



## Goal Setting - How to Guide

Setting goals for your organisation can help set you up for success. Learn how to set specific, measurable, achievable, relevant and time-bound goals for your organisation.

### Why goal setting is important

Goals are an important part of running a successful organisation. They can give you a clear focus, motivate volunteers and committee and set targets for your organisation to work towards.

Goal setting can also provide you with a set of criteria to see if your organisation is succeeding. Having clear, well-defined goals can help you take control of your organisation's direction and increase the chances of achieving your larger organisational targets.

### Setting SMART goals

Setting specific, measurable, achievable, relevant and time bound goals can help you focus your efforts and increase the chance of successfully completing them. These aspects are important to consider when creating your goals.

<b>Specific</b>	When setting a goal, you should be specific about what you want to accomplish. Specific goals have a much greater chance of being achieved. Ask yourself: <ul style="list-style-type: none"><li>• What do I want to accomplish?</li><li>• Why is the goal important?</li><li>• Who is involved?</li><li>• Where is this goal located?</li></ul>
<b>Measurable</b>	It's important that you can measure your progress. By assessing your progress, you can keep on track and measure whether you have been successful. Measurement methods can be data based, such as money raised and number of members recruited, or they can be based on things like member feedback and surveys. Ask yourself: <ul style="list-style-type: none"><li>• How will I know that I have accomplished the goal?</li><li>• How many/much?</li><li>• What sources of information can I use to determine if I have met the goal?</li></ul>

<b>Achievable</b>	Your goal should stretch you to be challenged, but be defined enough to be attainable. Check that your goal is something you have the time, money and resources to do. Ask yourself: <ul style="list-style-type: none"> <li>• How is this goal achieved?</li> <li>• What resources are needed to achieve the goal, and do we have them?</li> <li>• If not, how can we attain them?</li> </ul>
<b>Relevant</b>	Ensure your goal is relevant to the direction you want your organisation to go in. For example, increasing members, recruiting more players, increasing community awareness. Ask yourself: <ul style="list-style-type: none"> <li>• Does this match our other efforts?</li> <li>• Is it the right time to be setting this goal?</li> <li>• Is it worthwhile for our business?</li> <li>• Am I the right person to achieve this goal?</li> </ul>
<b>Time-bound</b>	A target date gives your organisation a timeframe in which to work towards the goal. A goal without a timeframe can easily be forgotten or pushed to the side. It's also important to set timeframes for the small goals along the way. Ask yourself: <ul style="list-style-type: none"> <li>• When does the goal need to be completed by?</li> <li>• What can be accomplished within the timeframe?</li> <li>• What can I do in the immediate future (six weeks)?</li> <li>• What will need a longer timeframe (six months)?</li> </ul>

### Example of a SMART goal

<b>Overall goal</b>	We want to grow our club's junior program.
<b>Specific</b>	We will establish one more junior girls team in the upcoming season
<b>Measurable</b>	We will measure our progress by tracking how many new junior players we recruited while also retaining our existing players.
<b>Achievable</b>	The club has the money and volunteers to support the establishment of one new team. The club has also received a number of expressions of interest for a team to be established.
<b>Relevant</b>	The club has identified a gap in their junior program for female players and it is part of the club's strategic plan to increase female participation.
<b>Timely</b>	The upcoming season starts in 3 months' time so the team is to be established 3-4 weeks before round one of the new season.
<b>SMART Goal</b>	The club will establish a new junior girls team in the next three months prior to the commencement of the upcoming season. This will allow the club to increase membership with a focus on increasing female members and playing opportunities.

## Achieving your goals through action

Once you've got your list of organisational goals, you'll need to get to work achieving them. Here are some things to consider when planning your strategy to achieve your goals:

<b>Actions</b>	Describe the individual actions you will take to work towards your goal. For example, research what other clubs are doing to promote to new members and make a list of their pros and cons.
<b>Timeframe</b>	Set a deadline for completing your goal. Ask yourself how long you expect the task to take and set a realistic date to work towards.
<b>Resources</b>	Detail your budget, volunteer requirements and any supplies you'll need to accomplish the goal.
<b>Accountability</b>	Tell your committee, members or supporters about your goals. These people can help you to stay on track and make sure you are working towards your goal.
<b>Review</b>	Consider how you will measure the success of your goal. Set time aside to regularly review how you are tracking towards it. Consider what actions you can take if you are not on track.

Adapted from a resource developed by Business Victoria. The original resource can be found at <https://business.gov.au/planning/business-plans/set-goals-for-your-business>

For more information on how Sports Central can assist your Club or Association with planning, please don't hesitate to contact us.

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