**Strategic Plan  
Template**

**Our Vision**

*State your club vision here. Vision is a compelling description of an ideal future state.*

*Example: Every person in our club enjoying quality participation opportunities, and every coach, official and athlete striving toward excellence according to their desires and abilities in the sport of kayak racing*

**Our Mission**

*State your club mission here. A Mission is a concise description of an organization’s key/fundamental purpose.*

*Example: To enable all members to actively participate in the sport of kayak racing in a safe, effective, child friendly environment.*

**Our Principles**

We are committed to: (*below are just examples*)

* **Safety –** we provide a safe environment for our community
* **engagement –** we actively encourage participation
* **growth –** we develop our people
* **communication –** objectives and needs are clearly and openly communicated
* **professionalism –** we model professional and appropriate behavior

**Our Strategic Goals**

Next 5 years

Next 12 months

Annual Tasks

Management

|  |  |
| --- | --- |
| **Task** | **Timeframe** |
| Financial Management |  |
| Health and Safety of members |  |
| Governance and Direction |  |
| Stakeholder relationships |  |
| Member wellbeing |  |
| Direction |  |
| Communication |  |
| Coaching |  |
| Building maintenance |  |
| Funding Plan |  |
|  |  |

Sport

|  |  |
| --- | --- |
| **Task** | **Timeframe** |
| Develop coaching programme for the season |  |
| Start winter training programme |  |
| Start summer training programme |  |
| Develop coaches |  |
| Develop competition programme for the club |  |
| Check equipment and create wish list for grants |  |
| Equipment check/Repairs |  |
| Plan events logistics – Travel, accommodation, volunteers, food etc |  |
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Social/Recognition

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| --- | --- |
| **Task** | **Timeframe** |
| Set social event calendar |  |
| Local Sport Awards Nominations |  |
| Club Prizegiving |  |
| Nominations for national canoe awards |  |
|  |  |

SWOT *(examples)*

Strengths (Internal – Our stuff)

* Good amount of parent help
* Good quality coaches
* People willing to help
* Inclusive club atmosphere /culture

Weaknesses/Challenges (Internal – Our stuff)

* Some gear getting old and tired – breakages
* Some people doing a lot of work
* People are time poor – kids working
* Reliance on Key people
* Time – People are busy more and more to take on.
* Funding is a challenge
* Equipment – lack of, quality, gear trailer
* Reliance on a few to get it all together

Opportunities (External – Outside influences)

* Family club
* Attract more coaches/support

Threats (External – Outside influences)

* Weather
* Other sports
* Many competitions require travel
* Competition for $$
* People leave the area for work / study

Plan to address SWOT

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| --- | --- | --- |
| **Area of weakness or opportunity** | **Action** | **Timeframe** |
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