

# Norwood Croquet Club Strategic Plan 2024 - 2026



**VISION:** A well respected, highly successful and inclusive croquet club that fosters both a competitive and social environment.

**STATEMENT OF INTENT:** Norwood Croquet Club is a sustainable organisation that:

- Engages with its members and the broader community
- Welcomes all people
- Raises the profile of the sport
- Supports members to achieve their potential

**VALUES:**

- Being inclusive
- Encouraging an active and healthy lifestyle
- Being welcoming, enthusiastic, friendly, and create an enjoyable environment
- Members conduct themselves in a sporting manner
- Treating everyone with respect and understanding
- Recognising and encouraging volunteers
- Promoting equity
- Being transparent
- Achieving our goals

**STAKEHOLDERS:**

- Players and Members
- SA Croquet Association
- Government – all layers
- Norwood Payneham St Peter's Council (NPSP)
- Sponsors

Our Vision is underpinned by Objectives and Strategies in the following areas.

### **Marketing, Promotion & External Communication**

**Objective:** Expand membership by raising the profile of croquet within the community using effective marketing strategies to increase the sustainability of the sport and continue to develop partnerships with local government and private sector stakeholders to foster better community and sporting links.

#### **Strategies**

- Develop an emphasis on the nature of the sport, various skill levels, cognitive demand and physical attributes and enjoyment of the sport
- Actively attract new members
- Improve communication to stakeholders and media

### **Governance and Finance**

**Objective:** Follow due process to put in place an effective and accountable governance structure that enhances the operations, development, infrastructure, and delivery of the sport, including the investigation of alternative sources of revenue.

#### **Strategies**

- Explore alternative sources of income for the financial success of the Club
- Ensure transparency in committee decisions
- Promote player involvement in the administration of the sport
- Practise sound financial management
- Develop a masterplan to ensure improvements and ongoing maintenance of facilities.

### **Volunteering and Social Environment**

**Objective:** Provide relevant accreditation, training, and support for our volunteers and develop an inclusive social environment.

#### **Strategies**

- Value and recognise volunteers
- Provide relevant accreditation, training, and support for volunteers
- Encourage members to volunteer
- Provide regular social opportunities for members

### **Coaching and Player Development**

**Objective:** Provide coaching and development opportunities for players at all levels of the sport in all codes and recognise that trained coaches and referees are essential to the development of playing standards and the comprehension and adoption of the rules of the game.

#### **Strategies**

- Provide coaching sessions for all members in a variety of codes
- Ensure that there is ongoing training for coaches and referees

### **Competition**

**Objective:** Recognise the need to provide competition for players in all codes at all levels of the sport to provide challenging and development opportunities to players.

#### **Strategies**

- Develop and promote competitions suitable for all members
- Encourage members to participate in all types of competitions