

VISION: To extend the public recognition, the development and the sustainability of croquet as a sport and a recreational activity for people of all ages and abilities.

Strategic priorities <i>Current status (from SWOT)</i>	Goals for 2025	Agreed/funded strategies and possible new initiatives – <i>Proposed responsibility italicised.</i>
Capability / sport development <ul style="list-style-type: none"> • <i>Gender neutral sport balancing mental and physical challenge.</i> • <i>Recognised host for national and international events</i> • <i>ACA coaching system in abeyance.</i> • <i>Small membership, limited income, so limited ability to employ professionals, attract funding from sponsors or government.</i> 	Support the growth of all forms of mallet sports Grow croquet as a sport as well as a recreational activity.	AGREED Run tournaments and other competitive activities. <i>T&F</i> Maintain network of qualified officials (referees, coaches, tournament managers) <i>Coordinators</i> Develop player pathways from Novice to Advanced. Run player development training sessions around state (funded under TMA). <i>TMA Project</i> Support elite players. <i>Selection Committees</i> Maintain VCC as state/national/international sporting facility. <i>Council</i> Develop training pathways for officials (eg referees, coaches, tournament managers, handicappers). <i>TMA project</i> Follow through tournament manager training..... <i>Coordinator GC</i> Set targets for referee, coach numbers..... <i>State Coordinators Refereeing, Coaching</i> NEW Coordinators of GC, AC, Ricochet and Gateball to prepare plans for growing participation in their code. <i>Coordinator.</i> Encourage round robin competitions between / within professions; <i>Clubs</i> between schools..... <i>Coordinator Under 21</i> Implement coach development project. <i>Coordinator</i>
Governance / management <ul style="list-style-type: none"> • <i>Established governance processes and policies. 10 year infrastructure plan in place.</i> • <i>Involving women at state level a challenge. Agenda needs to be of interest to regions. Travel a problem for potential Directors. IT skills may be lacking.</i> 	Support and develop leadership and effective and inclusive governance. Further develop the capability of the organisation.	AGREED Investigate employment of a Sport Development Officer. <i>President</i> Fund Council and committees; provide governance training. Encourage women. Implement Directors’ portfolios. <i>Council</i> Manage finances, budget, investment account. <i>Council</i> Manage compliance with regulatory requirements. <i>Executive</i> Continue to report against implementation targets. Review progress on strategic plan regularly. <i>SPIC</i> Liaise with Croquet Australia, other state associations. <i>Officers as appropriate.</i>

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		<p>NEW</p> <p>Review constitution at 3 - 5 year intervals..... <i>Secretary</i></p> <p>Revisit performance review system. <i>Supervisors</i></p> <p>Develop support system for State Coordinators..... <i>CoM</i></p> <p>Upskill Directors in technology..... <i>CoM</i></p>
<p>Membership / recruitment / participation</p> <ul style="list-style-type: none"> • <i>All-age year-round sport. Offers gentle exercise, mental activity. Few physical barriers. Cheap, challenging, sociable. Clubs across state, loan equipment available. Time efficient. Uses courts in daylight.</i> • <i>Few clubs with lights for out of hours play.</i> • <i>Croquet a “target sport” in school curriculum.</i> • <i>Demographic change: more part-time workers, retirees.</i> • <i>Community and LGA partnerships growing.</i> 	<p>Build membership and participation</p> <p>Extend the demographic of participants in croquet</p>	<p>AGREED</p> <p>Set targets for club engagement with LGAs, allied health practitioners; planned membership. <i>SPIC</i></p> <p>Develop school based programs. Encourage clubs / regions to engage with schools, develop junior programs. <i>Coordinator</i></p> <p>Recruit participants from under-represented groups; family memberships. Extend hours when facilities are used. <i>Clubs</i></p> <p>Engage with LGAs re development of new clubs. New court development in Eastern Metro, SE Metro, Northern District. Support development of a regional facility via conversations with Cardinia, Casey; new clubs via conversations with Whittlesea, Wyndham, Hume, Geelong/Surf Coast, Melton. <i>CoM; Clubs; Regions</i></p> <p>Document use and impact of lighting. <i>SPIC</i></p> <p>Lighting provision initially in metro clubs; lighting plan by 2025. Develop relevant competition structures. <i>CoM to determine</i></p> <p>Support facility upgrade and renewal; ground upgrade and renewal. <i>Council and regions</i></p> <p>Annually update data on club facilities. <i>Secretary and clubs.</i></p> <p>Measure participation rates. <i>Secretary and clubs.</i></p> <p>Consider options for consolidating clubs..... <i>As required</i></p> <p>Continue to provide opportunities for state level competition and social play for non-elite players. <i>T&F and clubs</i></p> <p>More participants in come and try events, inc. involvement of community groups. Annual Try Croquet Day; opportunities for social participation. <i>MandP</i></p> <p>NEW</p> <p>Improve recording of demographics in database. <i>Secretary</i></p>

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Financial sustainability / funding and sponsorship <ul style="list-style-type: none"> • <i>Restricted income. Low numbers make it hard to obtain sponsors.</i> • <i>Hard to make effective use of VCC facilities.</i> • <i>Maintenance costs, water bills. Aging infrastructure. Pressure to use artificial turf.</i> • <i>Some sports reinstalling turf.</i> • <i>LGAs looking for funding from clubs, CV; concerned with viability issues.</i> 	Improve Croquet Victoria’s financial position. Enable investment in the development of croquet at club and regional level.	AGREED Manage distressed building defects (VCC), maintain courts; manage functions; manage staff..... <i>CoM and office-bearers</i> Integrate existing activities into new Strategic Plan. <i>SPWG SPIC</i> NEW Benchmark fees with like sports. <i>Maurice Cevaal-Hewitt</i> Draft long term budget for duration of plan, prioritising expenditure. <i>Treasurer</i> Allocate task force to monitor funding opportunities. <i>President</i> Collect information on use of artificial turf surface..... <i>Maurice Cevaal-Hewitt</i>
Image <ul style="list-style-type: none"> • <i>Clubs hospitable to new members. Developing club publicity officer network. Developing bank of resources including videos. Good social media connections including by many clubs. Live streaming.</i> • <i>Predominance of retiree members. “CWA mentality”.</i> • <i>Some clubs have noone with promotional skills; some do not currently engage with social media</i> • <i>Croquet seen as pastime for seniors, cf bowls seen as a glamour sport. Image update needed.</i> 	Enhance the image and build the profile of croquet in Victoria.	AGREED Provide professional standard marketing resources. <i>MandP</i> Partner with other states in publicity matters. <i>MandP</i> Promote: develop campaign; review templates, resources and materials. Share success stories. <i>MandP</i> Partner: collaborate with VicHealth eg This Girl Can; LGA older adult providers. <i>MandP and clubs</i> Support use of social media. Measure progress. <i>MandP and clubs</i> NEW Publicise croquet as a competitive sport. <i>MandP</i>