



Australian Croquet Association Inc  
ARBN 089 265 707 ABN 90 330 745 920  
trading as Croquet Australia

## STRATEGIC PLAN 2020 – 2024

Croquet Australia is a member of the World Croquet Federation and the World Gateball Union and recognises Association Croquet, Golf Croquet, Ricochet and Gateball.

The Croquet Australia Strategic Plan provides an overview of the collective vision of our member states and provides a vision and direction for the Australian malletsports community.

Croquet Australia operates as the peak body for the administration of malletsports in Australia and proudly supports The Australian Croquet Academy.

It advances and promotes competitive and recreational malletsports, including convening and managing interstate and national tournaments and selection of national teams.

We work collaboratively with our member states to promote all facets of the games and explore opportunities for improvement.

### Our Vision

To raise the profile of, and increase participation in the playing of, malletsports.



## Our Priorities

### Participation and Growth

Priority	Target
1. Increase numbers and diversity of codes played	<ul style="list-style-type: none"> <li>• Have 10,000 registered players by 2024</li> <li>• Develop a recruiting and retention program by Dec 2021</li> </ul>
2. Reduce the age profile of players	<ul style="list-style-type: none"> <li>• Decrease the average age by 5%</li> <li>• Establish a player data base by July 2021</li> </ul>
3. Maintain recognition as NSO and gain funding status to enable access to Australian Sports Commission and other grants	<ul style="list-style-type: none"> <li>• \$100,000 grant to support rollout of for Croquet Academy</li> <li>• \$50,000 grant for marketing</li> </ul>
4. Introduce innovative programs to attract new players	<ul style="list-style-type: none"> <li>• Adopt new coaching manuals by Oct 2020</li> <li>• Deliver new coaching pathways by Dec 2021</li> <li>• Introduce croquet in to schools and universities</li> <li>• Receive funding from SportAus for National Schools Program by 2024</li> </ul>
5. Sponsor tournaments and raise profile in Australia	<ul style="list-style-type: none"> <li>• Up to \$20,000pa from sponsors</li> <li>• Develop a national rebranding and marketing strategy by 2021</li> <li>• Publicity package for sponsors by Jun 2021</li> </ul>
6. Support High Performance Managers programs for the development of elite players	<ul style="list-style-type: none"> <li>• 20% AC /10% GC of the top 100 world rankings to be Australian</li> </ul>
7. Ensure that clubs are viable and sustainable	<ul style="list-style-type: none"> <li>• No net reduction in number of clubs</li> </ul>

## Capacity/Capability

Priority	Target
1. Develop pathways for players of all standards	<ul style="list-style-type: none"> <li>• Adopt new coaching manual by October 2020</li> <li>• Coaching programs in all States by July 2021</li> </ul>
2. Develop and deliver programs for coaching and referee accreditation from entry level to high performance	<ul style="list-style-type: none"> <li>• 100% increase in Level 1, 2, 3 coaches by July 2021</li> <li>• All coaches reviewed and reaccredited (certified) by Dec 2021</li> <li>• Referee presenter/examiner manuals written/accepted/distributed by end 2021</li> </ul>

## Brand/Image

Priority	Target
1. Enhance and improve image of croquet through multi media including web site, social media and national publications	<ul style="list-style-type: none"> <li>• 50% increase in hits on social media and websites</li> <li>• Undertake a survey to get a better understanding of general knowledge and perception of croquet</li> <li>• Website to include new croquet magazine</li> <li>• Implement SportsAus Game Plan tool by Dec 2024</li> </ul>
2. Target opportunities for youth and young adult engagement	<ul style="list-style-type: none"> <li>• Tenfold increase in participation in national junior events</li> <li>• Croquet Academy funded schools program by Dec 2024</li> </ul>

## Governance/Management

Priority	Target
1. Ensure policies are current and relevant	<ul style="list-style-type: none"> <li>• Policies acknowledged as current and relevant by members</li> </ul>
2. Provide templates for state and clubs to utilise	<ul style="list-style-type: none"> <li>• Templates are available and are used at least 3 times per club per year</li> <li>• Establish grant application proforma and guidelines by Dec 2021</li> </ul>
3. Ensure governance standards are consistent with the SportAus Governance Principles.	<ul style="list-style-type: none"> <li>• SportAus acknowledges that governance standards are consistent with Governance Principles</li> </ul>