

STRATEGIC PLAN 2021 - 2023



GIPPSLAND
SPORTS
ACADEMY



FROM THE CHAIR

The Board of the Gippsland Sports Academy is proud to present its strategic plan for the next three years. Due to the current uncertainty in the community around the COVID-19 health pandemic the Board decided on a review of our current strategic plan rather than a complete rewrite. As a Board, we are focused on building upon the success of the Gippsland Sports Academy and continuing to assist young people across the Gippsland region to be the best they can in both their sporting and personal lives.

For the next three years (2021-2023) the Board remains committed to five key themes to drive the continued success of the Gippsland Sports Academy, they are:

GOVERNANCE:

To create robust systems, processes and policies for effective operations of the GSA.

SUSTAINABILITY:

To remain financially sustainable and relevant in the sporting communities of Gippsland and Victoria.

PARTNERSHIPS:

To connect and strengthen the relationship between the GSA, the local community and its key stakeholders.

EXCELLENCE:

To invest in excellence by providing outstanding coaches and programs.

A VISION FOR THE FUTURE:

To be recognized as the leading regional sports academy by Gippsland athletes and the sporting community.

It is the Boards belief that our commitment to the five themes, and the required actions to deliver on this Strategic Plan will allow the Gippsland Sports Academy to assist many young athletes across Gippsland to achieve their sporting ambitions over the next three years.



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:

Mr Jim Vivian – Chair
Ms Amelia Evison - Deputy Chair
Mr Howard Williams - Secretary
Mr Shane Paynter - Treasurer
Mr Darrell White
Mrs Diane Blackwood
Mrs Sandra Timmer-Arends
Mr Shay Ferguson
Mrs Jenni Lewis

It is ably supported by a small team made up of Anita Pistrin - Executive Officer, Carly Marsland - Finance & Administration Officer.

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

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:

Boxing
Clay Target Shooting
Netball
Netball Umpiring
Football (Soccer)
Swimming
Tennis
Volleyball and
Individual Scholarship Holders





VISION AND MISSION

Vision - An investment in excellence

Our vision for the Gippsland Sports Academy is that of 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 personal life.

Mission

The Gippsland Sports Academy (GSA) 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 endorsed by the Board as a consequence of the review process. Each theme has a number of actions that support its development:

Governance
Sustainability

Partnerships
Excellence

A vision for the future





Governance

Objective - to create robust systems, processes and policies for effective operations 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 to ensure GSA meets all Board governance requirements
- 1.4 Ensure all Board members are aware of current and emerging issues in sport across the region





Sustainability

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

- 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 and profile levels of the GSA within the community
- 2.4** Be a strong advocate for High Performance athletes in Gippsland





Partnerships

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

- 3.1** Provide maximum exposure opportunities through an effective 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 across Gippsland
- 3.6** Administration of the Community based GippStar Awards





Excellence

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

- 4.1** Continue to recruit and provide high level coaches, experts and staff for our programs
- 4.2** Explore opportunities to partner with elite sporting organisations, athletes, coaches and umpires travelling throughout the region to upskill coaches, medical staff and athletes
- 4.3** Continue to implement and promote flexibility within programs to minimise or reduce travel
- 4.4** Continue to provide high level programs in each sport and collect high quality feedback on each program





A Vision for the Future

Objective - To be recognised as the leading Regional Sports Academy by Gippsland athletes and the sporting community

- 5.1** Establish relationships with the Regional Centres of Excellence across Gippsland that will benefit the Gippsland Sports Academy
- 5.2** Seek opportunities within the region to identify new & emerging High Performing talent across new GSA programs



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