



PORT ADELAIDE ATHLETIC CLUB STRATEGIC PLAN

- **Club Name: Port Adelaide Athletics Club Incorporated**
- **Incorporation number: A 43975**
- **The Port Adelaide Athletics Club Incorporated**

In May 2019 the West Lakes and Districts Little Athletics Centre and the Port Adelaide Athletics Club merged to form one club which is called the Port Adelaide Athletics Club Incorporated. Formed in 1870 as the Port Adelaide Suburban Amateur Athletic Club, the club has catered for amateurs and professional athletes throughout its history. The club has produced State, National and International champions over a long period and today the focus is on athletes who compete at Little Athletics Intraclub competitions, the Mile End Stadium in the Athletics S.A. Interclub and SA Little Athletics competitions, and those who run in the S.A. Athletics League. We have established an Aboriginal Squad to introduce athletics as a sport of choice for their community. An Active for Life programme is held twice weekly, which has introduced a large number of mature aged people to the club. The ACH group uses the Club once a week and the club also hosts the City to Bay training centre which has increased in numbers each year. We also welcome Recreational members who use the gym 12 months of the year. Our Club also hosts school sports days, SAPSASA Regional day and an annual SA Athletic League Carnival.

- **Vision**

A strong, vibrant, inclusive, competitive club with the environment and resources to achieve its full potential.

- **Mission**

Our mission is to actively support athletes of all ages and abilities in a coordinated, inclusive environment through fostering family, community and elite involvement in athletic activities.

We will achieve our mission by

- Actively promoting and supporting athletic inclusiveness for all, regardless of age, developmental stage or ability
- Providing for tiny tot through to masters athletic participation, competition and development
- Providing pathways for and supporting elite athletes
- Providing access to qualified Coaches and coaching resources
- Providing access to qualified Officials and Official's resources
- Providing well maintained and relevant athletic facilities
- Enabling and supporting pathways and opportunities to become Athletic Officials, Coaches and Committee members
- Complying with policies set by Little Athletics South Australia, Athletics South Australia, their governing bodies and respective international federations.
- Maintaining Life Membership benefits in perpetuity for members who have significantly contributed to the success of the Club.

- **Stakeholders**

- Athletes
- Athletics S.A.
- S.A. Little Athletics Association
- S.A. Athletics League
- City to Bay training group
- Coaches
- ASA and SALAA Officials
- Committee members
- Recreational Members (Gym users)
- Active for Life Members
- Aboriginal Community
- Schools
- Parents
- Port Adelaide and Enfield Council
- Office for Rec and Sport
- Sponsors
- ACH Group

- **Core Values:**

- Inclusiveness
- Welcoming and friendly
- Supportive
- Value all athletes regardless of ability
- Competitiveness
- Success on and off the track
- Ethical Principles
- A sense of team spirit

GOVERNANCE

Objective	Strategies	Key Performance Indicators	Responsibility - Who will lead?	Time Frame	Resources needed
A full and effective management committee 12 members to be elected. 2 appointed members. All members to have a specific role	To actively seek out volunteers to join the management Committee. To provide opportunities to enable them to reach their full potential by matching skills to tasks	14 members on the committee who do allocated tasks and attend meetings and club functions The MC members feel valued and are happy to work on the MC	All MC members	Dec 2020	Duties of each position to be given to each member in writing
Budget annually	To have a budget for consideration by September each year	Budget to be presented to MC	Treasurer	Sept 2019	
Starclub registration	To maintain all criteria for Starclub	Audit all necessary items needed by Starclub	All MC	Sept. 2020	Time commitment by all MC
Constitution to be current and relevant	Review Annually	Functioning committee and Club	President/Secretary	September 2020	Time to review

SUSTAINABILITY AND PARTICIPATION

Objective	Strategies	Key Performance Indicators	Responsibility - Who will lead?	Time Frame	Resources needed
Revenue	Hold regular fundraising events. Apply for grants and seek sponsorship	Enough income to meet all the needs of the club - \$30,000p.a. minimum	All Fundraising Manager /MC members	Sept. 2020	Support all fundraising. Train more MC members to apply for Sponsorship and Grants
Sustain and strengthen the Aboriginal Squad.	Expand the number of people in schools and the community who can refer athletes. Commence an Active for Life programme for older community members.	Number of athletes training with the squad and competing at ASA for the club. The number attending the AFL sessions	Coordinator of the Squad	Sept.2020	Grant from ORS to cover all expenses

MARKETING AND COMMUNICATION

Objective	Strategies	Key Performance Indicators	Responsibility - Who will lead?	Time Frame	Resources needed
To use strategies to promote the Club in the community	1.Website and facebook to be current 2.Use other sporting clubs and media to raise awareness	1.No more than 2 weeks without an update 2.More media articles and contact with other sporting clubs	Media and Communications Manager	Sept. 2020	All MC to provide information
Regular emails to members	All members to receive emails at least monthly	Feedback from members	Secretary	September 2020	All MC to provide stories

VOLUNTEERS

Objective	Strategies	Key Performance Indicators	Responsibility - Who will lead?	Time Frame	Resources needed
Increase the number of helpers at the club	Ask people to help with specific tasks/projects and ensure they are acknowledged for their help	More people helping other than MC members	President/Secretary/Development Manager	Sept. 2020	All MC to provide names of possible helpers
Liaise with sponsors	Contact and build relationships with interested sponsors	Increase in sponsorship	Sponsorship/Grants Manager	Sept. 2020	All MC to provide possible parties
Increase the number of ASA Officials	Hold training session for Officials. Approach people and encourage them to become an official	Increase in number of ASA/SALAA officials	Development Manager	Sept 2019	Funding for courses

COMPETITION

Objective	Strategies	Key Performance Indicators	Responsibility - Who will lead?	Time Frame	Resources needed
Increase the number of athletes within the club	Pay club fees and uniform costs for junior members who are unable to meet the costs	More registered athletes	Development/Grants	Oct. 2020	\$750
Ensure that athletes are satisfied with all aspects of the club including coaching	Ask for confidential feedback from all athletes	Number of athletes who are satisfied	President/Secretary	Oct. 2020	Feedback form
Increase membership to 400 athletes, 80 Recreational. Increase transition from LA to ASA	Coaches to attend LA meets and assist. Have 1 weekly training session for coaches to assist. Have a person from LA and ASA designated to assist athletes to move to ASA Interclub	The number of athletes to register and compete at LA Intraclub and ASA Interclub	Development Manager, ASA and LA Transition officers	Sept. 2020 April 2020	Payment of Coaches \$8000 Time commitment from coaches and transition officers

COACHING AND ATHLETE DEVELOPMENT

Objective	Strategies	Key Performance Indicators	Responsibility - Who will lead?	Time Frame	Resources needed
Recruit accredited coaches. Encourage coaches to upskill.	Financially assist with courses and coaching sessions	Number of accredited coaches	President/ Development Manager	Sept 2020	\$4000
Assist athletes to compete at Nationals and International events	Financially subsidise the cost of attending the events	Number of athletes attending and continuing to compete as our club members	Treasurer/ Chair ASA SALAA sub committees	Sept. 2020	\$3000

FACILITIES

Objective	Strategies	Key Performance Indicators	Responsibility - Who will lead?	Time Frame	Resources needed
To maintain an up to date, user friendly gym for Athletes, Rec members, associate and community users	Purchase equipment as needed. Keep the gym clean. Ensure all rules are being followed. Safety requirements are met	Number of users and feedback. No safety incidents	Facilities Manager	Sept. 2020	\$3000pa
Maintenance of synthetic sprint track.	Set up a fund for future resurfacing	Raise the required funding annually	President/ Facilities and Fundraising Managers	Sept.2020	\$75000p.a.
Renovate the existing Clubrooms to accommodate growing members.	Dialogue with Council and apply for grants	Have a satisfactory clubrooms and storage facility	Facilities Manager	March 2021	\$150000- \$300000