

Volleyball ACT - State Volleyball Strategy 2014 - 2018

Our Goal

Increase the Visibility of Volleyball in the Community (Very Visible Volleyball)

Our Purpose

To provide a safe and enjoyable Volleyball experience for all

Strategic Imperative

Achieve significant gains in Participation & Club Development

Strategic Pillars

1. Participation & Infrastructure Growth

2. Financial Capacity

3. Club Development & Support

4. Volleyball Profile & Visibility

5. Governance

Performance Targets

1000 new participants by 2018 in Beach & Indoor

Increase revenue by \$100,000 by 2018

100% of Clubs to complete Health Check & Dev Plans

Develop a Marketing Strategy that is cost effective

Appropriate Governance initiatives implemented by 2016

Strategic Initiatives & Projects

Primary School Coordinator Target 4 New Schools a Year Spike Zone Concept	Look for a Beach Facility Sponsor	Development of Training Opportunities for Clubs	Create links from grassroots to elite. Utilize human resources in the Heat	Skills based Board. Target weak areas of expertise.
Secondary School Program 4 New Schools a Year	Utilise Beach Volleyball Facility with diverse partnerships	Improvement of Club inter & intra communications	Use Merchandise as a Marketing tool in Schools and Gala days	Develop strong policies for Competitions and Financial Management
Introduce Come and Try Gala Days & Tournaments. Target School years 3-8	Develop a series of Beach Events to generate extra revenue	Form a Referee Committee for greater assistance in Development and Game Management	Social Media Branding & Marketing initiatives	Implement Communication Strategy
Beach Facility – Build and maintain to a World Class facility	Maintain Good Neighbour participation and springboard from the 50 th Anniversary event	Assist in Club issues; Financial, Social & Operational	Co- Branding with Volleyball Australia. Create stronger leverage	Build strong relationships and communication flows with ACT Government
Work with LHC & VA to assist in Volleyball infrastructure		Club Development to align with VA Pathways	Elite Teams to Develop Branding and Marketing	Manage relationships with VA & State Associations