



CROQUET VICTORIA

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A NEW STRATEGIC PLAN FOR CROQUET VICTORIA

In December 2015 Council approved a [Strategic Plan](#) for the five years to 2020. This focuses on:

- **Governance** – ensuring that all governing bodies within Croquet Victoria are up to speed on their responsibilities.
- **Membership** – aiming to grow our membership by 300 over the five years to 2020, with a particular focus on recruiting younger members (aged 30 – 50). 80% of clubs to have a plan for developing their club.
- **Image** – updating the public image of croquet, getting publicity showing croquet as an active and challenging sport and an enjoyable pastime. More stories on croquet in mainstream media. Most clubs engaged with social media, local government planning.
- **Capability** – training and developing more referees and coaches, establishing networks of coaches, and upskilling members on tournament management. More clubs, more clubs with lights.

This plan is the basis of Croquet Victoria's successful application for annual funding from Sport and Recreation Victoria, from 2016 to 2019.

MAKING IT HAPPEN

In June 2017 Council approved a rolling [implementation plan](#) with target activities and milestones for 2016, 2017 and 2018. This plan can be downloaded from <http://croquetvic.asn.au/governance.php>

For 2017, the plan includes

- **Governance**
All Council members were briefed on governance issues in September 2016.
In 2017 it is planned to hold a pilot regional briefing session for region and club office holders and other interested members
- **Membership**
Strategic workshops for clubs, funded by Sport and Recreation Victoria grant.
Regional Directors have been seeking club input on topics for these.
Target of 30 clubs to have set a priority for their development in the next three years.
Other targets for 2017:
 - 10 clubs to make contact with local health care workers.
 - 40 clubs using Croquet Victoria flyers for recruitment.
- **Image**
Survey of clubs re their communication strategies and use of online media.
Clubs encouraged to appoint publicity officers. Target of 20 clubs active on Facebook, 20 with publicity officers.
Tournament results published more consistently, including Web, Croquetscores, Facebook, hopefully mainstream media for state level tournaments.
[Croquet Facility Guide](#) published and distributed to local authorities to encourage and assist in planning community sporting facilities that include croquet.
Funded planning project to develop master plan for croquet facilities across Victoria (Croquet Victoria has been allocated \$40,000 for this).



CROQUET VICTORIA - ADVANCING CROQUET IN VICTORIA

Patron – The Honourable Linda Dessau, AM, Governor of Victoria

- **Capability**

Development of coaches network using new ACA coaching qualifications; aim to have 4 instructor coaches and 20 new accredited Foundation level coaches.
Handbook for tournament managers, pilot training session for tournament managers.
Referee refresher / training / examination sessions in the metro area and 4 regions, for both GC and AC; 5 new referees in each code.
Implementation of system for making surplus equipment available on loan to new clubs.

Regional Directors and appointed officers have been asked to follow through on these points.

REPORTING BACK

The Croquet Victoria Secretary and Vice President are liaising to ensure Council is regularly updated on progress on the activities and milestones summarised above.

Kate Patrick, Vice President