



South Australian Croquet Association

Strategic Plan 2025-2028

Contents

- Our Vision
- Our Purpose
- Our Values
- Objectives
- Our Stakeholders
- Key Result Areas

Our Vision

A thriving sport with a contemporary image.

Our purpose

Croquet SA is a sustainable organisation that is valued by the community.

Our Values

- *Trust*
- *Respect*
- *Inclusion*

Our Objectives

Croquet SA is the peak body for the administration of Croquet and Gateball in South Australia.

The Objectives for which Croquet SA is established and maintained are to:

- a) **operate as the peak body** for the administration of mallet sports in South Australia;
- b) **recognise, advance and promote** harmonious, recreational and competitive mallet sports;
- c) **adopt the respective laws and rules** of the sports governed by the Croquet Australia;
- d) **convene, manage and endorse** local, interstate and international tournaments, championships and games played in South Australia;
- e) **manage** State Teams, training and development squads;
- f) **liaise** with State Associations and Croquet Australia;
- g) **maintain affiliation** with Croquet Australia and participate as a member of Croquet Australia in the furtherance of its objectives;
- h) **pursue high standards** of safety, education and training in all aspects of the sport;
- i) **encourage and assist** in the formation of new clubs;
- j) **encourage and assist Clubs** in the promotion of croquet, the attraction of new members, the coaching of players, the conduct of competitions, the improvement of their facilities and in the furtherance of their financial and other welfare.

Our Stakeholders

- Sponsors
- Members
- Clubs, club members, both social and competitive
- Adelaide Council and other Councils where clubs are situated
- Committee and Sub-committee members
- Volunteers
- Employees
- Australian Croquets Association (Croquet Australia)
- World Croquet Federation
- Players
- Anyone interested in the sport
- Office for Recreation, Sport and Racing
- Board of Management
- Past Players

Key Result Areas

Management

Category		Strategic Priorities		Key Performance Indicators	Actions 2025 - 2028
1.1	Governance	1.1.1	High standard governance practices	Governance training and development of Board	Implement governance training for Board (Sport Aus) Embed Sport Aus governance principles Develop a program to build a Board - ready community Acquire two Appointed Board members
1.2	Risk Management	1.2.1	Identify and adopt strategies to manage risk	Compliance with developed strategies	Continue to update policies Identify areas of risk not currently covered (eg technology) Develop a communications strategy
1.3	Operations	1.3.1	Ensure sustainable operational performance	Set and achieve organisational targets	Review roles and responsibilities between Board, sub-committees and staff Set organisational outcomes for Board and staff
1.4	Finance	1.4.1	Ensure best practice financial management	Compliance with Croquet SA financial policies and procedures	Review and update finance policies and procedures Develop Finance Policy and Procedures Review Schedule
		1.4.2	Review potential new revenue opportunities	Report prepared	Sub-committee to review potential new revenue opportunities
		1.4.3	Four year financial plan	Development of plan	Development of 2025 - 2028 financial plan
		1.4.4	Review membership model	Development of a modern membership model	Review membership categories and fees.

Management

	Category		Strategic Priorities	Key Performance Indicators	Actions 2025 - 2028
1.5	Stakeholder relations	1.5.1	Identify partners that can assist us in achieving our strategic objectives	Encourage engagement and support for our clubs	Review existing relationships.
		1.5.2	Develop strategic partnerships	Identify and engage with strategic partners	Develop a plan of engagement.
1.6	Communications	1.6.1	Use traditional and digital platforms to engage members	Increase in member and stakeholder engagement	Review communication channels Develop a communication strategy that meets the needs of members, future members and stakeholders. Implement and review.
		1.6.2	Promote our sport in the community	Increase awareness of the sport across the broader community	Identify target groups. Develop communication strategy and plan
1.7	Technology	1.7.1	Create efficiencies through use of technology	Identify opportunities to increase efficiencies across the organisation. Implement	Identify areas where technology will create efficiencies

Sport Development

Category		Strategic Priorities	Key Performance Indicators	Actions 2025 - 2028	
2.1	Marketing	2.1.1	Increase awareness of croquet	Development and implementation of marketing plan	Identify croquet's positioning within the recreation and sport sector and communicate
		2.1.2	Increase membership base	Increase regional and metro number of club members	Identify methodology
2.2	Officials	2.2.1	Increase number of coaches and officials	To have the right number of coaches and officials within each club (or accessible to each club),	Identify potential coaches and officials. Deliver accreditation programs.
					Upskill on how future clubs operate: requirements of member; develop croquet model.
2.3	Facilities	2.3.1	Identify the future facility needs	Develop a state-wide facility plan.	Establish minimum requirements Look into current and future facility needs of the SA croquet community.
2.4	Competitions	2.4.1	Competitions for all forms of mallet sports	Review competition format.	Review current competition structure to ensure it is meeting members' needs
2.5	Member protection	2.5.1	Incorporate the National Integrity Framework across clubs	Education of National Integrity Framework.	Establish framework for nomination and selection.orking with Croquet Aus to facilitate the communication of the National Integrity Framework
2.6	Volunteers	2.6.1	Recognise volunteers.	Recognition at Annual Awards	Identify volunteers