



Strategic Plan 2017 - 2020



FROM THE CHAIR

The Gippsland Sports Academy is excited to present its strategic plan for the next three years. As a Board, we are focused on building upon the success of the Gippsland Sports Academy and continuing to assist young people in our community to be their best in sport and life.

We have a rich history and are proud of all of our athletes including our Olympians and Paralympians. It is our intention to continue to provide services that create opportunities for talented athletes to excel in their chosen fields.

We must also recognise that we are a small community organisation with many wonderful volunteers, including the Board, and we are fortunate to be well supported by such people. Without our amazing volunteers we would not be able to produce the quality of programs that we do.

The period 2017-2020 is an important time for the GSA and indeed Gippsland itself. There are enormous challenges but also exciting opportunities for the region and the GSA to grow.

It is our belief that our commitment to deliver upon the actions in this Strategic Plan will put the GSA in a position to help many young athletes be the best they can be in not only their chosen sport but their lives.

We take this opportunity to thank our athletes, their parents, our coaches and our stakeholders who have assisted us in preparing the future directions of the GSA.

**Diane Blackwood,
Chair, 2017**

L-R: Board Members Shane Paynter, Diane Blackwood, Darrell White, Jacqueline Madden & Howard Williams



ABOUT GSA

The Gippsland Sports Academy (GSA) is a non-profit community organisation that is led by a volunteer Board of Directors. The current Board is:

Mrs Diane Blackwood - Chair

Mrs Jacqueline Madden - Deputy Chair

Mr Howard Williams - Secretary

Mr Shane Paynter - Treasurer

Mr Robert Goldie

Mr Darrell White

Mr Daniel Poynton (on leave during the preparation of this Strategic Plan)

Mrs Sandra Timmer-Arends

Mr Justin Henderson

It is ably supported by a small team made up of Jim Vivian - Executive Officer, Anita Pistrin - Finance and Administration Officer and Jaclyn Quinn, Projects Officer.

The Gippsland Sports Academy offers talented Gippsland athletes the opportunity to reach their full potential in their chosen sport and life. The GSA provides services such as advanced technical coaching and sports science programs covering strength and conditioning, psychology, nutrition and hydration and personal development sessions.

Our programs are facilitated by coaches of the highest possible standard with all coaches being employed at a semi-professional level. Our sports science and medical practitioners work closely with our athletes and provide sports science, sports medicine, career and education services as well as training and competition.

The GSA currently provides programs in the following sports:

Clay Target Shooting

Golf

Swimming

Netball

Gymnastics

Tennis and

Volleyball



Swimming Program at Doncaster

An investment in excellence

Aspiring Gippsland athletes will be provided with and exposed to expert technical coaching and personal development sessions allowing them to be their best in their chosen sport and life.

Mission

The Gippsland Sports Academy will provide opportunities for talented Gippsland athletes to reach their full potential in their chosen sport and personal life.

KEY THEMES AND ACTIONS

The following five key themes were created by the Board as a consequence of the consultation process. Each theme has a number of actions that support its development.

Governance

Objective - to create robust systems, processes and policies for effective operations of the GSA.

To ensure effective governance it will be essential that the GSA have appropriate management structures, financial management systems and policies and procedures in place to support the successful management of the GSA.

1.1 Develop a prospectus to attract new Board members

1.2 Create a succession plan for Board members

1.3 Develop and implement a regulatory compliance program appropriate to GSA to ensure GSA meets all Board governance requirements

1.4 Investigate the opportunity to create a new structure that has a combined Board with like organisations in Gippsland

Sustainability

Objective - to remain financially sustainable and relevant in the sporting communities of Gippsland, Victoria and Australia.

2.1 Actively seek new sponsorship opportunities from regional businesses and organisations

2.2 Identify and develop funding opportunities with key local and state government partners and stakeholders

2.3 Develop a strategy that engages with local events to promote and raise awareness levels of the GSA within the community

2.4 Develop a prospectus to attract and retain volunteers within our programs

2.5 Be a strong advocate for High Performance athletes in Gippsland



Clay shooting at Frankston Gun Club



Gymnastics at Energetics Traralgon



Athletes warming up at Traralgon Tennis Club

Partnerships

Objective - to connect and strengthen the relationship between the GSA, the local community and its key stakeholders

3.1 Develop and maintain an e-communication strategy

3.2 Ensure a greater social media presence

3.3 Advocate and lobby state and local government organisations on key projects and programs

3.4 Build on and strengthen relationships with the Victorian Institute of Sport, Sport and Recreation Victoria and the State Sporting Associations of the respective programs

3.5 Explore the establishment of partnerships with key sporting programs (such as Federation University)



GSA athletes at the VIS

Excellence

Objective: to invest in excellence by providing outstanding coaches and programs

4.1 Continue to recruit and provide high level coaches and experts for our programs

4.2 Continue to recruit and retain high level staff

4.3 Explore opportunities to partner with elite sporting organisations, athletes, coaches and umpires travelling throughout the region to upskill coaches, medical staff and athletes

4.4 Implement and promote flexibility within programs to minimise or reduce travel

4.5 Continue to provide high level programs in each sport and collect high quality feedback on each program



GSA athletes at the VIS



Golf program at Moonah Links



Ashley Delaney

The Future

5.1 Boldly engage with the Latrobe Valley Authority to become a key partner in the development of elite sporting facilities in the Gippsland region that includes facilities such as but not limited to auditoriums, gymnasiums, medical rooms and staff offices

5.2 Fearlessly leverage on the opportunities for Gippsland Sports Academy staff and athletes through the initiatives of the Latrobe Valley Authority in attracting elite sports people, teams and coaches to the Gippsland region.