

LACROSSE
VICTORIA



Strategic Plan 2013-2017

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STRATEGIC PLAN

Purpose	Lacrosse is a unique sport committed to growing strong and inclusive communities. Lacrosse Victoria will invest and promote innovative and sustainable pathways that inspire participation for all Victorians. Its leaders are proud and passionate professionals committed to making Lacrosse a sport of the future.
Goals	<p>Goal 1: Promote and enhance the profile of Lacrosse</p> <p>Goal 2: Provide innovative and accessible pathways for participation for all Victorians, in the sport of Lacrosse</p> <p>Goal 3: Structure the financial and social investment, to secure the sustainable future of Victorian Lacrosse</p> <p>Goal 4: Deliver and promote ‘good governance’ to our community through transparent leadership and processes</p>

Goal 1: Promote and enhance the profile of lacrosse

Strategy	Tasks
<p>1.1 Develop and implement a Communications Plan</p>	<p>1.1.1 Update and use the Lacrosse Victoria website as a key communication tool</p> <p>1.1.2 Develop a Style Guide for the Lacrosse Victoria Communications Plan</p> <p>1.1.3 Lacrosse Victoria Communications Plan</p> <p>1.1.4 Produce and Update Lacrosse Victoria Calendar</p> <p>1.1.5 Communication channels; Lacrosse Victoria (Board, sub-committees and office) – internal/external stakeholders (both ways)</p> <p>1.1.6 Roles, responsibilities, rules and other documents</p> <p>1.1.7 Data Collection processes</p>
<p>1.2 Develop and implement a Marketing Plan</p>	<p>1.2.1 Lacrosse Victoria Marketing Plan (product, place, price, promotion, physical evidence, process & people)</p> <p>1.2.2 Develop a Parents handbook</p> <p>1.2.3 Fast Break Weekly and Channel 31</p> <p>1.2.4 Develop multi-tiered levels of Lacrosse Victoria membership</p>
<p>1.3 Commit and support special events opportunities which will enhance the profile of Lacrosse in Victoria</p>	<p>1.3.1 In partnership with ALA and Government departments, develop a bid to host the 2018 Men’s Lacrosse World Cup</p> <p>1.3.2 Consider and oversee the development of tendering documentation to a benchmarked standard</p> <p>1.3.3 Special events including; DUC, Southern Cross, Grand Final, First round, National Tournaments, Indoor Championships</p>

Goal 2: Provide innovative and accessible pathways for participation for all Victorians, in the sport of Lacrosse

Strategy	Tasks
<p>2.1 Develop Lacrosse as a sport of choice in schools across Victoria</p>	<p>2.1.1 Development of Lacrosse Victoria Girls in Schools Lacrosse Action and Evaluation Plan</p> <p>2.1.2 Development of Metropolitan Schools Lacrosse Participation Plan</p> <p>2.1.3 Development of Regional Schools Lacrosse Participation Plan</p> <p>2.1.4 Support clubs to form clusters to work with local schools to conduct clinics and include Lacrosse in their yearly sports calendar</p>
<p>2.2 Develop structured Indoor Lacrosse Competitions at venues across Victoria</p>	<p>2.2.1 Consider and assess the viability of a modified indoor lacrosse competition, including all versions (Box and Ashburton)</p> <p>2.2.2 Review 2012 Indoor competition with a view to improve facilities and competition to increase participation of all (particularly juniors and women)</p> <p>2.2.3 Showcase the Indoor Championships on Channel 31</p> <p>2.2.4 Preparation of Victorian Indoor Competition Business Proposal (including Box and Ashburton)</p>
<p>2.3 Introduce social and Masters Lacrosse competitions across Victoria</p>	<p>2.3.1 Develop a Healthy and Active Ageing in Lacrosse Action Plan</p> <p>2.3.2 Assess the viability of a structured social and/or Masters competition</p>
<p>2.4 Enhance the structured development of non-playing participation opportunities associated with Lacrosse in Victoria</p>	<p>2.4.1 Review accreditation, training, resources and mentoring opportunities for officials and work with ALA and ALRA as necessary</p> <p>2.4.2 Oversee, recruit, develop, train and mentor coaches, as well as developing a teacher/coach resource pack through ACHPER</p> <p>2.4.3 Retain the involvement of past-players, officials, coaches and administrators</p> <p>2.4.4 Provide leadership and development opportunities for club volunteers (administrators, managers, committee members)</p>

<p>2.5 Support the development of a national partnership approach to Junior Lacrosse Recruitment with ALA and other Australian Lacrosse State Sporting Associations</p>	<p>2.5.1 Advocate and secure Lacrosse Victoria representation on the ALA Junior Recruitment Steering Committee</p> <p>2.5.2 Work with ALA, other States and consultant</p>
<p>2.6 Support growth and recruitment in existing clubs and competitions where viable</p>	<p>2.6.1 Lacrosse Victoria will support existing clubs to maximise player numbers, where possible</p> <p>2.6.2 Lacrosse Victoria junior sub-committee will develop a junior recruitment plan</p>

Goal 3: Structure the financial and social investment, to secure the sustainable future of Victorian Lacrosse

Strategy	Tasks
<p>3.1 Secure the financial future of Lacrosse in Victoria</p>	<p>3.1.1 Secure Government grants where it aligns with the strategic direction of Lacrosse Victoria</p> <p>3.1.2 Secure Advertising and Sponsorship where it aligns with the strategic direction of Lacrosse Victoria</p> <p>3.1.3 Provide services and support to the Victorian Lacrosse Community that are cost effective (hardship program, put money back into sport and transparency)</p>
<p>3.2 Acquire, retain and develop the most appropriate personnel in volunteer and paid positions in Victorian Lacrosse</p>	<p>3.2.1 Board personnel recruitment, development, retainment and succession planning</p> <p>3.2.2 Sub-committee personnel recruitment, development, retainment and succession planning</p> <p>3.2.3 Office personnel recruitment, development, retainment and succession planning</p> <p>3.2.4 Leadership opportunities (emphasis on women at Board, sub-committee and club levels)</p> <p>3.2.5 Develop a talent database</p>
<p>3.3 Ensure the Lacrosse Victoria Office can meet the requirements of the Lacrosse Victoria Strategic Plan</p>	<p>3.3.1 Lacrosse Victoria Board to review all Lacrosse Victoria Office management and control systems</p> <p>3.3.2 Lacrosse Victoria Board to assess the feasibility of the Lacrosse Victoria Office site and facilities</p>

Goal 4: Deliver and promote 'good governance' to our community through transparent leadership and processes

Strategy	Tasks
<p>4.1 Ensure that Policies and Procedures are developed, implemented and systematically reviewed, for Lacrosse Victoria</p>	<p>4.1.1 Review and develop Lacrosse Victoria Policies and Procedures as they relate to the key areas:</p> <ul style="list-style-type: none"> • Induction and Orientation • Financial Governance • Organisational Structure and Performance including Lacrosse Victoria Board Sub-Committee delegation framework • Constitutional and By-Law Governance and review • Human Resources and Employment including Volunteers • Safety including OH&S • Access and Equity • Quality Assurance
<p>4.2 Acquire, retain and develop the most appropriate personnel in volunteer and paid positions in Victorian Lacrosse</p>	<p>4.2.1 Good Governance training for the Lacrosse Victoria Board</p> <p>4.2.2 Training and induction for Lacrosse Victoria Board and Sub-Committees with Terms of Reference or framework</p> <p>4.2.3 Review and finalise all Position Descriptions for the office staff of Lacrosse Victoria</p> <p>4.2.4 Delegation matrix for decision making responsibility</p>
<p>4.3 Ensure the Lacrosse Victoria Office can meet the requirements of the Lacrosse Victoria Strategic Plan</p>	<p>4.3.1 Ensure Lacrosse Victoria complies with its regulatory obligations</p> <p>4.3.2 Introduce a system of regular evaluation and review</p>

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