



*Giving the young
and disadvantaged
a sporting chance*

STRATEGIC PLAN 2018-2020

CONTEXT

The Lord's Taverners Australia Hunter Branch operates under the auspices of The Lord's Taverners Australia (TLTA). The national body, in turn, operates in an environment which is becoming more aware of the value of recognising, encouraging and providing increased levels of support for the greater participation by disadvantaged individuals and groups in sport. A formal relationship exists with Cricket Australia.

In 2017, the Hunter Branch emerged from the Newcastle Branch, which was established in 1992. The Hunter consists of Newcastle, Lake Macquarie, Maitland, Cessnock, Dungog, Port Stephens, Muswellbrook, Singleton, Mid-Coast and Upper Hunter.

Hunter has a rich history, and a high level of current activity and achievement, in sport for disadvantaged young people. This has had a significant impact on community attitudes towards disadvantaged groups and supporting their participation in sport.

VISION

To be the Hunter region's primary supporter of participation in sport by individuals and groups who are disadvantaged by conditions of need or hardship by reason of:

- Age; and/or
- Geography; and/or
- Circumstance, social and/or economic; and/or
- Disability.

VALUES

We value the co-operation of each of our members and supporters to realise our vision and achieve our goals.

MISSION

To encourage and support the participation in sport of disadvantaged individuals and groups throughout the Hunter region.

PRIORITY AREAS AND OBJECTIVES

GOVERNANCE

To ensure the most appropriate and up-to-date governance structures and processes for the Branch.

To implement a succession plan for the Executive of the Hunter Branch.

To conduct business functions efficiently and effectively.

To maintain administrative records of the Branch as a “handbook”.

PROMOTION

To promote the work and values of The Lord’s Taverners Australia.

To publicise the work and values of the Hunter Branch through all means possible, including the website and use of social media.

To liaise more effectively with the National Executive of TLTA and other Branches.

MEMBERSHIP

To attract additional members.

To provide more activities for members.

FUNDRAISING

To seek additional opportunities for fundraising through corporate sponsors/partners.

BRANCH TERRITORY

To manage the Branch's territory of the whole Hunter region.

To build on the success of the Hunter expansion, and to establish Central Coast operations which progress the aims and objectives of The Lord's Taverners Australia.

STRATEGIES AND OUTCOMES - GOVERNANCE

STRATEGIES for PRIORITY AREA	INDICATORS OF SUCCESS
<p>Consider, and agree to the contextual factors impacting on the work of Hunter Branch.</p> <p>Monitor changes in context – geographical, financial and technological.</p> <p>Monitor circumstances affecting vision, values and mission statements.</p> <p>Update strategic plan annually</p> <p>Produce an annual operational plan.</p> <p>Continuously collect data to monitor the appropriateness of priorities and objectives.</p>	<p>Agreement reached.</p> <p>Context statement changed as required.</p> <p>Updated statements incorporated into strategic plan as required.</p> <p>Updated strategic plan produced each year.</p> <p>Operational plan devised each year.</p> <p>Data used to change strategic and operational plans as required.</p>

<p>Continuously collect data to monitor the effectiveness of implementation (operational) processes.</p> <p>Continuously collect data to monitor the outcomes for each objective.</p> <p>Ensure committee meetings are sufficiently frequent and regular to conduct the Branch's business effectively.</p> <p>Ensure the Branch's business is conducted according to legal requirements and TLTA and Hunter Branch mission and objectives.</p> <p>Approach role models from sporting communities to accept the role of Branch Patron.</p> <p>Encourage younger members of the Hunter Branch to become committee members.</p> <p>Encourage younger members of the Hunter Branch to become members of the Branch's Executive.</p> <p>Produce an annual report as required by TLTA and for distribution to all members</p>	<p>Data used to change strategic and operational plans as required.</p> <p>Data used to change strategic and operational plans as required.</p> <p>Branch operations supported by schedule of committee meetings.</p> <p>Implementation of plan aligned with aims of TLTA.</p> <p>Branch Patron, may be more than one, representing different sports / disadvantaged groups.</p> <p>Acceptances received.</p> <p>Succession plan in place.</p> <p>Annual report produced and distributed.</p>
---	---

STRATEGIES AND OUTCOMES - PROMOTION

STRATEGIES for PRIORITY AREA	INDICATORS OF SUCCESS
<p>Develop the Branch website to enable more regular and efficient communication with:</p> <ul style="list-style-type: none"> • the National Executive • members of Hunter Branch • the Hunter community • Branch partners and sponsors • organisations supporting young disadvantaged people, e.g. AASC* • disadvantaged athletes • other Branches of TLTA. <p>Communicate more effectively and regularly with interest groups through suitable media channels, including social media.</p> <p>Organise with neighbouring Branches, and promote, joint activities for members and athletes as often as possible.</p>	<p>More effective promotion of TLTA. More effective communication with the National Executive. Increased interest in the Hunter Branch and its activities across the region. Improved liaison with other Branches of TLTA. Improved relationships with partners and corporate sponsors.</p> <p>Greater publicity for, and acknowledgement of the achievements of, young and disadvantaged sportspeople.</p> <p>Increased number of activities for members. Improved relationships with neighbouring Branches. Greater sense of purpose for the Hunter Branch. Enhanced experiences for athletes.</p>

- AASC: All Ability Sports Coaching.

STRATEGIES AND OUTCOMES - MEMBERSHIP

STRATEGIES for PRIORITY AREA	INDICATORS OF SUCCESS
<p>Seek additional members through:</p> <ul style="list-style-type: none"> • personal representation • clubs • organisations • AASC • public appeal in media using role models and identified personalities. <p>Provide opportunities for members to contribute to activities, inc:</p> <ul style="list-style-type: none"> • coaching • organising and running events • introduction of new activities • use of special skills. <p>Organise a variety of events of interest to members using:</p> <ul style="list-style-type: none"> • speakers funded by Cricket Australia • local personalities • activities in regional centres • our affiliation with organisations such as Blind Cricket NSW & AASC • regional golf clubs • University of Newcastle • schools • businesses 	<p>Significant increase in membership.</p> <p>Members make significant contributions, in a variety of areas, to Branch activities.</p> <p>The number of events conducted each year.</p> <p>The distribution of venues throughout the Hunter region.</p>

STRATEGIES AND OUTCOMES - FUNDRAISING

STRATEGIES for PRIORITY AREA	INDICATORS OF SUCCESS
<p>Seek, throughout the Hunter, sponsors to support the work of the Branch:</p> <ul style="list-style-type: none"> • University of Newcastle • sporting organisations • business organisations • individuals etc. <p>Seek to increase the avenues through which National Raffle tickets can be sold by:</p> <ul style="list-style-type: none"> • providing speakers at clubs such as Rotary, Lions, Probus, View, Apex and U/3A • schools • NUsport • AASC • sports stores etc. <p>Disburse funds to athletes.</p>	<p>Number of sponsors.</p> <p>Amount of sponsorship.</p> <p>Number of organisations involved.</p> <p>Amount of money raised.</p> <p>Funds disbursed according to policy.</p>

STRATEGIES AND OUTCOMES - BRANCH TERRITORY

STRATEGIES for PRIORITY AREA	INDICATORS OF SUCCESS
<p>Contact organisations throughout the Hunter region to become Branch partners:</p> <ul style="list-style-type: none"> • all district cricket associations • other sporting organisations • Hunter Academy of Sport • organisations supporting disadvantaged youth, particularly in sporting activities, e.g. AASC • schools • University of Newcastle • paralympian athletes and groups • other identified individuals and groups. <p>Negotiate with partners the establishment of Branch sub-committees to engage members and organise activities.</p> <p>Require each sub-committee to regularly submit material for use on the Branch’s website and social media channels.</p> <p>Require each sub-committee to submit a report to be published in the annual report of the Branch.</p>	<p>The number of individuals and groups willing to become Branch partners.</p> <p>Sub-committees established. Increased membership. Activities organised for local members.</p> <p>Material submitted is timely and appropriate.</p> <p>Reports submitted by deadline and content meets standard to be published.</p>