



2017-20

STRATEGIC
PLAN
2017-
2020

VICSPORT

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More Victorians enjoying the benefits of sport.



Vicsport is pleased to release its new Strategic Plan for 2017–2020, the next iteration of its landmark 2013–2016 Plan.

The plan is the result of an extensive consultation process that included the Vicsport Board, staff, State Sport Association, Regional Sport Assembly and Local Government Authority members, and key stakeholders in Victorian sport. The Plan has been created following the successful implementation of the 2014-16 Strategic Plan which revitalised Vicsport, enabling it to redefine its purpose, services and membership.

This updated Plan is the next stage, and a reformulation, of the role Vicsport sees for itself in the sports industry and is solidly founded on the success and key learnings of the previous plan. Vicsport intends to continue to represent the sports industry to the highest standards and the revised and refreshed Plan will allow Vicsport to monitor and evaluate its effectiveness in addressing key industry priorities and issues into the future.

Sport and active recreation is the single largest community sector in the state. For over 30 years Vicsport has represented the industry providing advice, assistance and support to its members and the broader sports community. The constituency includes 16,000 clubs and associations and an estimated 1.8 million participants, paid staff and volunteers who make a significant contribution to the social, physical, mental and economic well being of this state's communities.

Vicsport is committed to working with the industry, members and stakeholders to have more Victorians enjoying the myriad of benefits associated with being involved in sport and active recreation.

HOW WE WORK / OUR VALUES

COLLABORATION	Understanding that working in genuine partnerships with our members and stakeholders achieves the greatest outcomes for Victorian Sport.
INTEGRITY	Valuing the reputation of Victorian sport and holding ourselves to the highest standard.
RESOURCEFUL	Aiming to deliver value and exceed expectations at all times.
ACCOUNTABLE	Doing what is said and committed to.
INCLUSIVE	Encouraging and promoting diversity. Everyone has the right to enjoy the benefits of sport.
TEAMWORK	Working together, achieving together and celebrating together.
HEALTHY	Valuing and promoting a healthy workplace, essential to our physical and mental well being.

PURPOSE

Vicsport is committed to representing and advocating for the broad interests of the sport industry and to building the capacity and capability of members to encourage and enable greater participation in sport and active recreation.

STRATEGIC PRIORITIES

Vicsport's priorities for 2017–2020 are the outcome of ongoing consultation with members, stakeholders, industry groups, government, partners and agencies.



OUTCOMES (THE EFFECT)

INDUSTRY

THROUGH THOUGHT LEADERSHIP, ADVOCACY AND NETWORKING VICSPOORT WILL:

- 1 Raise awareness of members and stakeholders on industry issues including; participation of women and girls, ethics and integrity, inclusion, children's safety, facility planning (inc. utilisation & acquisition) and other important issues as they arise.
- 2 Collaborate and partner with members, Sport & Recreation Victoria, VicHealth and the broad sports industry to develop strategies to respond to and progress priority issues.
- 3 Raise awareness across Government, members and stakeholders of the health, cultural, social, economic and mental wellbeing benefits of sport.

DELIVERABLES (WHAT WILL BE DONE)

Collaborating, building partnerships and working with members and industry stakeholders.

Advocating and campaigning on important policy issues.

Undertaking industry benchmarking and evaluation.

Recognising and rewarding excellence via the Victorian Sport Awards.

ORGANISATION

ORGANISATIONS SUPPORTED THROUGH VICSPOORT PROJECTS WILL HAVE:

- 1 Improved professional practice in governance, workforce development systems and commercial business models.
- 2 An improved understanding of industry priority issues.
- 3 Examples of, and greater capacity to deliver, actions, activities and programs addressing industry priority issues.
- 4 More opportunities to increase physical activity, participation and membership of sports organisations.

DELIVERABLES (WHAT WILL BE DONE)

Providing a high quality advice, advocacy and support service to members.

Conducting events and enabling industry networks.

Partnering with businesses that provide quality services relevant to members (preferred suppliers).

Creating and sharing information on industry events, research & trends.

Building the capacity of members and industry stakeholders in:

- Good Governance
- Participation
- Commercialisation
- Workforce development

PEOPLE

VICSPOORT PROFESSIONAL NETWORK MEMBERS AND PROGRAM PARTICIPANTS WILL HAVE:

- 1 Improved knowledge and professional practice in governance, leadership and management.
- 2 Increased opportunities to undertake senior management and governance.

DELIVERABLES (WHAT WILL BE DONE)

Growing the Vicsport Professionals Network.

Providing high quality professional development and networking opportunities for industry professionals, board members, key volunteers and students of sport management.

HOW TO JOIN VICSPORT

Vicsport membership delivers sports industry specific benefits. It builds connections, knowledge and resources, and contributes to a stronger voice for the Victorian sports industry.

Vicsport has multiple membership options for individuals and organisations:

The Vicsport Professionals Network (VPN) is a unique membership program providing professional development and networking opportunities, along with other benefits, tailored to Sports Administrators.

Vicsport organisational membership provides industry updates, news, and advice, along with advocacy through relationships with key government partners (VicHealth and Sport & Recreation Victoria), submissions to Government, and representation on panels and working groups.

Becoming a member is easy, you can join online!
Visit www.vicsport.com.au/membership or
call us directly on 03 9698 8100

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