



Strategic Plan 2014 - 2017

State Volleyball NSW Values ...

Commitment: responsibility for our actions, loyalty to our team, and dedication to continual improvement

Inclusivity: welcoming and encouraging participation in volleyball by everyone

Integrity: honesty in our actions & words, fairness in our treatment of others, consistency in our leadership

Passion: enthusiasm, excitement and motivation to achieve great things alongside our peers

Pride: identification with the State, belief in the team, celebration of accomplishment





What's our **vision** for the future?

New South Wales will be the significant contributor to the growth of volleyball nationally.



What are the **critical factors** in making this happen?

Satisfied Participants:

SVNSW and its Affiliates deliver a range of suitable opportunities to play volleyball at all levels

Involved People:

Passionate participants, volunteers and spectators involved at many levels

Successful Partnerships:

Positive outcomes achieved for sponsors & stakeholders, and for volleyball in NSW

What are some of the **outcomes** along the way?

NSW grows share of Australian membership; NSW grows share of participants that reach national roles; NSW strategy and governance aligns with national expectations; NSW recognised as a highly involved & high performing state; Sponsors & partners seek involvement with volleyball in NSW; Growth in number, size and health of clubs; Increased opportunities to play in more locations for volleyball across NSW; SVNSW competitively bids for high profile events in our State.

What is SVNSW's role in this? What's our **mission**?

To lead, partner & support our community as they grow their participation and improve overall performance State-wide

What will be our **priorities** in doing this?

1. Organisation & Affiliate health, 2. Inclusive Programs, 3. Quality Events, 4. Development of Elite Participants, 5. Attractive Profile, 6. Value for Stakeholders

What **values** will we demonstrate in doing this?

Commitment, Inclusivity, Integrity, Passion, Pride

What **metrics** will tell us if we are all **performing well**?

Participation:

- Players registered and loyal
- Referees active and achieving
- Coaches qualified and energised
- Volunteers engaged and loyal
- Demand created to attend events & programs

Performance:

- Elite athlete management aligns with national requirements
- Pathways defined & communicated
- Relevant comparisons to peer Associations
- Diverse Events & Programs portfolio

Profile:

- Media reach of SVNSW & Affiliate activities
- Growth of spectators & supporters
- Integrated communication channels

Partners:

- Affiliate satisfaction with SVNSW activities
- Number of affiliated clubs who are healthy
- Sponsorship revenue
- Key stakeholder feedback and loyalty
- Formal review processes activated

What are the **issues & opportunities** that will challenge us along the way?

Must focus activity & prioritise, while serving our stakeholders & their needs

Longstanding profile, programs & participation challenges will require innovative solutions

STATE VOLLEYBALL NSW PERFORMANCE TARGETS 2014 - 2017

Through strategic budgeting and scheduling of the Program Initiatives, SVNSW will achieve the following outcomes

PARTICIPATION

REGISTERED PARTICIPANTS

- Minimum 10% year on year increase across all member categories and supporter base
- No declines in any member categories

VOLUNTEER RECOGNITION PROGRAM

An engaged and motivated community contributes to State Volleyball NSW receiving industry recognition for volunteer recruitment and retention.

PERFORMANCE

PROGRAMMING

SVNSW junior elite athlete programs developed to a standard comparable to peer Associations

DIVERSE PORTFOLIO

State Teams and Events Portfolios structured to deliver inclusive participation and pathway outcomes

FINANCIAL

Grants and third party income focused on underpinning programs

PROFILE

MEDIA

SVNSW activities reach an audience of 15,000 people per annum

Three successful media campaigns delivered per year, relating to key portfolios or personalities.

SVNSW Affiliate profiles enhanced through SVNSW activities

PARTNERS

AFFILIATES

- Affiliate sustainability achieved through education and support
- Stakeholder contributions via expert Board sub-committees

SPONSORS

Commercial partners are secured and committed to multi-year relationships

GOVERNMENT

Long-term opportunities for volleyball growth and major event hosting negotiated



STATE VOLLEYBALL NSW PROGRAMS & INITIATIVES 2014 - 2017

Annual operation plans created to deliver these programs with reasonable budget & resource support to achieve short & long term targets

PARTICIPATION

INCREASING PARTICIPATION ANNUALLY - AFFILIATES & REGISTERED MEMBERS

- ❖ Delivery of an online affiliation and member registration processing systems
- ❖ Introduce a rolling 12 month membership
- ❖ Launch an "Associate" recruitment drive for current NCAS and NOAS accredited participants
- ❖ Introduce incentives for membership and supporter subscriptions

NEW COMPETITION & PROGRAM VENUES

- ❖ Capture new data on state-wide volleyball participation
- ❖ Expand competition and program locations throughout New South Wales
- ❖ Differentiate participation & performance focus of various events
- ❖ Investigate partnership opportunities with YMCA and PCYC organisations

ACCREDITED COACHES AND REFEREES, EXPERIENCED COURSE PRESENTERS

- ❖ Undertake and promote Volleyball Australia Coaches Commission Presenter training programs
- ❖ Create a talent identification program for NOAS National Referee and NCAS Level 2 candidates
- ❖ Implement formal referee and coach mentoring to advance talented officials
- ❖ Launch junior club and community coaching program
- ❖ Lodge annual submissions for industry awards

VOLUNTEER PROGRAM

- ❖ Deliver an SVNSW Volunteer Recognition Program
- ❖ Formalise SVNSW Inc. Life Member & Service Awards
- ❖ Lodge annual submissions for industry awards

PERFORMANCE

UNDERPINNING PROGRAMS

- ❖ *Spikezone* launched for seasonal junior competitions (via Clubs and SVNSW)
- ❖ Primary School volleyball gala days hosted by SVNSW
- ❖ NSW Junior Volleyball Academy re-positioned for beach and indoor programming to 8–13 year olds
- ❖ NSW Volleyball Academy offers invitation-only development program for 13-17 year olds

ADVISORY PANELS GUIDING STATE VOLLEYBALL NSW OUTCOMES

- ❖ Coaching Subcommittee, Competitions Subcommittee and Awards Subcommittee formed
- ❖ Strategic recommendations adopted by the SVNSW Board with appropriate budget and resourcing to achieve short and long term targets

TALENT ATHLETE ENGAGEMENT

- ❖ State programs complement FTEM and align to national championships
- ❖ New school relationships facilitate greater engagement with elite pathways
- ❖ Collection of pre-elite athlete data utilising national program benchmarks
- ❖ Communication materials promoting SVNSW values and elite athlete pathways distributed to all NSW school volleyball programs
- ❖ Renewal of future coaching network through up-skilling and mentoring program for senior players
- ❖ Elite athlete scholarships introduced to support "future stars"
- ❖ ABJVC AND AJVC programs incorporate SSSM modules
- ❖ SVNSW conducts recruitment and classification activities for Athletes With a Disability, supporting Volleyball Australia competition opportunities

STATE VOLLEYBALL NSW PROGRAMS & INITIATIVES 2014 - 2017

Annual operation plans created to deliver these programs with reasonable budget & resource support to achieve short & long term targets

PROFILE

MEDIA ENGAGEMENT

- ❖ Promoting annual membership drive via all Affiliates' local media
- ❖ Collation of mainstream media via social media pages
- ❖ Formalise regional event hosting through Council and Media announcements
- ❖ Negotiating selection and championships editorial for all participant regions
- ❖ Scheduling elite "feature" matches alongside participation events, to appeal to spectators and draw media

GROW ENGAGEMENT VIA SOCIAL MEDIA CHANNELS

- ❖ Minimise traffic loss on host transfer and website re-launch
- ❖ Continue to promote "friendly URL's" for quick recall
- ❖ Grow eNewsletter subscribers via "refer a friend" campaign
- ❖ SVNSW member directory and testimonials refreshed quarterly
- ❖ Create monthly SVNSW feature films via SVNSW YouTube Channel

FUNDRAISING CAMPAIGNS

- ❖ Establishment of parent-based fundraising subcommittee to support junior state team programs
- ❖ Definition of SVNSW commercial properties and production of SVNSW proposals
- ❖ Leveraging industry memberships and hosting SVNSW guests at industry functions

PROMOTION

- ❖ SVNSW will actively promote activities through signage, visits and merchandise

PARTNERS

AFFILIATES

- ❖ Complete Constitutional Review and cascade new rules through Affiliate community
- ❖ Affiliate Profiles grow within their local communities
- ❖ Sign MOU with Affiliates for Community Participation Officers in three regional centres
- ❖ Incorporation of NSW Volleyball Referees Association activities through SVNSW structures
- ❖ Implement Club Health Check Affiliate education and upgrade entity structures

GOVERNMENT & AGENCY

- ❖ Research and recommendations for long term volleyball growth and venue capacities
- ❖ Competitively bid for major event opportunities in conjunction with Volleyball Australia

VOLLEYBALL AUSTRALIA

- ❖ Promotion of suitably qualified candidates to national Board and Committee roles

COMMUNITY AGENCIES

- ❖ Showcase volleyball at *Womensport & Recreation NSW Schoolgirls' Breakfast and Gala Days*
- ❖ Host community activity with Affiliate representatives and NSW Office of Communities for culturally and linguistically diverse communities
- ❖ Feature SVNSW at SOP Business Association networking events