



Strategic Plan

Key Result Areas

AREA			Responsibility
1. COMPETITION	1.1 Cove Tigers will have a presence in every age group in all competitions that we enter.	1.1.1 We will promote each competition to families and encourage players to participate throughout all ages in all competitions.	Sarah H
	1.2 Cove Tigers will participate in carnivals to provide opportunity for our players and coaches.	1.2.1 Ensure the club has a large presence at two carnivals per year.	
2. DEVELOPMENT	2.1 Our players will improve their skills season on season.	2.1.1 We will develop and implement player development programs that are tailored to all age groups and skill levels.	Adam
	2.2.2 Coaches will be educated to a to minimum Foundation level.	2.2.1 We will develop and implement coach development programs that enable coaches to effectively teach and develop players' skills.	
	2.3 Cove Tigers develops and maintains umpires. Supporting them to achieve accreditation.	2.3.1 We will conduct umpire workshops that focus on specific aspects of umpiring and provide opportunity for mentorship.	
	2.4 Our Cubs program will introduce netball skills and rules to 4-7 year olds in our community.	2.4.1 Increase the number of participants in the 4-7 year old age group by 10% each year.	
	2.5 Performance management.	2.5.1 We will monitor and evaluate the performance of coaches, players, umpires, board members and the club as a whole. Implementing strategies to improve performance where required.	



3. FACILITIES	3.1 Facilities Plan (in conjunction with Marion Council)	3.1.1 We will ensure that we provide a safe, welcoming and accessible facility for the community.	Matthew
	3.2 Maintenance plan	3.2.1 We will develop a comprehensive maintenance plan for all facilities including courts, changerooms and club rooms.	
	3.3 Equipment plan	3.3.1 Ensure coaches and players are provided with reliable and current equipment to ensure optimal performance, safety and enjoyment during training and matches.	
	3.4 Uniform & merchandise offering	3.4.1 We will continually evaluate and review the clubs merchandise offerings to determine their relevance to members and supporters.	
4. COMMUNITY	4.1 Membership retention & recruitment plan.	4.1.1 We will ensure that current members (volunteers & players) have an experience that suits their need by being placed where their skill set and love of netball can be developed. 4.1.2 We will have a recruitment plan to cover all age groups.	Pauline
	4.2 Grants	4.2.1 We will continue to apply for grants by being proactive, having a planned timetable for regular grants, and reacting quickly to ad hoc grants. All grants will be acquitted on time.	
	4.3 Sponsorship	4.3.1 We will develop a sponsorship scheme that presents opportunities for businesses of all sizes to be involved with Cove Netball Club.	
	4.4 Social Events (open days, club carnivals, etc)	4.4.1 We will develop a schedule of activity that focuses on all club activities ensuring ample time is provided for the community and our members to be part of our events	



5. GOVERNANCE	5.1 Leadership	5.1.1 We will ensure that all our leaders are qualified to lead their area of responsibility.	Melody
	5.2 All Compliance aspects met	5.2.1 We will ensure that all legal and compliance tasks are completed within deadlines.	
	5.3 Succession plan, sustainability	5.3.1 We will develop a succession plan for all Board roles and ensure that there is continuity on the committee by 'staggering' the terms of members and creating accurate role descriptions for each position.	
	5.4 Board Members will be clear on their roles and responsibilities, particularly those under the Act.	5.4.1 All Board members will be required to undertake the AUS Sport Director course to ensure they are aware of their responsibilities.	
	5.5 Finance	5.5.1 We will ensure the financial health of the Club by creating and managing budgets and implementing financial controls.	
	5.6 Constitution	5.6.1 We will review and update the club's constitution to ensure it remains relevant and reflects the club's values, mission, and objectives.	



6. COMMUNICATION	6.1 External Plan for social media, website, newsletter	6.1.1 We will ensure that information is disseminated across all communication channels consistently and in line with our brand guidelines.	Nada
	6.2 Internal Plan for coach, member & teams	6.2.1 We will work with coaches to educate them of their responsibilities to communicate to their team and assist them with developing their communication channels.	
	6.3 Branding	6.3.1 We will ensure that the club uses the same branding across all media/communication platforms to promote brand recognition.	



Strategic Objectives

Area	Objective	Deadline
COMPETITION	We will have one team in each age group of each competition that we enter.	Winter season 2025
DEVELOPMENT	All of our coaches will be educated to a minimum of Foundation Level accreditation	End Summer season 2023/24 and then ongoing
	We will recruit 10 new Cubs as playing members	Each season
FACILITIES	Ensure that we maintain a first-class netball facility for training and competition Collaborate with relevant stakeholders to secure funding for court resurfacing project. Streamline the merchandise range, focusing on the most sought after products.	Mid 2024 2024 December 2023
COMMUNITY	We will achieve a year on year 70% player retention rate We will develop and publish sponsorship packages to involve local businesses in our club via team or club sponsorship 70% of teams will have a sponsor	2025 Winter 2023 Ongoing
GOVERNANCE	Board members to have completed AUS Sport Director course Our constitution will be reviewed annually	December 2023 Ongoing
COMMUNICATION	We will produce a communications plan, which includes a club newsletter being published each month.	Prior to start of Winter 2024 season