

Sports Central Strategic Plan

2020-2024





Who we are

Sports Central is the Regional Sports Assembly for the Central Highlands. We deliver a range of programs and services to our members and the wider community to support sport and active recreation in all its forms.

Our Mission & Purpose

To strengthen a Central Highlands sport and active recreation sector that promotes active and inclusive communities.



Our priority communities

Sporting Clubs and Leagues

Active Recreation Groups

Community Sector Partners



Guiding Principles and Values

Inclusion	Be genuine in our efforts to include and consider the needs of all of our community in what we do
Empowerment	Build the capacity of those we support as we strive for sustainable impact
Community	The needs of local people and the community are central to our purpose
Collaboration	Foster partnerships that strengthen our work and achieve the best results
Innovation	Be prepared to adapt and grow the way we work in order to achieve our outcomes
Integrity	Build trust in our organisation's work through strong culture and behaviors

Strategic Pillars

ORGANISATION

Business
function and
capacity focus

COMMUNITY IMPACT

Program and
service outcome
focus

Community Impact Pillar

**STRONG & INCLUSIVE
CLUBS, LEAGUES &
FACILITIES**

**ACTIVE & HEALTHY
COMMUNITIES**

DEVELOPMENT &
SUPPORT

PARTICIPATION

WELCOMING &
INCLUSIVE

HEALTHY & SAFE
COMMUNITIES

Community Impact Pillar

Strong and Inclusive Clubs, Leagues and Facilities

Development and Support

Objective

Local sport and active recreation organisations are stronger and more sustainable

Strategies

- Ensure local organisations, administrators, coaches and officials have access to high quality services that meet their needs.
- Develop services offered to the local sector based on emerging trends and evidence of what the community needs.
- Establish partnerships with experts to provide tailored and accessible services to the sector.

Community Impact Pillar

Strong and Inclusive Clubs, Leagues and Facilities

Welcoming and Inclusive

Objective

Local sport and active recreation organisations offer more environments and programs where everyone in the community is welcome and supported to participate.

Strategies

- Promote and celebrate inclusion and diversity in sport and recreation across the Central Highlands.
- Offer services to the local sector that increase knowledge and skills to promote inclusion.
- Deliver initiatives that promote inclusion of specific cohorts and members of the community, including people with a disability and women and girls.
- Deliver programs and services that build the capacity of individuals in our community to be more involved in sport and active recreation

Community Impact Pillar

Active & Healthy Communities

Participation

Objective

The local community is healthier and more active through participation in sport and active recreation

Strategies

- Support the development of inclusive and/or tailored programs for people experiencing lower participation, including people with a disability, women and girls and young people.
- Support the development of programs and competitions to address gaps in a sports participation pathway.
- Support the development and delivery of community based programs that address local needs and demands.

Community Impact Pillar

Active & Healthy Communities

Healthy and Safe Communities

Objective

Local sport and active recreation organisations promote healthier and safer programs and environments for their communities

Strategies

- Deliver programs and services that promote healthy and safe sporting environments
- Build the capacity of individuals to promote knowledge and skills of healthy and safe sport.
- Establish partnerships with experts to provide tailored and accessible services to the sector.

Organisation Pillar



OUR TEAM	BRAND AND COMMUNICATIONS
STRONG FOUNDATIONS	PARTNERSHIPS



Organisation Priorities



Our Team

Objective

Support our team to be their best, enjoy what they do and grow

Strategies

- Develop and grow the capacity of our people to be their best
- Ensure support systems and processes are maintained to support our capacity
- Develop 'our' culture to ensure we continue to enjoy and thrive in our work

Organisation Priorities



A Strong Foundation

Objective

Ensure we operate an organisation that strives for good governance and evidence based practice.

Strategies

- Develop systems and processes across our organisation that ensure we are effective and efficient.
- Grow the organisations capacity to deliver the services that our key stakeholders need.
- Embed good governance practice and culture across our organisation.
- Diversify our revenue streams to ensure sustainability of the organization.

Organisation Priorities



Brand and Communications

Objective

Build the Sports Central profile and reach to support our work and share success

Strategies

- Develop the brand of the organisation and the work we do
- Increase the reach and awareness of Sports Central
- Ensure consistent and high quality messaging of our programs and services
- Be a leading voice for our region's sport and active recreation community

Organisation Priorities



Partnerships

Objective

Achieve the best possible community impact through collaboration with our community, partners and investors.

Strategies

- Communicate our value proposition to partners and investors
- Strengthen and formalise our current partnerships and networks
- Identify opportunities for future growth in partnerships and investment.

