

CROQUET VICTORIA STRATEGIC PLAN 2015-2020

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

| Goals for 2020 | Strategies | Leadership Responsibility | Other Participants | Activities - what needs to be done | | | | | Measures of achievement by 2020 |
|---|---|---------------------------|---|------------------------------------|---|---|--|------|---|
| | | | | 2016 | 2017 | 2018 | 2019 | 2020 | |
| Governance - coordinator President | | | | | | | | | |
| Board & Committee members aware of responsibilities | Courses/ sessions provided by appropriate authorities | President; Secretary | Council members; club/regional office bearers | Workshop for Council members | Reports to regions by Directors. Induction Package developed | Annual regional induction workshops for new club and regional committee members | | | A majority of VCA Council/Board members and Club Office Bearers to have attended course/session |
| | | | | | All Directors have reported to their regions. Pilot of local briefing sessions for committee/ Regional members. | 4 Regions conduct briefing sessions locally | All Regions conduct induction sessions | | |

Brown highlighted cells show activities funded by a grant from Sport and Recreation Victoria. Green highlighted cells are milestones including target numbers.
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| Membership | | | | | | | | | |
| More members in the 30-60 yo age group | Tackle conservatism at club level | President with regional directors; CoM; Marketing and Publicity sub-committee | Club presidents and committees | Plan club workshops; develop supporting resources | Club planning workshops. | Workshops continue | Collect and share information on effective new initiatives | | A majority of clubs have agreed on o target membership numbers o a recruitment plan 300 new members aged between 30 and 60. |
| | More flexible activities, eg beginner courses, playing times and competitions outside working hours | | | | Clubs develop plans with target numbers and recruitment strategies | Clubs begin to enact plans | | | |
| | More provision for sociable activities at club level, eg liquor licences | | | | 30 clubs have decided on a priority. | 20 clubs are enacting a plan | Collect and share information on effective new initiatives | | |
| | Clubs link with local health workers | Marketing & Publicity | Clubs and Regions | Publish material for allied health workers | 10 clubs make contact with health workers, distribute material | Feedback sought from participating health workers. 4 stories published. | | | |
| | VCA/ regions support recruitment with publicity resources | | | Publish a range of flyers | CV flyers used by 40 clubs | 10 clubs prepare own new flyers | | | |
| | | | | Club Video Comp | 3 videos on Youtube | VCA Video | | | |

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| Image | | | | | | | | | |
| Croquet presence in social media | Clubs actively use social media | Secretary | | Clubs sign up to Facebook | Clubs surveyed re use of social media; workshops provided if requested | | | | A majority of clubs have <ul style="list-style-type: none"> o an active presence in social media and links with local media o links with local government planning |
| | Develop media relationships | | | Clubs begin to designate publicity officers | More clubs and regions designate publicity officers | | | | |
| Position croquet as a sport in media | Publicise local champions | Regional Directors | Club and Regional Secretaries | | 80% of tournament results notified via Croquetscores, Web or Facebook 20 clubs active online inc on Facebook 20 clubs have publicity officers and local media contacts | 40 clubs active online 30 clubs have publicity officers and local media contacts 3 regions have publicity officers | | VCA <ul style="list-style-type: none"> o actively engages with state government planning o publicises croquet in national media | |
| Croquet seen as part of future planning for sports in community | Link with state and local government to incorporate croquet in sports planning. | Secretary | Council Members | Develop resource on Croquet Facilities | Publish on website; link from SRV. Send to local authorities. Meet MAV committee to discuss resource Consult Bowls Vic, Tennis Vic | One region engaged in a pilot joint development initiative with local government, other sports | | Stories on Victorian croquet are published by mainstream media at least four times a year | |
| | | | | | SRV funded facilities project | | | | |

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| Capability | | | | | | | | | | |
| More members locally active eg as referees, coaches, tournament managers New clubs with 3-4 courts More clubs with lights | Encourage members to train as coaches, referees, tournament managers | Coordinator Coaching with ACA Director Coaching; Referee Coordinators T&F Committee | Club committees Elite players Players involved in competition | New ACA coaching system rolled out | 4 instructor coaches trained at sessions in country and at Cairnlea. | Instructors run 8 training sessions in country and metro regions. | | | All clubs can access support from a designated accredited coach A majority of clubs have two members recently accredited as coaches Pool of at least 10 tournament managers for state and regional events 20 additional GC referees and 10 additional AC referees Five new clubs in regional areas with access to 3-4 courts Eight more clubs with lights | |
| | | | | Tournament Manager doc drafted | | | | | | |
| | | | | | 1 pilot training session for TMs; 2 follow up sessions | | | | | |
| | | | | Referee network refreshed | Metro refresh plus visits to 4 regions to refresh / train / examine referees (GC and AC) | Metro refresh plus visits to 5 regions to refresh / train / examine referees (GC and AC) | | | | |
| | 5 new GC refs, 5 new AC refs | All refs refreshed. 5 new GC & 5 new AC refs. | | | | | | | | |
| | Develop coach network for recruitment | Coordinator Coaching | Qualified coaches | | Initial training in new system | | | | | |
| | | | | | 20 coaches accredited in new system. 20 coaches invited to make contact with each other | 40 coaches accredited in new system. 10 coaches help each other run introductory courses | | | | |
| | VCA lend equipment to developing clubs | VCA Administrator | Regional Directors | | Notify Regional Directors of available equipment | Additional equipment donated for borrowing. | | | | |
| | | | | | Most equipment lent out | | | | | |
| Link with state and local govt to get new clubs and improved facilities | Secretary | CoM Council Members | | Apply for state facility planning support | Facility planning project One pilot development project with local government | | | | | |

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