



STRATEGIC PLAN TO 2021

Defining the future of Brighton Little Athletics





OUR VISION

To be one of Australia's leading junior sport clubs.

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OUR MISSION

Develop junior athletes to achieve success by offering a program that encompasses enjoyment, health, fitness and a sense of community in a safe environment.

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BLAC CORE VALUES

- Competitive
- Inclusive
- Innovative
- Educational
- Engaging

BLAC OBJECTIVES

- 1 Sustainable membership with a focus on retention
- 2 Develop & recognise athlete potential
- 3 Provide a pathway for athletes to pursue sport beyond little aths
- 4 Maintain financial sustainability
- 5 Deliver sound governance





1 MEMBERSHIP SERVICES

Utilise effective communication channels and resources to deliver a high quality membership offering which engages with families in the community to produce sustainable membership growth.

- Create a seamless experience from inquiry to registration to presentation to optimise athlete participation and parent engagement
- Invest in education and the online experience to help parents and athletes understand our sport better
- Develop the primary and sub-brands of the club to create a significant on and off field presence
- Continue to innovate the program developing new elements (e.g. buddies) along with ongoing investment in feeder programs to help older athletes see a clear pathway beyond little aths

2 COACHING SERVICES

Ensure BLAC offers effective coaching and training for each of the disciplines offered for competition through:

- Promoting courses for coaches to increase their qualification
- Engaging more athletes to participate in midweek training sessions.
- Seeking to have head coaches in the key disciplines: throws, high jump, pit jumps, sprints and distance, with "junior" coaches reporting into them
- Expanding the training sessions from 2 a week in 2017 to 3 in 2018/19
- Introducing specific technology assistance with training and technique
- Ensuring we offer advanced training for athletes who propose competing at regional and state level championships



3 INFRASTRUCTURE AND EQUIPMENT INVESTMENT

Plan for infrastructure investment including:

- Track infrastructurel
 - long jump run up and high jump storage
- Breen Street Pavilion improvements
- Engagement with Bayside City Council (BCC)
 - Ensure effective communication channels
 - Manage targeted infrastructure investment opportunities

Plan for equipment investment including:

- IT / Timing technology and competition equipment upgrades
- Other discipline specific equipment across track & field

4 FINANCIAL MANAGEMENT AND GOVERNANCE

Financial Management

- Ensure sound financial practices, particularly with respect to budget planning and monitoring and managing of cash flows.
- Target annual surplus's and build reserves
- Effectively manage & monitor the Club's assets (primarily cash at bank)
- Engage with other key pillar owners to effectively plan for future investment
- Demonstrate sound governance with respect to financial transaction recording including approval protocols

Governance

- Meet all the legal and moral responsibilities and requirements accompanying 'best practice' corporate governance
- Regularly review Club Policies and Practises to improve 'club health checks'
- Ensure the Club is governed responsibly with the best interests of the members and other stakeholders at the core of decision making



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