



STRATEGIC PLAN 2019-2022

VISION

Sustain a vibrant and successful croquet club

MISSION

- **To practice good governance, exhibit a progressive image, and provide excellent facilities**
- **To develop croquet by promoting the sport through increased participation and improved standards**
- **To increase membership by attracting players of all ages and abilities**

OBJECTIVES

GOVERNANCE:	Provide strong leadership to promote effective management practices; inspire participation of members in Club affairs; and ensure compliance with Club Rules and By-Laws
IMAGE:	Improve the image of the Club, and enhance the profile of croquet to attract new players to the sport
PARTICIPATION:	Increase the number and diversity of people participating in both social and competitive croquet Develop programs to target juniors and people in paid employment, and increase membership in both categories
DEVELOPMENT:	Build capacity and performance of croquet players at all levels, by providing coaching and opportunities for development
FUNDING:	Obtain grants, and increase the number of sponsors

OBJECTIVES	STRATEGIC INITIATIVES TO ACHIEVE OBJECTIVES	SUCCESS MEASURES
<p>Governance: <i>Provide strong leadership</i></p>	<p>Aid in effective decision-making and information-sharing</p> <p>Inspire and encourage members to volunteer their services as office bearers and as assistants in other realms</p> <p>Regularly review and update the Club's Strategic Plan, Marketing Plan, By-laws and Risk Register</p> <p>Ensure compliance with Club Rules and By-Laws</p>	<p>Implementation of the Club's strategic initiatives by due date</p> <p>The functioning of a vibrant and effective Management Committee</p> <p>A strong membership; good use of the Club's lawns and facilities; and improved financial position</p>
<p>Image: <i>Enhance the profile of croquet</i></p>	<p>Add vibrancy, colour and animation to improve our image</p> <p>Market the sport through a range of media to attract local community members, groups, and younger people</p>	<p>Positive outside feedback received on the Club's efforts to promote itself and the sport</p>
<p>Participation: <i>Increase the number and diversity of people participating</i></p>	<p>Welcome opportunities from Croquetwest and other clubs to use Nedlands' lawns and facilities for ad-hoc events such as competitions and social play-days</p> <p>Implement strategies from the Club's Marketing Plan to attract functions, and host an annual Family Day</p> <p>Encourage groups of like-minded people from outside the Club to play croquet</p>	<p>Increased number of ad-hoc events, and bookings for private and corporate functions</p> <p>External groups meeting regularly to play socially or competitively</p> <p>Local schools, and university staff and students engaging in beginner courses</p>
<p>Development: <i>Build capacity and performance of croquet players</i></p>	<p>Club coaches to provide regular, structured, coaching programs on tactics, skills and interpretation of rules</p>	<p>Overall improvement in level of play by regular, social members</p> <p>More players entering competitions at Club and inter-club level</p>
<p>Funding: <i>Obtain grants, and increase number of sponsors</i></p>	<p>Management Committee to seek grant opportunities and apply for grants as appropriate</p> <p>Increase contact with Realmark Urban sponsor, and approach specialist organizations to help promote and support specific projects and events</p>	<p>At least one grant obtained per annum</p> <p>Improved relationship with Realmark Urban and one new, short-term sponsor secured annually to provide funding and support for an event</p>