

CROQUET VICTORIA

Strategic Plan 2022 to 2026

Report back

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

Capability / sport development
Governance / management
Membership / recruitment
Finance
Image

Capability / sport development

Support the growth of all forms of mallet sports

What will Croquet Victoria look like by the end of 2026 – how will we know?

More people competing in each code – at least 10% increase by end of 2026, more in Gateball and Ricochet

Achieved in GC: up from 791 to 1279. Not achieved in AC: numbers have dropped from 190 to 167. Ricochet had 7 players competing in the year to April 2026. GB not recorded.

Active networks of coaches, referees and tournament managers across Croquet Victoria
Not yet.

Five Year Business Plan developed for the Victorian Croquet Centre
In preparation

Grow croquet as a sport as well as a recreational activity

What will Croquet Victoria look like by the end of 2026 – how will we know?

Each club to have at least one coach and one referee in each of the codes they play
This was ambitious and we have not achieved it.

Governance / management

Maintain commitment to good governance

What will Croquet Victoria look like by the end of 2026 – how will we know?

- Active Council self-assessment process in place; improvements identified and pursued. *GamePlan is now used to identify areas for improvement, which are then actioned by relevant sub-committees.*
- Targets for Council improvement to be identified following first self-assessment by Council using new tool. *Done. Meeting management tools introduced. Meeting streamlined (Council now meet monthly, CoM does not meet). New committees established.*
- Comply with good governance assessments; compliance continues. Rectify non-compliances if they occur. *Risk Management subcommittee and Health and Safety subcommittee established and active. Issues are being followed up.*
- Members of Council contribute effectively to decisions. *All Directors contribute to discussion and decisions at Council and almost all engage in the work of at least one subcommittee.*

Support and develop leadership and good governance

What will Croquet Victoria look like by the end of 2026 – how will we know?

- Effective processes for succession planning and mix of skills on Council
New active Nominations subcommittee follows up on prospective vacancies.
- Gaps in skills or knowledge identified and tackled
Skills audit maintained. Nominations subcommittee seeks out members with relevant skills.
- Training, mentoring available to new Council members
Mentoring offered to all new Directors. All Directors funded to undertake relevant training.

Membership / recruitment

Build membership and participation

Extend the demographics of participants in croquet

What will Croquet Victoria look like by the end of 2026 – how will we know?

- 300 more members; 600 more non-member participants .
Achieved. 3171 members in April 2026 (increase of 366 since June 2021). Many more visitor – clubs reported 5298 in 2025 (up from 3430 in 2021).
- More young players. 50% of clubs to have members under 21.
Not achieved. 13 clubs reported under 21 members in 2025.
- More working people playing: 50% of clubs to have working aged people playing.
Achieved: 55 clubs of the 73 responding so far in 2026 had members aged between 21 and 64.
- Active Under 21 state squad
Not achieved. Coaching has been provided for junior members. Victoria had the most entrants in the 2026 national events.
- Better demographic information to support grant applications
All clubs responding to the Club Survey in 2026 have answered the gender question. All but three answered the age distribution question. New demographic fields were inserted in the survey in 2026; some responses have come in.

Finance

Use its financial resources wisely, diligently and sustainably in pursuit of its goals

Enable investment in the development of croquet at club and regional level

What will Croquet Victoria look like by the end of 2026 – how will we know?

Restructured arrangements for national use of Victorian Croquet Centre

Achieved.

- Affiliation fee is applied exclusively to services to members.
Achieved and demonstrated in budget and monthly accounts.
- Lower affiliation fees
Achieved in that fees have not been raised so are lower in real terms.
- Processes in place for allocating and evaluating investment in clubs
Funding available to clubs for projects shown to align with the strategic plan.

Image

Continue to enhance the image and build the profile of croquet in Victoria

Croquet to be recognised as a sport by the wider community

What will Croquet Victoria look like by the end of 2026 – how will we know?

- Demonstrated audience numbers for live streaming
Live streaming is currently being re-introduced.
- Clubs generate more reports in local media including social media
Clubs are asked to comment on this in the Club Survey. The most recent data are yet to be analysed.