



STRATEGIC PLAN 2025-2028

<p>VISION</p>	<p>Sustain a vibrant and successful croquet club</p>	
<p>MISSION</p>	<ul style="list-style-type: none"> • 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 	
<p>OBJECTIVES</p>	<p>GOVERNANCE:</p>	<p>Provide strong leadership to promote effective management practices; inspire participation of members in Club affairs; and ensure compliance with Club Rules and By-Laws</p>
	<p>IMAGE:</p>	<p>Improve the image of the Club, and enhance the profile of croquet to attract new players to the sport</p>
	<p>PARTICIPATION:</p>	<p>Increase the number and diversity of people participating in both social and competitive croquet</p> <p>Develop programs to target juniors and people in paid employment, and increase membership in both categories</p>
	<p>DEVELOPMENT:</p>	<p>Build capacity and performance of croquet players at all levels, by providing coaching and opportunities for development</p>
	<p>FUNDING:</p>	<p>Obtain grants, and increase the number of sponsors</p>

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>Approach specialist organizations to help promote and support specific projects and events</p>	<p>At least one grant obtained per annum</p> <p>One new, short-term sponsor secured annually to provide funding and support for an event</p>