



Strategic Plan 2015 - 2018

Overview

The basic objects of the Volleyball Tasmania (VTI) shall be to promote, develop and co-ordinate the sport of volleyball of all types, and at all levels, in any region of Tasmania that the Committee deems to be beneficial and practicable.

VTI will undertake competitive bench-marking to reach attainable goals in line with current AVF policy and procedures, and implement an operational plan that underpins and sustains future growth.

Strategic priorities and initiatives listed in this document are directly linked with those of Volleyball Australia and reflect the alignment of our vision, mission and values that drive us forward to achieve success.

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1. Vision

For volleyball to be a unified and growth sport in Tasmania.

2. Critical Success Factors

- Sound governance
- Alignment to the national strategic plan
- Growth in player participation
- Establishment and development of the Tasmanian Volleyball Academy
- Successful hosting of state wide events
- Representation at national events

3. Our mission and values

Mission: to lead, partner and support the growth of participation, performance and profile of volleyball in Tasmania

Values: inclusivity, respect, pride, commitment, integrity

4. Strengths

Inclusive of all cultures, abilities and genders

5. Strategic Thrust

For all associations and clubs to cooperate constructively towards achieving the objectives of this plan

6. Priorities and Initiatives

6.1 STRONG FOUNDATIONS

- Sound governance
- Collaborative leadership
- Financial sustainability

6.2 CONTEMPORARY PROFILE

- Sound governance
- Collaborative leadership
- Financial sustainability
- Brand recognition
- Marketing plan

6.3 INCLUSIVE PARTICIPATION

- Membership
- Participation programs
- Club development
- Coaching and officiating

6.4 QUALITY EVENTS

- State wide and local
- National opportunities

6.5 PATHWAYS

- Athlete, coach and official pathways
- Competition pathways
- Training environments
- Support services

6.6 STRATEGIC ALIGNMENTS

- Strategic partnerships
- Government relations

7. Measures of success

- Retention rates (junior/senior players, coaches, officials, volunteers)
- New participation data (player/official/volunteer)
- Operate at a profit

8. Outcomes / Milestones

- Best practice governance principles implemented and supported by associations and clubs
- Formalised leadership structure operates effectively, with a state wide focus
- Demonstrated ability to successfully market VTI events and products using contemporary media tools
- Associations and clubs recruit and retain members
- High quality events being consistently delivered across Tasmania
- Pathways are identified for the development of athletes, coaches and officials
- Strategic partnerships support the growth of volleyball in Tasmania

Priorities and Initiatives – Detail

Strategic Priority	Objectives
6.1 Strong foundations	<ul style="list-style-type: none"> • Unite the sports’ stakeholders to work together to grow volleyball in Tasmania • Develop Governance structures in line with Volleyball Australia and the ASC’s Sports Governance Principles to meet the contemporary imperatives of running the sport today and into the future • Maintain the financial sustainability of the sport to further encourage government and corporate respect, confidence and investment
6.2 Contemporary Profile	<ul style="list-style-type: none"> • Promote a definitive visual brand for volleyball to deliver a contextually relevant, contemporary, recognisable sport • Increase visibility and profile of the sport of volleyball to attract strategic partnerships • Produce investment demand for the brand of volleyball in Tasmania to enhance revenue generation opportunities and ensure a sustainable base
6.3 Inclusive Participation	<ul style="list-style-type: none"> • Support member associations and clubs to deliver participation program/s that grow membership and are inclusive, safe and fun • Develop a contemporary club model that recruits and retains participants by addressing their needs • Recruit, train and retain quality coaches and officials to support membership growth
6.4 Quality Events	<ul style="list-style-type: none"> • Deliver quality state wide events in partnership with member associations and clubs, to profile, support and enhance the athlete, coach and official development pathways • Host national events in Tasmania or facilitate national event participation to provide the opportunities for players to play high level matches and raise the profile of volleyball
6.5 Pathways	<ul style="list-style-type: none"> • Establish pathways for athletes, coaches and officials which increases the talent pool and optimises the development of the sport • Build quality training environments for athletes and coaches to optimise development performance outcomes • Provide the right support services for athlete and coach development to enhance the sports capacity to achieve success
6.6 Strategic Alignments	<ul style="list-style-type: none"> • Foster strong relationships with Tasmanian Governments (State and Local) and their stakeholders to support the growth of Volleyball in Tasmania • Forge partnerships with corporate organisations, the Tasmanian Olympic Committee (TOC), universities, private providers and other sports to assist VTI to grow the sport in alignment with the core objectives