

Port Macquarie Croquet Club

STRATEGIC PLAN

VISION	Building a vibrant successful croquet community in Port Macquarie
MISSION	<p>To demonstrate best practice governance and delivery of services in supporting members.</p> <p>To administer and develop the sport of croquet.</p> <p>To promote and improve the image of the sport for all ages and abilities.</p>
OUTCOMES	<p>Provide appropriate leadership and unified direction for the sport in the Mid North Coast.</p> <ol style="list-style-type: none"> 1. Adopting a modern, sound, practical and effective governance structure and constitution. 2. Reviewing and modernising the organisation’s policies and procedures. <p>Increase participation across all forms of croquet and build capacity and capability by:</p> <ol style="list-style-type: none"> 1. Encouraging players to improve. 2. Developing a program to target working age people and program to target juniors and increase membership in these categories.

STRATEGIC PRIORITIES		
1	GOVERNANCE and MANAGEMENT	To provide leadership and direction for PMCC.
2	MARKETING and PROMOTION	To improve the image and enhance the profile of croquet in our community.
3	FUNDING and SPONSORSHIP	To access a greater range of sporting grants and attract sponsorship for sport development and events.
4	RECRUITMENT and PARTICIPATION	To improve retention levels and increase the number of people participating in the sport.
5	SPORT DEVELOPMENT	To build capacity and performance within the sport through clear pathways for players, coaches and officials.

1	GOVERNANCE and MANAGEMENT
Strategic Priority	To provide leadership and direction using ASC ‘best practice’ governance.
Objective 1.1	Review policies and procedures to ensure legal compliance and effective and responsible SSO management.
Method of delivery	<ol style="list-style-type: none"> 1. Review existing governance policies and procedures. 2. Review existing financial policies and procedures.
Success Measure	1. Club Policies and procedures continually reviewed..

	2. Club has an agenda plan.
Objective 1.2	Review the ability of club capacity to manage organisation effectively.
Method of delivery	<ol style="list-style-type: none"> 1. Ensure that Officers and committees have clearly defined roles and delegated responsibilities and authorities with position descriptions and terms of reference. 2. Develop a method of feedback from officers, committees and members.
Success Measure	Position descriptions and terms of reference developed for all positions.
Objective 1.3	Implement a volunteer management program
Method of delivery	<ol style="list-style-type: none"> 1. Ensure all volunteer positions are covered by policies and procedures. 2. Develop strategies for support and recognition of volunteers. 3. Encourage ownership of the sport through volunteer activities.
Success Measure	1. Volunteer management program.

2	MARKETING and PROMOTION
Strategic Priority	To improve the image and enhance the profile of croquet in Port Macquarie and on the Mid North Coast
Objective 2.1	Upgrade communication methods.
Method of delivery	<ol style="list-style-type: none"> 1. Continue with communication between PMCC, The Westport Club and the Port Macquarie Hastings Council. 2. Continue with current website. 3. Expose the sport to radio, television, print and social media – this is already done. 4. Continue with the format and method of delivering the Newsletter.

3	FUNDING and SPONSORSHIP
Strategic Priority	To access a greater range of sporting grants and attract sponsorship for sport development and events.
Objective 3.1	To be awarded funds under the Sports Development Grant.
Method of delivery	1. Investigate and identify future grants.
Success Measure	1. Getting a grant.
Objective 3.2	Get sponsorship for club teams and gain sponsorship for club events.
Method of delivery	1. Ensure a continuation of existing grants.
Success Measure	1. Current sponsor is maintained and sees value in the relationship.

4	RECRUITMENT and PARTICIPATION
Strategic Priority	To improve retention levels and increase number and diversity of people participating in croquet.
Objective 4.1	Broaden demographic through programs targeting working-age people, retirees, under 21 participants.
Method of delivery	<ol style="list-style-type: none"> 1. Provide guidelines and promotional material 2. Offer corporate and team building facilities. 3. Promote more widely at schools, mainly Year 10. 4. Promote croquet to the Aboriginal community of Birpai Nation.
Success Measure	Increase in the proportion of working-age and U21 participants.
Objective 4.2	Increase entries in regional and state events.
Method of delivery	<ol style="list-style-type: none"> 1. Align the tournament program to the pathways for player development. 2. Pick teams for MNCCC by appropriate methods.
Success Measure	Regional events with acceptable number of entries.
Objective 4.3	Increase participation by under-represented groups.
Method of delivery	<ol style="list-style-type: none"> 1. Develop strategies to recruit and retain people with disabilities.

5	SPORT DEVELOPMENT
Strategic Priority	To build capacity and performance within the sport through clear pathways for players, coaches and officials.
Objective 5.1	Increase the quantity and quality of players, coaches and officials at all levels.
Method of delivery	<ol style="list-style-type: none"> 1. CNSW has a program for player development. 2. Implement a graduated tournament program. 3. Send members to ACA Coaching Program for Level 1 and 2 coaches.
Success Measure	Reaccreditation of referees is ongoing.
Objective 5.2	Facility Development.
Method of delivery	<ol style="list-style-type: none"> 1. Continue to strive for full-sized court to replace half court.