

Strategy Development

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Your reason for being - your clubs' purpose - will be outlined in your Constitution (or Club Rules if you are not an Incorporated Society).

Strategy development is the process to determine how you will deliver to meet that purpose – it takes a long term view (3 -5 years), and it provides the road map for the Business Plan (how will it be delivered) which is then broken down into Annual Plan (what is your focus for the next 12 months). It ensures your committee can be focused on its work, toward goals and with clear parameters to work with.

Doing is important, but by having a reason behind the doing is what makes it effective. A Strategic Plan gives your decision making some context and clarity and will empower and focus your committee during decision making.

How to Action

1. Review your current position.
2. How does it need to change to deliver to your stated purpose? What is your vision; what are your values – these are what you want to be working toward.
3. How might you get there? What do you need to focus on? What resources do you need?
4. How will you measure progress?

Example:

1. Have an issue of rudeness at the table, particularly reported by new players.
2. **We want a pleasant club environment - we want all members to feel welcomed and valued**
3. Education (how and who?), Positive reinforcement (how and who), ... What else could we do that would improve club environment?
4. Measure by feedback, and players staying.

Example

1. Attendance is declining. Is it declining membership? Are our session times/lengths what people want? Is it seasonal? Is there competition from another club etc.
2. **We want a well-supported club that is responsive to member's needs.**
3. Do you need to do a survey; promotions?
4. Measure by numbers and feedback

Additional Resources

[Sports NZ](#) – getting strategic

[Really useful Strategic Plan layout.](#) (one page)

[A Good Planning Tool](#)

[A comprehensive set of resources from Softball NZ](#) (good description on the difference between strategic, business and annual plans)

[General information and examples](#)