

# STRATEGIC PLAN



## **VISION**

South West Queensland Touch Association supporting the game today and developing the sport for the future

## **MISSION**

South West Queensland Touch Association will develop, promote and encourage growth in the sport of Touch Football within our region. We will achieve this by:-

- Delivering professional education to coaches and officials through accredited and recognised programs;
- Providing training and development to senior and junior participants through clinics and workshops;
- Encouraging, supporting and developing Touch Football competitions and events at junior and senior levels; and
- Developing and implementing effective marketing campaigns to generate interest in the sport across the region.

## OBJECTIVES

1. Increase player participation at junior and senior levels
2. Facilitate the professional education and training of Volunteers, Clubs and participants
3. Create strategic alliances with external organisations to benefit the sport
4. Develop the skills of players by running professional competitions and events

## GOALS AND STRATEGIES

The following goals and strategies are how South West Queensland Touch Association seeks to deliver on its objectives.

### **Increase player participation at junior and senior levels**

<i>Increase membership and continued annual growth of membership</i>	<ul style="list-style-type: none"><li>• Active marketing and public relations campaign to recruit new members, promote benefits of membership with a particular focus on rural areas</li><li>• Review of membership issues and current priorities for rural areas</li></ul>
<i>Increased engagement with membership</i>	<ul style="list-style-type: none"><li>• Investigate means to improve and expand services to Members</li><li>• Development of Membership Working Group</li></ul>

### **Professional education and training of Volunteers, Clubs and participants**

*Increase number of professionally trained Coaches, Referees and Selectors*

- Work with Clubs to promote the availability of training programs for those interested in volunteering
- Target volunteers aged 17 to 22 years as a way of continuing / building their involvement in the game
- Target the 22 years and above group to mentor the younger coaches

### **Create strategic alliances with external organisations to benefit the sport**

*Develop networks with other related organisations for the benefit of South West Queensland Touch Association*

- Create a strong relationship with Government agencies both local and state
- Liaise with Peak State body and with Affiliates

*Develop relationships with organisations for mutually beneficial outcomes*

- Create a sponsorship package that enables us to provide more products and services to members
- Work with media to improve the profile of South West Queensland Touch Association

## Develop the skills of players by running professional competitions and events

*Increase number of events and number of participants in events*

- Ensure coaches and officials are supported to deliver events
- Continue to develop junior competitions and events
- Promote events through local media
- Ongoing monitoring of standards to ensure continuous quality improvement of events

### **MEASURES OF SUCCESS**

1. Increased membership
2. Increased government spending in support of Touch Football at all levels
3. Increased participation in events
4. High levels of staff and volunteer job satisfaction