



South West Queensland Touch Association STRATEGIC PLAN

South West Queensland Touch Association will aim to:

1. Maximise player participation at junior and senior levels.
2. Develop the professional knowledge of players, coaches, referees and volunteers by running workshops and courses.
3. Develop the skills of players, coaches, referees and volunteers by running and participating in high level competitions and events.
4. Create strategic alliances with partners and external organisations to benefit the sport.



STRATEGIC GOALS:

1. Maximise player participation at junior and senior levels

<i>Increase membership and continued annual growth of membership</i>	<ul style="list-style-type: none">• Active marketing and public relations campaign to recruit new members, promote benefits of membership with a particular focus on rural areas• Review of membership issues and current priorities for rural areas
<i>Increased engagement with membership</i>	<ul style="list-style-type: none">• Investigate means to improve and expand services to Members• Development of Membership Working Group



2. Develop the professional knowledge of players, coaches, referees and volunteers by running workshops and courses.

Increase number of professionally trained Coaches, Referees and Selectors

- Work with Clubs to promote the availability of training programs for those interested in volunteering
- Target volunteers aged 17 to 22 years as a way of continuing / building their involvement in the game
- Target the 22 years and above group to mentor the younger coaches



3. Develop the skills of players, coaches, referees and volunteers by running and participating in high level competitions and events.

Increase number of events and number of participants in events

- Ensure coaches and officials are supported to deliver events
- Continue to develop junior competitions and events
- Promote events through local media
- Ongoing monitoring of standards to ensure continuous quality improvement of events



4. Create strategic alliances with partners and external organisations to benefit the sport.

<i>Develop networks with other related organisations for the benefit of South West Queensland Touch Association</i>	<ul style="list-style-type: none">• Create a strong relationship with Government agencies both local and state• Liaise with Peak State body and with Affiliates
<i>Develop relationships with organisations for mutually beneficial outcomes</i>	<ul style="list-style-type: none">• Create a sponsorship package that enables us to provide more products and services to members• Work with media to improve the profile of South West Queensland Touch Association
<i>Increase number of events and number of participants in events</i>	<ul style="list-style-type: none">• Ensure coaches and officials are supported to deliver events• Continue to develop junior competitions and events• Promote events through local media• Ongoing monitoring of standards to ensure continuous quality improvement of events

