

Strategic Planning Workshop for MU Sports Performance Clubs



Welcome

- Introductions
- Pre Planning Worksheet
- Handouts for this session
- Goals, do we need them?

Questions on Menti.com

- Go to www.menti.com and use the code 5121 7018

Pre Planning Worksheet

- Completing the pre planning worksheet
- Sports Club Values
- Mission Statement
- Vision Statement

WHAT ARE WE LOOKING FOR?

Strengths

Weaknesses

Opportunities

Threats



Workshop Handouts

- Sports Club Values
- Mission Statement
- Vision Statement
- Objectives, Actions and Measures – Goals

GOAL SETTING AND WHY IT IS IMPORTANT



ACHIEVING GOALS BY CREATING A CULTURE OF VOLUNTEERING



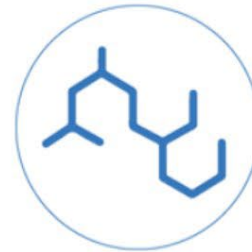
Step 1

Define your goals



Step 2

Define your operational tasks



Step 3

Create an effective organisational structure



Step 4

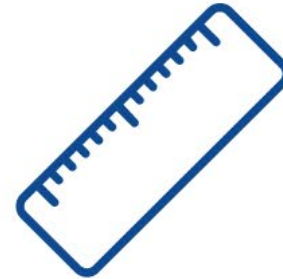
Establish a culture of volunteering

3 COMPONENTS OF A GOAL

To increase the number of qualified instructors at our club.



Increase qualified instructors from 10 to 20



by 30 June 2023



RICHMOND FOOTBALL CLUB STRATEGIC OBJECTIVES 2010-2015

Within five years we will:

- play three finals series
- \$0 club debt
- 75,000 members

Simple and effective and only 12 words



Club Resources to Help Guide You

- Any previous Strategic Plans
- Club Rules or Constitution
- Club Values
- Club Objectives

**THE CONSULTATION PROCESS IS A
HUGE OPPORTUNITY TO CREATE
EXCITEMENT AND THE EXPECTATION
THAT THE CLUB WANT EVERYBODY TO
CONTRIBUTE TO THE SUCCESS OF THE
CLUB**



WHAT CAN HAPPEN IF YOU DON'T CONSULT



Sport Netball Super Netball

'Deliberately misled': Netball players 'distressed' and 'devastated' as grand final moved

By Lachlan Abbott and Roy Ward
June 2, 2022 – 7:46pm

Save Share A A A

Super Netball players have hit out at Netball Australia, accusing the national body of failing to meaningfully consult them before deciding to sell the grand final to Perth this season.

"The players are devastated – both by the decision and the way it has been handled," the Australian Netball Players' Association said in a statement on Thursday evening.



HOME ► NETBALL

Players unload on 'shattering' call to sell Grand Final as Netball CEO explains \$8m reason for move



Max Laughton and Zac Rayson from Fox Sports

June 2nd, 2022 7:14 pm

Netball Australia CEO Kelly Ryan has defended the organisation's plan to sell off hosting rights for the Super Netball grand final to the highest bidder.

But Super Netball's players have called for "a change of culture" at the organisation, saying the decision to move the game so late in the season is "distressing" and "shattering".

The controversial deal, first reported yesterday, will see Perth host this year's grand final – regardless of results – after Western Australia reportedly beat rival bids from two other states.

STAKEHOLDERS

Club/Association

- ☐ Committee
- ☐ Players/athletes
- ☐ Coaches
- ☐ Parents of the players/athletes
- ☐ Future players, their friends and family
- ☐ Life Members
- ☐ Coterie Groups (formal or informal)
- ☐ Past Players/athletes
- ☐ Past parents, friends and family of players/athletes

Government

- ☐ Local council - CEO and Exec
- ☐ Local council - Councilors
- ☐ Local council - Sport and Recreation staff
- ☐ State - Member of Parliament
- ☐ Federal - Member of Parliament
- ☐ State - Opposition Member
- ☐ Federal - Opposition Member
- ☐ Relevant state and/or federal government agencies (sport, health, community)

Peak Bodies

- ☐ Australian Sailing

Other stakeholders

- ☐ Sponsors and potential sponsors
- ☐ Schools and universities
- ☐ Co-tenant clubs and associations
- ☐ Supporting community groups

Partner

- ☐ Melbourne University Sport Department

CONSULTATION METHODS... WHEN AND WHY?

INTERVIEWS (Phone or online meeting)

- One on one
- Highly knowledgeable/specific knowledge

FOCUS GROUPS

(Face to Face or online meeting)

- Small representative groups (6-10 people)
- Able to investigate ideas & thoughts

WRITTEN SUBMISSIONS

- Many people able to contribute their ideas & thoughts
- Find common themes, views, ideas

SURVEYS (online)

- Many people able to contribute their ideas & thoughts
- Find common themes, views, ideas

GROUP WORKSHOP (face to face)

- Open to anyone – public forum
- Group think, energise & galvanise community
- Find common thoughts & pinch points

REMEMBER!

Don't forget those not comfortable with online or technology!

REVIEW AND FEEDBACK IS A VITAL STEP

- Committee review draft
- Circulate to stakeholders for comment
- Review feedback & comments

Melbourne University Sport Strategic Plan



At a Glance

Our Vision

Sport Matters at Melbourne

It Inspires, Connects and Leads

Our Values

Excellence
Diversity and Inclusion
Respect
Open and Honest Communication
Leadership

Our Mission

Improve student and staff physical and mental health, reduce social isolation and create lifelong connections to the University

Pillars	Participation	Leadership	Performance
Goals	Improve the physical and mental wellbeing of all students and staff	Develop and enhance leadership and active citizenship	Celebrate and support sporting excellence
Actions	Provide opportunities for the University community to regularly engage in a diverse range of physical activities that are safe, respectful and inclusive.	Provide a range of leadership development activities and programs to train, reward and recruit student and alumni volunteers.	Recruit and support talented student athletes by providing a high-performance sporting environment and comprehensive athlete support services.
	Improve the quality, capacity and accessibility of sporting facilities that support regular physical activity for students and staff across all campuses of the University.	Support programs and events that address important social issues and raise the educational aspirations of young people from underrepresented groups.	Increase our involvement in national University leagues and sporting events and provide a dynamic spectator experience and attract broad media coverage
	Increase participation by providing targeted programs that recognise and address the unique issues of students from disadvantaged groups and those not engaging in regular physical activity.	Improve the level of engagement with our sport and club alumni and increase their support for our sport programs, clubs and student athletes.	Ensure that the University sporting clubs are the first choice of our student-athletes with support for quality coaching, professional administration, athlete development and student recruitment.
Results	A healthier University community	A community of leaders	A centre of sporting excellence

GOALS OFTEN FALL INTO THESE CATEGORIES:

- Participant recruitment, development & retention
- Governance & finance (growth and stability)
- Communications & Marketing
- Facility & Equipment
- Sporting results and performance
- New programs and Leadership opportunities

New programs & Leadership opportunities

- Participation initiatives
- Business initiatives
- Ambassadors for Programs

Performance Goal

- Objective – Gain promotion to play at State League One (Higher level than current)
- Actions – Recruit high quality coach/s to support athletes to perform
- Measures – Club wins x number of games, and makes finals

Participation Goal

- Objective – To grow the membership numbers by x percentage
- Actions – Attract members to club with discounted membership fees
- Measures – Increase in members by x percentage

Leadership Goal

- Objectives - To engage in the Pride Round, Identify a Pride Ambassador, Identify a Mental Health Officer to support club members in the mental health space
- Actions – What activities do you have planned?
- Measures – Received an increase of x percentage in engagement with the club following planned activities

Governance Goal

- Objectives – To have a succession plan in place for committee members
- Actions – Having an induction document for new committee members and position description for each role
- Measures – Do we have these documents in place?

Communications and Marketing

- Objectives –To develop a social media strategy by end of 2022
- Actions – Develop a social media sub committee, to determine platforms to engage in, how frequently, what is the audience we are targeting
- Measures – Social Media Plan in place?

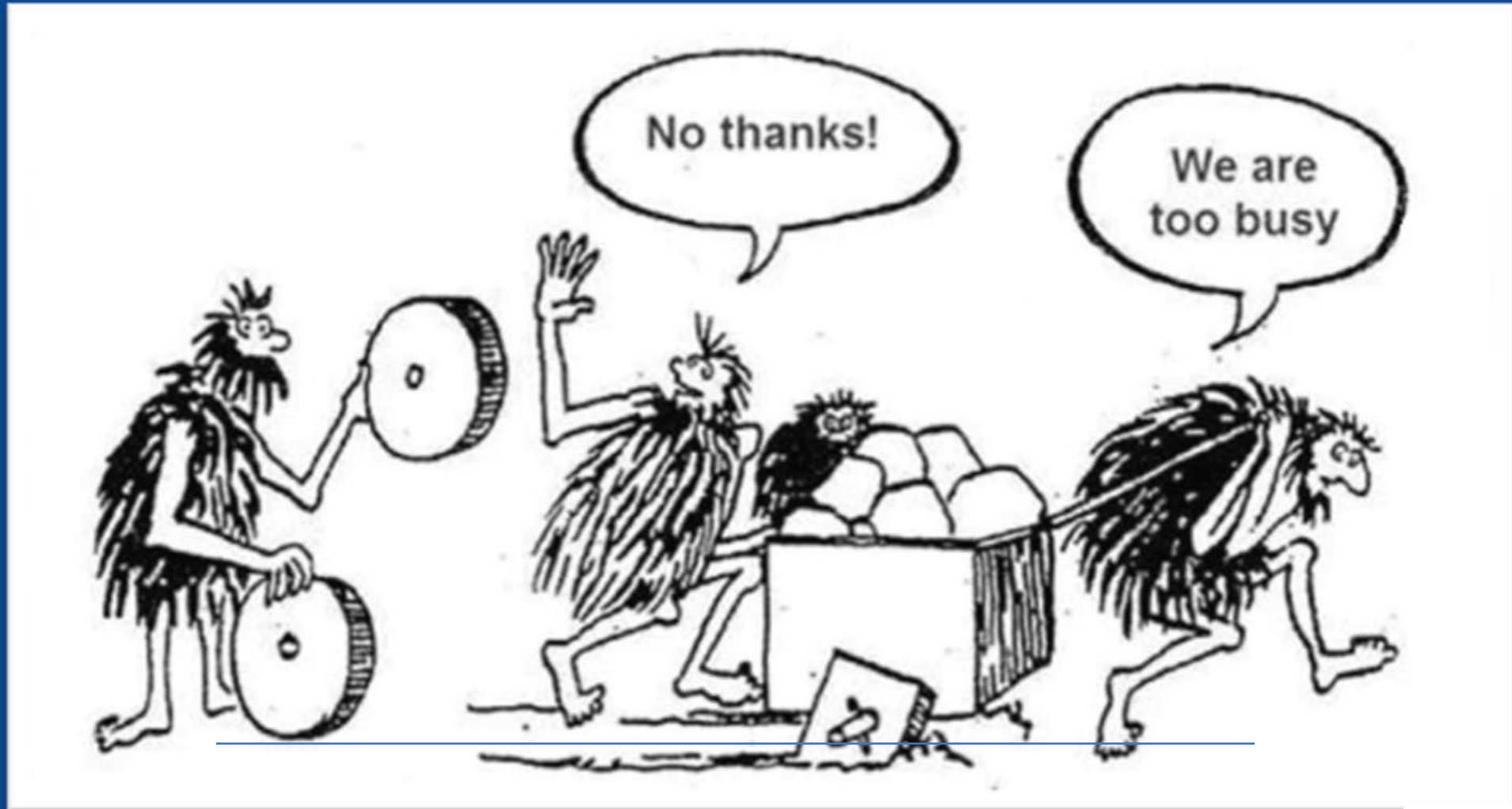
Facility and Equipment

- Objectives – To be able to play in top league our facility and equipment needs to meet these standards
- Actions -
 - Work with MU Sport to ensure that we have a plan in place to meet our facility and equipment needs
 - Fundraising do we need to raise funds to facilitate this process
- Measures – Have we achieved our goal by completing this within the desired time frame
- What will the clubs needs be in five years?
- What will you need to be working with MU Sport to support you

Helpful Resources

- MU Sport Club Website <https://sport.unimelb.edu.au/play-sport/club-resources>
 - Key Documents
 - Policies and Procedures
 - Membership
 - Inclusion
- Play by the Rules <https://www.playbytherules.net.au/>
 - Resources – policy examples
 - Governance – guidance for committee members

MAKING IT EASIER INVOLVES MAKING CHANGE



QUESTIONS?

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