

CROQUET VICTORIA STRATEGIC PLAN 2015 – 2020

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

Brown highlighted cells show activities funded by a grant from Sport and Recreation Victoria.	Green highlighted cells are milestones including target numbers.	Blue show approved strategies from Infrastructure Plan.	Yellow shows new items for 2020 to be considered by February 2020 meeting of Council.
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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									
Council & Committee members aware of responsibilities; Croquet Vic has policies in place to meet its 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		<ul style="list-style-type: none"> • A majority of Croquet Vic Council members and Club Office Bearers to have attended course/session • At least 40% of Council members are women • Croquet Vic Constitution is amended and lodged with Consumer Affairs Victoria • Croquet Vic clubs adopt / accept Child Safe Policies
						Pilot induction workshops at regional and club level.	5 Regions conduct briefing sessions locally.	All Regions conduct induction sessions.	
					All Directors have reported to their regions. Pilot of local briefing sessions for committee/ Regional members.	New procedure to alert clubs / regions to need to encourage women to nominate. DONE	Constitution amended. DONE 3 regional meetings attended to discuss engaging women with work of Council.	8 regional meetings attended to discuss engaging women with work of Council.	
						Most clubs have Child Safe policies.	All clubs have declared approach to Child Safety.		

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Membership										
More members in the 30-60 yo age group	<ul style="list-style-type: none"> 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.	Pilot club planning workshops.	Collate pilot workshop materials. Workshops continue: offered in 6 regions.	Workshops continue. Collect and share information on effective new initiatives	Publish success stories	<ul style="list-style-type: none"> A majority of clubs have agreed on <ul style="list-style-type: none"> target membership numbers a recruitment plan 300 more members aged between 30 and 60. 	
	<ul style="list-style-type: none"> More flexible activities, eg beginner courses, playing times and competitions outside working hours 					Clubs develop plans inc target numbers and recruitment strategies	Clubs begin to enact plans	Net 60 more members (30 country, 30 Metro). Boost average club membership.		
	<ul style="list-style-type: none"> More provision for sociable activities at club level, eg liquor licences 					30 clubs have decided on a priority. NOTE: 9 reported to have a membership target. 12 have strategic plans.	20 clubs are enacting a plan	Collect and share information on effective new initiatives		Plan club development forum.
						<ul style="list-style-type: none"> Clubs link with local health workers 	Publish material for allied health workers	10 clubs make contact with health workers, distribute material		Feedback sought from participating health workers. 4 stories published.
		Visit EMCA, MV, NDCA, Gipps, to promote Ricochet								
	<ul style="list-style-type: none"> VCA/regions support recruitment with publicity resources 	Marketing & Publicity	Clubs and regions	Publish a range of flyers	CV flyers used by 40 clubs	10 clubs prepare own new flyers	Visit clubs / provide info on AC	Consider new Annual Awards		
				Club video comp	3 videos on Youtube	TAFE / Uni Youtube video competition				
						Croquet Vic videos. DONE.		20 more clubs connect with allied health practitioners using videos		

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Image										
<ul style="list-style-type: none"> • Croquet presence in social media • Position croquet as a sport in the media • Croquet seen as part of future planning for sports in the community 	<ul style="list-style-type: none"> • Clubs actively use social media • Develop media relationships 	Secretary Marketing and Publicity Regional Directors	Club and Regional secretaries	Clubs sign up to Facebook	Clubs surveyed re use of social media; workshops provided if requested.	Continue to develop and distribute publicity resources, maintain online presence	Most clubs active on Facebook. Images in leaflet refreshed.	Develop two-year marketing and publicity plan. Establish one woman-focused initiative. Establish a Try Croquet day.	<ul style="list-style-type: none"> • 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 • Croquet Victoria <ul style="list-style-type: none"> o actively engages with state government planning o publicises croquet in national media • Stories on Victorian croquet are published by mainstream media at least four times a year 	
				Clubs begin to designate publicity officers		More clubs and regions designate publicity officers		Workshop for publicity officers		
					80% of tournament results notified via Croquetscores, Web or Facebook	Seek cooperation of other states in joint publicity campaign	Skype meetings with reps of other state associations.	Encourage all clubs to hold at least one promotional event a year.		
		20 clubs active online inc on Facebook	40 clubs active online	30 clubs have publicity officers and local media contacts	Two more regions hold inter-school competitions.					
		20 clubs have publicity officers and local media contacts	3 regions have publicity officers	Workshop for publicity officers. New manual for publicity officers published online.						
<ul style="list-style-type: none"> • 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 LGAs. Meet MAV committee to discuss resource	Consult Bowls Vic, Tennis Vic.	<i>One region engaged in a pilot joint development initiative with local government, other sports</i> DONE: Traralgon	Establish relationship / participation program with one LGA Aged Service or Recreation Dept.		
								SRV funded facilities project		Update Croquet Facility Guide

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Capability										
More members locally active eg as referees, coaches, tournament managers	<ul style="list-style-type: none"> 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						Officials pathways project (stage 1)	<ul style="list-style-type: none"> Pool of at least 10 tournament managers for state and regional events 20 additional GC referees and 10 additional AC referees
				Tournament Manager doc drafted	1 pilot training session for TMs; 2 follow up sessions		Refresher workshop for tournament managers on Croquet scores.	Refresher workshop for tournament managers on Croquet scores.		
				Referee network refreshed	Metro refresh plus visits to 4 regions to refresh / train / examine referees (GC and AC)		8 GC ref courses (2 metro); 5 indivs in GC corresp course. Regional AC training Metro refresh plus visits to 5 regions to refresh / train / examine referees (GC and AC)	Regional workshops for club & regional tournament managers (GC Coord) More TMs willing to officiate at VCC Support TMs (AC Coord)		
					5 new GC refs, 5 new AC refs. GC met. AC not met.	All refs refreshed. 5 new GC, 5 new AC and 4 Ricochet refs.	10 new GC refs. 4 new AC refs. 4 trainee AC refs, 8 trainee umpes	Ric: assess need for more coaches and refs. AC: 5 new refs, 8 new umpes, reaccred 20 refs. 2 new tutors (1 metro 1 country). 10 refresher days. 4 seminars on new laws. GC: 8 new refs. Discuss and decide preferred no and distribution of GC refs for next Strat Plan.		
								Player development pathways project Include U21 sessions at VCC		

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New clubs with 3-4 courts More clubs with lights	<ul style="list-style-type: none"> Develop coach network for recruitment 	Coordinator Coaching	Accredited coaches	New ACA coaching system rolled out	Initial training in new system.	Continue with GC coaching weekends. Develop AC coaching weekends.	GC coaching weekends continued. AC beginner coaching weekend.	<ul style="list-style-type: none"> Continue GC, AC coaching weekends. Determine targets for coach numbers at different levels for regions and clubs. Pilot reaccred sessions for presenters/ assessors: GC then AC. Reaccred sessions for lapsed coaches; accred sessions hi perf coaches; reaccred sessions offered to others. Refresher workshops around state. Develop email contact list and information sharing network for coaches. 	<ul style="list-style-type: none"> All clubs can access support from a designated accredited coach A majority of clubs have two members recently accredited as coaches
					4 instructor coaches trained at sessions in country and at Cairnlea 20 coaches accredited in new system. 20 coaches invited to make contact with each other	Instructors run 3 training sessions in country and metro regions. 6 coaches updated. GC coaches invited to 6 State coaching weekends.	Activity stalled pending development of new ACA coaching system		
		<ul style="list-style-type: none"> VCA lend equipment to developing clubs 	VCA Administrator Secretary	Regional Directors	Notify Regional Directors of available equipment	Additional equipment donated for borrowing.			Continue to add to equipment
	<ul style="list-style-type: none"> Link with state and local govt to get new clubs and improved facilities 		Regional Directors CoM Council members	Apply for state facility planning support	Facility planning project develops plan for regional centres, new clubs, clubs with lights. DONE		Pilot after hours competition in Metro regions AC: DONE	<ul style="list-style-type: none"> Initiate case studies of clubs with lighting. Two facility upgrades. Two new courts (somewhere). 	<ul style="list-style-type: none"> Five new clubs in regional areas with access to 3-4 courts Eight more clubs with lights
		Secretary	CoM Council members		One pilot development project with local government	New facility for Traralgon club. DONE	<ul style="list-style-type: none"> Develop a facility audit template Engage with Casey and Cardinia. Plan feasibility study. One new club in a growth area 		