended course/session</li> </ul>   |
| <b>Membership</b> | <ul style="list-style-type: none"> <li>Predominantly elderly – most over 70 years old</li> <li>Elite players mainly under 60</li> <li>13% of working adults are prospective croquet players</li> <li>Potential to connect with them via eg physiotherapists</li> </ul>   | <ul style="list-style-type: none"> <li>More members in the 30-60 yo age group</li> </ul>  | <ul style="list-style-type: none"> <li>Tackle conservatism at club level</li> <li>More flexible activities, eg beginner courses, playing times and competitions outside working hours</li> <li>More provision for sociable activities at club level, eg liquor licences</li> <li>Clubs actively recruit groups of 30-60 year olds</li> <li>Clubs link with local health workers</li> <li>VCA/regions support recruitment with publicity resources</li> </ul> | <ul style="list-style-type: none"> <li>A majority of clubs have agreed on                             <ul style="list-style-type: none"> <li>target membership numbers</li> <li>a recruitment plan</li> </ul> </li> <li>300 new members aged between 30 and 60.</li> </ul>   |
| <b>Image</b>      | <ul style="list-style-type: none"> <li>Without image change, will not attract 30-60 yo age group</li> <li>Most non-croquet players know little about croquet</li> <li>It is publicly represented as a pastime for the elderly</li> <li>Victoria is the preferred venue for:                             <ul style="list-style-type: none"> <li>2016 U21 Australian Championships</li> <li>2017 U21 GC Worlds</li> <li>2017 GC World Championships</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>Croquet presence in social media</li> <li>Position croquet as a sport in the media</li> <li>Croquet seen as part of future planning for sports in the community</li> </ul> | <ul style="list-style-type: none"> <li>Clubs actively use social media</li> <li>Develop media relationships</li> <li>Publicise local champions</li> <li>Link with state and local government to incorporate croquet in sports planning.</li> </ul>   | <ul style="list-style-type: none"> <li>A majority of clubs have                             <ul style="list-style-type: none"> <li>an active presence in social media and links with local media</li> <li>links with local government planning</li> </ul> </li> <li>VCA                             <ul style="list-style-type: none"> <li>actively engages with state government planning</li> <li>publicises croquet in national media</li> </ul> </li> <li>Stories on Victorian croquet are published by mainstream media at least four times a year</li> </ul> |
| <b>Capability</b> | <ul style="list-style-type: none"> <li>Most small clubs do not have an accredited coach to support recruitment</li> <li>Shortage of members for responsible roles</li> <li>VCA resources focused on VCC at Cairnlea</li> </ul>   | <ul style="list-style-type: none"> <li>More members locally active eg as referees, coaches, tournament managers</li> <li>New clubs with 3-4 courts</li> <li>More clubs with lights</li> </ul>                     | <ul style="list-style-type: none"> <li>Encourage members to train as coaches, referees, tournament managers</li> <li>Develop coach network for recruitment</li> <li>VCA lend equipment to developing clubs</li> <li>Link with state and local government to get new clubs and improved facilities</li> </ul>   | <ul style="list-style-type: none"> <li>All clubs can access support from a designated accredited coach</li> <li>A majority of clubs have two members recently accredited as coaches</li> <li>Pool of at least 10 tournament managers for state and regional events</li> <li>20 additional GC referees and 10 additional AC referees</li> <li>Five new clubs in regional areas with access to 3-4 courts</li> <li>Eight more clubs with lights</li> </ul>   |