

Waratah Netball Club

Strategic Plan 2023 – 2025

Version 3.0

**Our Purpose is to empower our members to shine,
while enriching and connecting our community**

**Our Vision is to be a sustainable netball club that caters for
all levels of participation and competition**

Introduction

A Strategic Plan is a management tool that helps an organisation, in this case the Waratah Netball Club, sustain and improve their processes to enhance their members' experience. The Plan helps to focus the energy, resources, and time of the members in the organisation in the same direction. The Plan provides the direction to move from the Club **Vision** to setting **Objectives** and **Goals** and from there the **Plan** sets out the **Actions**.

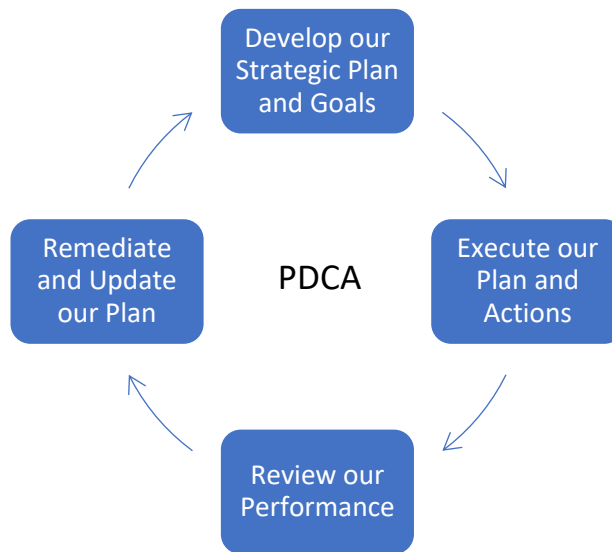
Our Strategic Objectives, Goals, and Actions are underpinned by our Club **Values**.

Specific goals will be set for each year and articulated in the Club Goals.



This Plan outlines the Strategic Objectives, Goals, and Actions by which the Club, in the one to three-year timeframe, will achieve the Club Purpose and Vision

Our Club will maintain an ongoing Plan, Do, Check, Act (PDCA) cycle to ensure that we continue to maintain our improvement.



Our Club Culture

Our Club is made up of individuals with shared interests, purpose and values. The culture of our Club is reflected in the values, beliefs, behaviours and expectations that the Club holds. A positive Club culture will:

- Create a positive image of the Club
- Attract new members and sponsors
- Make the Club a place where people want to spend their time
- Build respect across the broader community

Our Club Values

- Community
- Integrity
- Sportsmanship

Our Club Objectives

- OBJ 1. Develop a Sense of Community
- OBJ 2. Promote netball throughout the community
- OBJ 3. Foster sportsmanship in ourselves and others
- OBJ 4. Make the Club an attractive and positive environment for members
- OBJ 5. Grow to include teams in all age groups.
- OBJ 6. Develop our players, umpires, coaches and managers
- OBJ 7. Experience success
- OBJ 8. Maintain effective governance

Actions

The **Actions** are set out in two columns – “2023 Actions”, which should be conducted before the 2023 season, and “Ongoing Actions” (ie Business as Usual) which should be conducted during the season.

OBJ 1: Develop a Sense of Community
Core Value: Community

	Goal	2023 Action	Actioned Date	Ongoing Action
1.1	To have every team represented at post-game events.	a. Social / Comms & Managers to promote post game events at Bowlo via social media, email, and groupchat		b. Coach/Manager/Captain to announce game results at Drinks c. Coach/Manager/Captain to include positive play stories
1.2	To develop internal community focussed events	a. Reinstate pre-Covid activities		b. Social Coordinator to plan Club spirit day, Crazy Hair Day etc
1.3	To maximise attendance at Club events (eg Trivia Night)	a. Social Coord & Fundraising Coord to set Club event timetable before start of season		b. Comms Officer promote Club events via Social Media, website, email etc
1.4	To have each team showcased on social media at least once during the season	a. Comms Officer, in consultation with coaches and managers, to organise a social media rollout at the start of season		b. Comms Officer promote Club events via Social Media, website, email etc
1.5	To establish Club community through a single Club training venue	a. Management Committee to set training days and confirm NNA venue		b. Coaches/Managers to advise players of training details at start of season c. Management Committee to ensure budget includes both indoor and outdoor options.
1.6	To have each senior team support one junior team at a training and game during the season			a. Management Committee to promote junior and senior training on same day to encourage mentoring

OBJ 2: Promote Waratah Netball Club throughout the community**Core Value: Community**

	Goal	2023 Action	Actioned Date	Ongoing Action
2.1	To hold an external event to promote the Club	<ul style="list-style-type: none"> a. Executive Committee to engage with Bowlo and Cricket Club to develop combined event b. Management Committee to plan Cancer Council event or similar 		<ul style="list-style-type: none"> c. Management Committee to continue Sausage Sizzle event d. Management Committee to continue the bus trip to Suncorp Netball
2.2	Create strong visual presence	<ul style="list-style-type: none"> a. Develop promotional signage for Bowlo, schools, businesses b. Position signage at key pre-rego times 		
2.3	Create a strong social media presence	<ul style="list-style-type: none"> a. Communications Officer to develop comms plan 		<ul style="list-style-type: none"> b. Review and maintain social media presence
2.4	To maintain strong network with other Clubs	<ul style="list-style-type: none"> a. Management Committee to plan and organise the Club Gala Day 		<ul style="list-style-type: none"> b. Keep communication and reciprocal promotion with other Bowlo supported Clubs for cross-promotion.

OBJ 3: Foster sportsmanship in ourselves and others
Core Values: Sportsmanship / Integrity

	Goal	2023 Action	Actioned Date	Ongoing Action
3.1	<p>To have all members understand and adhere to our value of sportsmanship; definition as follows:</p> <p>Sportsmanship is an aspiration that a sport will be enjoyed for its own sake, with consideration for fairness, ethics, and respect, and a sense of fellowship with one's competitors. Noting that Sportsmanship is one of our Club values, all members of our Club must:</p> <ul style="list-style-type: none"> • Play hard, but play fair; "Intensity with integrity", • Respect your officials, your opposition, your team-mates • Appreciate good play, be it your team's, or your opposition, • Support all players who are struggling, including those on the opposition. 	<p>a. Coaching Convenor to include definition of good sportsmanship in Coaches pre-season briefing</p>		<p>b. Comms Officer to regularly post definition of good sportsmanship on Club Social Media</p> <p>c. Comms Officer to upload a rule a week to Social Media</p> <p>d. Management Committee to promote good sportsmanship programs such as "Shoosh" (a collaboration between Office of Sport and sporting organisations promoting good behaviour to Clubs, members and associations)</p>

OBJ 4: Make the Club an attractive and positive environment for members
Core Values: Community / Sportsmanship

	Goal	2023 Action	Actioned Date	Ongoing Action
4.1	To enjoy our training, games, and Club activities	a. Coaching Convenor to include guidelines on how to incorporate fun activities in the training framework into pre-season briefing b. Coaches to plan combined training events as a squad c. Social Coordinator to ensure Barefoot Bowls and other pre-season events be marketed as welcome event for new players d. Coaching Convenor to include guidelines on how to create a balance between winning and enjoyment (also see Goal 7.1)		e. Management Committee to continue Sausage Sizzle event
4.2	Ensure registrations costs for members are kept as low as practicable	a. Fundraising Coordinator to ensure fundraising plan is presented to Executive b. Executive Committee to seek Club sponsorship		c. Executive Committee to seek other forms of sponsorship (see OBJ 8.5)
4.3	To ensure compliance with Netball NSW member protection policies	a. Management Committee to ensure members are aware of policy b. Management Committee to ensure Coaches and Managers outline Codes of Conduct to teams		c. Management Committee to ensure compliance with Member Protection policies

OBJ 5: Grow to include teams in all age groups.
Core Value: Community

	Goal	2023 Action	Actioned Date	Ongoing Action
5.1	To grow from grassroots by increasing junior and sub-junior player base by two teams in 2024	a. Management Committee to approach local schools to enquire about approval and requirements for running netball clinics b. Comms Officer to provide articles for Schools and community newsletters c. Management Committee to ensure structures to support emerging Club coaches		d. Management Committee to seek out new players and make a personal connection e. Management Committee to instigate a 3x3 program – each parent of current juniors tasked to talk to or pass flyers to three friends/neighbours f. Advertise Registration dates etc via multiple avenues

OBJ 6: Develop our players, umpires, coaches and managers
Core Values: Community / Integrity

	Goal	2023 Action	Actioned Date	Ongoing Action
6.1	To have each senior team 'buddy up' to support one junior team at a training and game during the season	<ul style="list-style-type: none"> a. Senior players to assist with pre-season Junior basic skills sessions b. Management Committee to set junior and senior training on same day to encourage mentoring 		<ul style="list-style-type: none"> c. Coaching Convenor to establish a 4 week preseason skills session d. Management Committee to host annual NettyHeads clinic
6.2	To have all coaches, managers, and umpires developed under the Netball Australia Pathways	<ul style="list-style-type: none"> a. Coaches to attend pre-season training b. Coaching Convenor to set up Coach to Coach mentoring c. Coaching Convenor to create structures to support emerging Club coaches & managers 		<ul style="list-style-type: none"> d. Coaches, managers, and umpires to confirm qualifications and currency. e. Coaching Convenor to promote and support attendance at Netball Conference, Insiders etc
6.3	To have at least five newly qualified umpires in the Club by the end of 2023	<ul style="list-style-type: none"> a. Umpiring Convenor to work with NNA and Club members to mentor umpires 		<ul style="list-style-type: none"> b. Umpiring Convenor to develop umpires through NNA pathways
6.4	To compete in the top grade	<ul style="list-style-type: none"> a. Coaches to develop players to be competitive in Senior Div 1 by 2023 b. Management Committee to seek requirements from NNA re Greater Open c. Coaches to offer training sessions separate to their team training 		
6.5	To ensure that all players to have reasonable game time	<ul style="list-style-type: none"> a. Management Committee to develop guidelines to ensure that players have reasonable and equitable court time b. Coaching Convenor to include guidelines into pre-season briefing 		<ul style="list-style-type: none"> c. Coaching Convenor to include guidelines into regular updates during season

OBJ 7: Experience success**Core Values: Community / Sportsmanship**

	Goal	2023 Action	Actioned Date	Ongoing Action
7.1	<p>To experience success. The Club sees success through three lenses</p> <ul style="list-style-type: none"> • Success as an individual: To be competitive and to play to the best of the individuals ability while building and maintaining netball friendships. • Success as a team: To work cohesively as a team both on and off the court and to be competitive in the team's grade, while ensuring an enjoyable shared experience. • Success as a Club: To attract more players, help all teams strive towards their goals, and build a community which people want to join. 	<p>a. Coaching Convenor to include how to identify success outside of the score or winning a Grand Final, at the pre-season briefing</p> <p>b. Coaching Convenor to include how to encourage celebrating the development of skills and teamwork on court, at the pre-season briefing</p>		<p>c. Coaches lead teams to construct shared goals for the season</p> <p>d. Comms Officer to regularly post definition of good success on Club Social Media</p> <p>e. Executive Committee to review 'Success as a Club' at end of season wash-up</p>

OBJ 8: Establish & Maintain Effective Governance**Core Value: Integrity**

	Goal	2023 Action	Actioned Date	Ongoing Action
8.1	Continue to develop and assess annual Club Goals	a. Executive Committee to present 2023 Goals at the 2022 AGM		b. Management Committee to review performance against the goals throughout the season
8.2	To ensure procedures are consistent with higher level policies	a. Executive Committee to review Dept of Fair Trading and NSW Sports & Recreation sites b. Executive Committee to review Netball NSW sites		c. Registrar and Secretary to ensure all Duty Statements and key policies and procedures are reviewed during the season
8.3	To ensure Club corporate knowledge is retained	a. Secretary to ensure OneDirve data is backed up		b. Secretary to develop Handover/Takeover paperwork and procedure manuals
8.4	To ensure succession planning	a. Executive Committee to identify skillsets required for roles within the Club		b. Management Committee to encourage participation in Club management
8.5	To support our members by seeking and sustaining sponsorship	a.		a. Exec Committee to seek and engage sponsors (see OBJ 4.2)
8.6	To ensure income is expended in the best interests of the membership	a. Treasurer to present 2023 year budget at the 2022 AGM b. Treasurer and Uniform Coord to develop options to provide shirts and/or hoodies at Registration		c. Treasurer to ensure sound budgeting presented to the membership
8.7	Develop more people in Committee positions	a. Recruit Assistant Coaching Convenor b. Recruit Asst Comms officer (photographer)		c. Recruit Assistants to all Committee positions.