



# Strategic Plan 2023-2027

## Vision

To be a rapidly growing sport in Victoria.

## Purpose/ mission

To enable any Victorian to enjoy the game of lacrosse in its many forms.

## Introduction

Welcome to Lacrosse Victoria's strategic plan for 2023-2027.

Lacrosse is one of the fastest-growing sports globally, and it is played in over 60 countries world-wide. In Victoria there are 15 clubs participating in state competitions in the winter season, and during the off-season players can take part in other formats of the game including Box and Sixes Lacrosse. Lacrosse caters for all ages and abilities, from those starting out to those competing in national and international competitions.

We enter the next phase of our strategic plan having emerged from nearly two years of COVID-19 lockdowns, welcoming all players, coaches, officials and volunteers back to the Lacrosse community.

In developing this plan, we surveyed our members and they've told us that we need to support and provide:

- More opportunities for off-season lacrosse (Autumn/ Summer)
- Improved club facilities- fields, club rooms, lighting
- Increased junior participation
- Marketing & promotion of the sport
- Support for coaches and officials

Over the next five years we want to substantially increase marketing and promotion, be more inclusive and offer programs that appeal to a broad cross-section of the community in a variety of formats. We want to ensure that everyone has the opportunity to participate in Lacrosse in such a way that matches their preferences.

We will work collaboratively with all of our participants, clubs, partners and stakeholders to make Lacrosse the best it can be for everyone involved.

## Values

Our values guide and direct all our decisions and behaviours.

**Respect**

**Integrity**

**Responsiveness**

**Leadership**

Collaboration

Accountability

Health &amp; Wellbeing

## PILLARS, GOALS & ACTIONS 2023-2027 (Two-page Summary)

Lacrosse Victoria will establish an Advisory Group for each pillar seeking membership from the lacrosse community.

Pillar & Goal	Actions
<b>Growth &amp; Participation</b> <i>Everyone has the opportunity to participate in lacrosse in a format that meets their preference.</i>	<ul style="list-style-type: none"> <li>➤ Manage and grow the traditional winter format of field lacrosse in Seniors (Women &amp; Men) and Juniors (Girls &amp; Boys).</li> <li>➤ Grow and develop new emerging formats of lacrosse available to new participants including Sixes, Indoor, Box, social, University and tournament style events.</li> <li>➤ Develop new participants in growth corridors and regional Victoria.</li> <li>➤ Develop an Inclusion Action Plan supporting the inclusion of LGBTQIA+, culturally diverse and all-abilities participants.               <ul style="list-style-type: none"> <li>❖ Building on our Proud2Play and Pride Cup experiences to become more inclusive.</li> <li>❖ Actively engage with Victorian Councils to build lacrosse with the CALD community.</li> <li>❖ Continue to build relationships with Disability Sport and Recreation Victoria to provide lacrosse experiences to all Victorians.</li> </ul> </li> <li>➤ Deliver Lacrosse Together programs at Victorian universities.</li> <li>➤ Establish Quick Stix in a growth corridor (Pt Cook, Surf Coast).</li> <li>➤ Facilitate coach education sessions for the growth corridor.</li> <li>➤ Expand participation in Junior lacrosse by promoting Quick Stix (primary school) and Triball (secondary school)</li> <li>➤ Support programs run by School Sport Victoria.</li> <li>➤ Develop our participation pathway to assist juniors to transition into senior competitions.</li> </ul>

<p><b>High Performance</b></p> <p><i>To consistently win national tournaments and be the leading state association. Providing Victorian participants the greatest chance for success nationally and internationally.</i></p>	<ul style="list-style-type: none"> <li>➤ Establish a lacrosse high-performance program working in partnership with a range of potential stakeholders including the Victorian Institute of Sport (VIS).</li> <li>➤ Develop a high-performance base for education, training and matches.</li> <li>➤ Create pathways for internationals to play in Victoria, supporting local teams and the lacrosse community.</li> </ul>
<p><b>Facilities</b></p> <p><i>Improve the quality and quantity of lacrosse facilities in Victoria.</i></p>	<ul style="list-style-type: none"> <li>➤ Assist clubs to improve the quality of playing fields and new/upgraded lighting by developing resources for clubs to apply for funding and local council support.</li> <li>➤ Develop strong relationships with relevant councils in growth corridor and targeted regional areas to establish lacrosse facilities.</li> <li>➤ Create a Victoria 2026 Commonwealth Games legacy strategy focusing on new and potential facilities in regional Victoria.</li> <li>➤ Investigate facilities to house the LV High Performance Program and/or Academy.</li> <li>➤ Locate any arenas that may be able to host finals, and national &amp; international matches including partnerships with other sports/schools/universities.</li> </ul>
<p><b>Marketing &amp; Communication</b></p> <p><i>Promote and build the profile of lacrosse using a range of communication channels.</i></p>	<ul style="list-style-type: none"> <li>➤ Develop a Lacrosse Victoria marketing and promotion strategy that: <ul style="list-style-type: none"> <li>❖ Increases the visibility and awareness of lacrosse.</li> <li>❖ Highlights elite performance.</li> <li>❖ Promotes a wide range of participants and formats.</li> <li>❖ Focuses on prominent lacrosse people and tells their stories as lacrosse ambassadors.</li> <li>❖ Communicates the opportunities of international pathways including the North America College system.</li> <li>❖ Uses the Australian Lacrosse Network to promote the work of Lacrosse Victoria</li> </ul> </li> <li>➤ Utilise and integrate social media with the website more effectively.</li> <li>➤ The refreshed brand identity builds brand recognition and equity within and outside the lacrosse community.</li> </ul>

<p><b>People/Clubs &amp; Volunteers</b>  <i>The Victorian lacrosse community are provided with education and resources to improve lacrosse for all.</i></p>	<ul style="list-style-type: none"> <li>➤ Work with Lacrosse Australia to improve training, recognition and support for coaches and officials.</li> <li>➤ Support clubs and volunteers with access to resources and training materials to assist in running clubs (online resources, templates &amp; policies)</li> <li>➤ Develop a data base of “external” people resources including politicians, past players, business supporters, visiting overseas players for potential current and future support of LV activities.</li> </ul>
<p><b>Governance &amp; Administration</b>  <i>Lacrosse Victoria meet all governance and compliance requirements.</i></p>	<ul style="list-style-type: none"> <li>➤ Review board policies and procedures to adhere to best-practice governance (Sport Australia Governance Principles).</li> <li>➤ Ensure committee composition reflects the diversity of Lacrosse community. (40% Women on Board)</li> <li>➤ Adopt the National Integrity Framework incl. child safety, member protection, wagering and drugs in sport policies.</li> <li>➤ Victorian Fair Play Code supported and implemented</li> <li>➤ Continued financial control and measures in place, including a retained earnings policy to direct the use and investment of Lacrosse Vic’s asset reserves for the benefit of members.</li> </ul>