
southwest **sports**
assembly

Strategic Directions 2007 to 2010

Strategic Plan 2007 to 2010

Our vision for the South West

A community working together to enhance well-being through active participation in quality sport and recreation.

Purpose

The South West Sports Assembly will be an active and effective contributor to the development of inclusive sustainable sport and recreation across the South West of Victoria.

The things that our organisation values:

- Leadership
- Integrity
- Innovation
- Equity and access
- Achievement

Service Statement

Our service delivery will take on a community development model, which focuses on capacity building within community sport and recreation environments in the South West (Corangamite, Glenelg, Moyne, Southern Grampians, Warrnambool).

The South West Sports Assembly will consider delivery that crosses outside of the sport and recreation sector so long as the outcomes demonstrate a transitional focus which will ultimately link to community based sport and recreation development.

Key Result Areas:

1. Organisational Development - Internal

The South West Sports Assembly will continue to enhance its organisational capacity, structures and practices to ensure it is well placed to achieve its purpose.

2. Sector Planning

The South West Sports Assembly will effectively contribute to sport and recreation sector planning

3. Sector Capacity Building

The South West Sports Assembly will focus its service delivery on facilitating capacity building activities within the sport and recreation sector.

4. Sector Project Support

The South West Sports Assembly will support the development of strategic intra/inter-sector projects that meet the objectives of its service provision.

5. Advocacy

The South West Sports Assembly will work with key agencies to promote inclusive development and provide a local and regional voice for the sport and recreation sector.

Achieving our Key Result Areas

Organisation Development - Internal

The South West Sports Assembly will continue to enhance its organisational capacity, structures and practices to ensure it is well placed to achieve its purpose.

Our Approaches

- Continuous quality improvement
- Investment in our people
- Corporate profiling and leverage
- Responsible infrastructure investment
- Responsive and innovative

Outcomes

- Knowledgeable and skilled personnel
- Effective governance structure and practices
- Increased sector involvement and opportunities
- Greater funding security
- Infrastructure development to ensure quality service provision
- Improved project management

Strategies

- Develop professional development program that ensures that the skill pool within the organisation is appropriate to achieve the purpose of the organisation
- Programming of corporate planning, monitoring and evaluation activities into annual Committee of Management (COM) meeting calendar
- Diversification of revenue streams
- Enhance profile in the community and inter/intra sector positioning
- Annual infrastructure investment plan
- Investigation into information technology based program delivery
- Electronic based project management

Measures

Targets

Professional development opportunities undertaken	Staff (2 each) & C.O.M (2 each) - per annum
Personnel appraisals undertaken	Annually - 2007
Key governance activities/duties scheduled as part of annual meeting calendar	Annually - July
Implementation of a fee for service program	Development of schedule - June 2007 Program operational - December 2007
Development of a marketing/promotion strategy	Development of strategy - June 2007
Implementation of marketing/promotion strategy	Strategy to be operational - July 2007
Development of a community engagement strategy	Development of strategy - September 2007
Implementation of community engagement strategy	Strategy to be operational - October 2007
Infrastructure improvement schedule developed	Annually - January
Infrastructure improvement schedule implemented	Annually - by December

Feasibility into internet based program delivery	Completed - June 2008
Development of electronic based project management tool	Completed - June 2007
Implementation of electronic based project management tool	Commenced - July 2007

Sector Planning

The South West Sports Assembly will effectively contribute to sport and recreation sector planning.

Our Approaches

- Active participation in relevant networks
- Partnership development

Outcomes:

- Joined up inter and intra sector planning
- Collaborative approach to project development

Strategies

- Contribute to relevant networks that will promote a joined up approach to planning, development evaluation and reporting
- Encourage diversity of stakeholder participation in project planning, development, implementation, evaluation and reporting

Measures

Targets

Number of planning opportunities accessed

Min 1 opportunity per defined sub region (4 local planning networks) - per annum

Min 1 regional focussed opportunity (inter-sub region focus) - per annum

Number of new strategic planning partnerships developed

Min 1 key sector project partnership developed - per annum

Min 1 key external sector project partnership developed - per annum

Sector Capacity Building

The South West Sports Assembly will focus its service delivery on facilitating capacity building activities within the sport and recreation sector.

Our Approaches

- Accessible information provision
- Facilitation of opportunities and development
- Proritising resource allocation to address identified need and maximise regional reach

Outcomes

- Improved capacity of the sector to deliver quality inclusive sport and recreation opportunities for the community.

Strategies

- Facilitation of upskilling opportunities for sport and recreation providers
- Promotion of available resources to the sport and recreation sector
- Cross-sector sharing of knowledge
- Support for community to procure resources to enable the development of inclusive participation opportunities
- Utilisation key projects as drivers of community capacity building

Measures

Targets

Development of schedule of capacity building activities	Annually - July
Number of capacity building activities facilitated	12 activities - per annum (minimum of 3 per defined sub-region)
Number of regular key communications to client base promoting club development opportunities and resources	12 - per annum
Number of regional cross-sector information sharing networks accessed	2 key health networks - per annum 2 key disability networks - per annum 1 key sport/recreation - per annum

Sector Project Support

The South West Sports Assembly support the development of strategic intra/inter-sector projects that meet the objectives of its service provision.

Our Approaches

- Responsive and evidence based program design
- Community consultation and engagement
- Consideration of inequalities and diversity
- Innovation
- Strategic model development
- Problem definition - solution generation - evaluation - implementation process
- Sector and intra-sector collaboration
- Community empowerment

Outcomes

- Successful delivery of program objectives
- Establishment of effective program models
- Strengthening of partnerships via project development
- Increased community capacity to deliver quality sport and recreation opportunities

Strategies

- Identify and contribute to strategic projects
- Utilise strategic projects as a means of strengthening relationships with partners
- Conduct flagship community building events

Measures

Number of key strategic projects supported that increase participation opportunities or enhance the capacity of the sector to achieve such

Number of key events that promote community building

Targets

Min 1 facility development - per annum

Min 2 sub regional projects - per annum

Min 1 regional project - per annum

Min of 2 regional projects - per annum

Sector Advocacy

The South West Sports Assembly will work with key agencies to promote inclusive development and provide a local and regional voice for the sport and recreation sector.

Our Approaches

- Collective (sector-wide/region-wide/statewide) and systemic
- Relationship development with key agencies

Outcomes

- Improved resourcing, access, equality and opportunity for individuals and communities in relation to sport and recreation in the South West

Strategies

- Champion inclusion and access during sport and recreation planning opportunities
- Project support to promote inclusive practices
- Development of discussion papers or responses to key emerging issues

Measures

Targets

Number of planning opportunities accessed

Min 1 per defined sub region (4) - per annum

Number of projects/programs that have addressed access and equity as a result of intervention

Average of 1 per defined sub region (4) - per annum

Number of contributions to key issue papers

Min 1 local/region/stated-wide contribution - per annum

Projects resourced/undertaken that that were supported by South West Sports Assembly advocating for a specific need

Min 1 facility-based application - per annum

Min 1 program based application - per annum

Policy development - during reviews or on a needs basis

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