



Croquet Unleashed!

A strategic plan for enhanced collaboration and growth within the New South Wales Croquet community between 2019 and 2022.



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WHAT IS CROQUET UNLEASHED 2019-2022?

Our vision is for the NSW Croquet community to work as one to *“inspire more people in NSW to play more croquet, in more places, more often”*.

We believe Croquet can improve health and social outcomes for all Australians through their involvement in our great sport. Croquet NSW (CNSW) and our member clubs will now use this Strategic Plan to work together to achieve our vision.

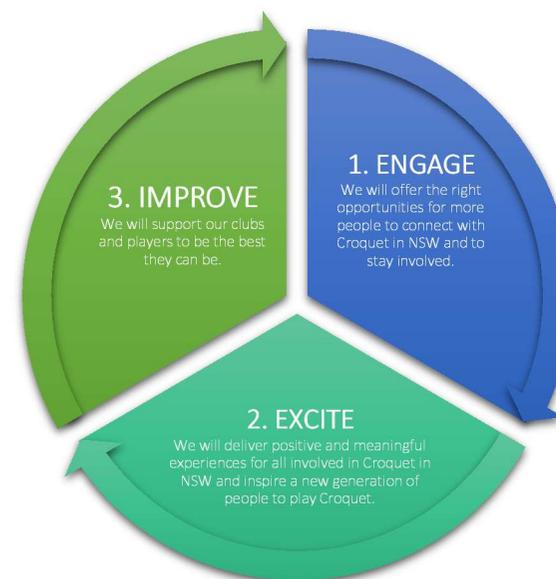
Together, the CNSW community will introduce more people, in more NSW communities, to the power of Croquet and show a new generation how to get involved in meaningful ways. Our community is broad and diverse and includes the players, coaches, referees and club committee volunteers; the CNSW Board, committees and officers; our commercial and media partners; Croquet Australia; and all friends of Croquet. We are a big family and together, guided by *CROQUET UNLEASHED 2019-2022* and our combined passion, we will achieve great things.

Each element of the *CROQUET UNLEASHED 2019-2022* plan is important and each is connected. Combined, they will fuel our collective success. As we deliver the plan, we will see Croquet in NSW unleashed!

The **ENGAGE: EXCITE: IMPROVE** cycle is designed to challenge CNSW, our clubs and our partners. We need to listen to each other and engage to provide the experiences that our communities want; and all take responsibility for delivering our shared vision.

We recognise the unique roles and responsibilities each section of the CNSW community has; and the importance of each of these roles – ***we are all in this together!*** We also recognise that while we share a common vision for the sport of Croquet in NSW, each club may also have their own strategic focus areas and priorities, which may be relevant only to them. Nevertheless, we are all committed to working together to achieve a “whole of sport” strategic planning approach and our “whole of sport” vision.

“CROQUET UNLEASHED 2019-2022” provides the blueprint for how CNSW will work in open collaboration with our member clubs and partners to drive the increased capacity, relevance and sustainability of our sport across NSW.



Developed by the CNSW Community for the CNSW Community

Creating the best Strategic Plan to ensure our sport gets to where it should be in NSW by 2022 (and beyond) has taken careful thought, as well as time and contributions from a wide range of stakeholders involved in our sport. A summary of the work completed in the lead up to developing *CROQUET UNLEASHED 2019-2022* is presented below.



TIME FOR CHANGE

The changing and dynamic nature of the Australian sporting landscape, as well as current social, political and financial factors, means the sustained success of Croquet in NSW (and nationally) is far from assured. Realising this, CNSW, member clubs and our players have identified some fundamental changes that need to be made in the way we work together, to ensure broad collaboration and inclusion to achieve our collective potential.

CROQUET UNLEASHED 2019-2022 has been developed within the context of recommendations made in Sport Australia's Intergenerational Review of Australian Sport 2017 and the Sport 2030 Plan, released in 2018. There are many forces at work affecting people's opportunities for sport participation and the enjoyment of active, social recreation – all of which we are aware of and we have used this understanding to help craft *CROQUET UNLEASHED 2019-2022*.

Sport 2030 outlines Sport Australia's bold vision of "ensuring Australia is the world's most active and healthy nation, known for our integrity and sporting success". We want to play a part in this vision coming to life and *CROQUET UNLEASHED 2019-2022* will help us do this!

CNSW member clubs and our players will now work openly and collaboratively, together with the broader NSW and national Croquet community, to ensure we maximise our relevance, profile and collective resources; and to optimise our collective responsiveness in these rapidly changing times.

All elements of the Croquet NSW community believe in our common vision, purpose and values, together with the strategic priorities and projects identified in this plan. This is why our sport will achieve its potential in NSW over the coming 4 years (and beyond).

CROQUET NSW - "OUR WAY!"

Our Vision

For the NSW Croquet community to work as one to *"inspire more people in NSW to play more croquet, in more places, more often"*.

Our Values

Collaborative

- All elements of the NSW Croquet community will work together and make decisions, based on what is best for the future of Croquet.

Creative and Brave

- We are always open to new ideas and different ways of thinking; we are prepared to be challenged and to make big decisions in order to achieve our vision.

Inclusiveness, Diversity and Generosity

- We welcome, engage, embrace and represent all elements of the NSW Croquet community.

- We openly share our skills and knowledge with all CNSW members and partners.

Integrity

- We are fair, ethical and transparent in all that we do.

Tenacity

We display collective determination and drive to do what is needed for Croquet in NSW to be better tomorrow than it is today.

Enjoyment

We are all involved in Croquet because we love it! We will always remember this.

Our Priorities

Profile

- We will enhance the Croquet brand in NSW and innovatively activate it to connect more people with our sport.

- We work collaboratively with our member clubs and partners to build a growing and sustainable sports business.

Participation

- We will make Croquet in NSW more accessible, relevant and rewarding for anyone who wants to be involved.

Performance

- We develop and deliver frameworks, programs and systems to assist players, coaches and referees to achieve their performance goals.

Our People

The future strength of CNSW and the sport of Croquet in NSW lies in our people – our players, coaches, referees and club committee volunteers; the CNSW Board, committees and staff; our commercial and media partners; Croquet Australia; and all friends of Croquet. We will proactively attract, support and retain people who love our sport and who can help us achieve our vision.

WHAT SUCCESS WILL LOOK LIKE – OUR PROOF POINTS

Participation

More People Playing Croquet in NSW

- Collection and analysis of reliable, high quality and accessible membership / participation data.
 - An increase in the total number of playing members / participants and improved retention.
- More people playing different forms of Croquet (i.e. Association Croquet, Golf Croquet, Ricochet Aussie Croquet and Gateball).
- Growth in school-based Croquet participation.
 - The delivery of a Sporting Schools Program approved Croquet product.
- More flexible competition formats being delivered.
- Access to better infrastructure (facilities) to grow the sport.
- The formation of more Croquet clubs in identified locations.

Attracting, Supporting and Rewarding the Croquet Volunteers in NSW

- More skilled, supported and rewarded Croquet coaches and referees operating at all levels of the sport in NSW.
 - The creation, promotion and delivery of more resources and programs designed to support the effective operations of Croquet Clubs across NSW.
 - The creation and promotion of a volunteer recognition scheme to be implemented by member clubs annually.

Profile

Building the Statewide Profile of Croquet

- Our member clubs understand and value the role CNSW plays in actively promoting our brand.
- Delivery of high quality, sustainable and valued state level events annually.
- Improved digital, social media and mainstream media exposure annually.
 - Enhanced relationships with media partners to connect more people in NSW with our sport.

Building a Sustainable Statewide Sport

- More clubs / regions having strategic plans in place which align with the CNSW Strategic Plan.
- Governance training / resources provided to all CNSW Board members.
 - Increased and diversified CNSW revenue.
- Contemporary good practice governance structures, policies and procedures are in place at all layers of the sport in NSW.

Performance

Croquet Pathways in NSW

- A "Player Pathway to Excellence Program (PPEP)" which is aligned with Sport Australia's FTEM model in place, enabling players to transition from beginner to elite level.
- A Coach Accelerator Program (CAP) in place, enabling the ongoing development of talented Coaches.
 - A Referee Accelerator Program (RAP) in place, enabling the ongoing development of talented Referees.
- A high quality participant and spectator experience at all regional, state and national Croquet events hosted in NSW.

OUR PROJECTS – WHAT WE WILL DO



Participation

- **Membership Model Review:** Designed to establish a membership model framework which builds capacity, increases revenues and enables greater breadth and reach of Croquet across NSW, and for CNSW to know who the sport's members / participants are.
- **Participation Growth Strategy:** Designed to increase the number of people participating in our sport at all levels, in all roles and in all environments across NSW - including the development of new participation programs / products, e.g. Sporting Schools Program offering; more flexible participation and competition formats; etc.
- **Club Enhancement Initiative:** Designed to assist Clubs to identify how they are operating in key areas; and then provide them with a suite of user-friendly and relevant on-line resources to enhance their capacity to grow the sport locally. This initiative will incorporate the use of Sport Australia club development tools and resources, including the on-line club health check tool - www.sportaus.gov.au/club_development



Profile

- **Commercial Strategy** (inclusive of branding, sponsorship and government relations): Designed to guide our collective activities, as they relate to maximising the commercial revenue and government funding supporting Croquet in NSW.
- **Digital and Communications Strategy:** Designed to ensure digital platforms, systems and tools help all elements of the NSW Croquet community to more effectively and efficiently manage our business and to maximise the effectiveness and reach of our communications with regions, clubs and individual members / participants.
- **Club / Region Planning Initiative:** Designed to assist clubs / regions to develop simple and effective strategic plans which align (where relevant) to *CROQUET UNLEASHED 2019-2022*.
- **Croquet in NSW Governance and Operating Framework Review**



Performance

- **Player Pathway to Excellence Program (PPEP) aligned with Sport Australia's FTEM model**
- **Partner with Croquet Australia to develop Croquet Coach and Referee Development Frameworks:** Incorporating the delivery of Croquet Australia coach accreditation programs and the CNSW Coach and Referee Accelerator Programs for high performance coaches and referees. **The Coach and Referee Development Frameworks and Level 2 Coach Accreditation program will be guided by the Sport Australia Coach and Official Development Framework and Training Program Toolkits -*
- www.sportaus.gov.au/coaches_and_officials/sport_specific_training#framework_toolkit
- www.sportaus.gov.au/coaches_and_officials/sport_specific_training#training_program_toolkit

OUR FUTURE

CROQUET UNLEASHED 2019-2022 is the platform from which Croquet in NSW will make exciting and challenging changes to ***what we do, when we do it, how we do it, where we do it and who we do it with.***

This plan signals the start of a new and extraordinary chapter in the life of CNSW and everyone who engages with us. Every CNSW stakeholder has a role to play in delivering our plan. We will be working closely with all elements of our community, to ensure that together, we achieve our immense potential between 2019 and 2022 (and beyond).

CNSW's operations between 2019 and 2022 will now be guided by this document, which will be used daily by CNSW staff, monitored at each CNSW Board meeting and formally reviewed annually. **Importantly, CNSW will develop annual budgets which incorporate financial allocations for each strategic project which is being implemented during the relevant 12 month period. This is to ensure projects are successfully completed in a timely manner and to the highest possible standard; and that the financial management of CNSW is sound at all times.**

Through renewed trust, cooperation, connection and commitment, we can and will achieve **OUR VISION:** for the NSW Croquet community to work as one to ***"inspire more people in NSW to play more croquet, in more places, more often"***.

