



Strategic planning

In building your club, you may find it useful to go through the formal steps of developing a strategic plan.

Start with a brainstorm. Call a club or committee meeting to brainstorm your present situation. What are the club's strengths and weaknesses? What are the opportunities and strengths in its environment (think the local community, the region, the VCA, local government, state government, potential sponsors and associates).

Then **decide on three or four priorities.** What is happening that you would like to maintain? Where does the club need to develop? How many members would you ideally like to have? Your priorities are the basis of your strategic plan. Take a time frame (three years is useful) and set yourselves a couple of goals for each priority – what you would like to achieve by the end of three years. That takes you to the nitty gritty: the actions, timelines, and responsibilities which will enable you to achieve your goals.

Delegation. Delegation is key. Planning for the club is not a committee problem, it is the responsibility of all members. It may help to form a subcommittee to take charge of following the plan and reporting to the club committee. Allocate responsibilities to different people - eg a Publicity Officer, to give the media a consistent point of contact with the club (see below).

The VCA's Strategic Plan 2015-2020 includes some objectives and strategies which are relevant to clubs. You can download this from the VCA website – go to <http://www.croquetvic.asn.au/governance.php>. The Strategic Plan format may also give you some ideas about shaping your plan for your club.