

# CROQUET AUSTRALIA STRATEGIC

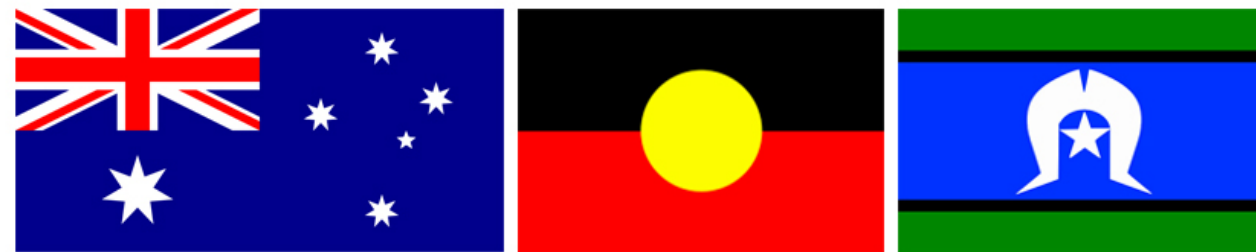
*Plan*

2025 - 2028



# ACKNOWLEDGEMENT OF COUNTRY

Croquet Australia acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community.



# FOREWARD

I am thrilled to present the Croquet Australia Strategic Plan for 2025-2028, which is the result of extensive collaboration between the Board, management of Croquet Australia, and our key stakeholders. With your support and engagement, croquet and gateball in Australia has flourished over the years. On behalf of Croquet Australia, we are eager to continue that collaboration with our stakeholders to implement the vision and strategies outlined in this plan, ensuring the advancement and unity of all forms of croquet in Australia.

  
Chair Croquet Australia

# CROQUET IN AUSTRALIA

Croquet and Gateball are popular global games enjoyed by a dedicated following worldwide. It is inclusive, welcoming players of all ages and skill levels. Some players embark on remarkable journeys across the globe, while others simply play for enjoyment. Many individuals choose to remain deeply involved in the sport as players, coaches, volunteers, referees, or officials, becoming lifelong enthusiasts.

No matter how individuals engage with the sport, they all have a good time, forge meaningful friendships, acquire important life skills, and become integral members of our sporting community.



# VISION AND VALUES

## VISION

Uniting people of all abilities throughout their lives

## VALUES

**Love of our game:** providing members opportunities to participate in croquet across many areas

**Generosity of spirit:** Celebrating the success and efforts of others

**Leadership:** Guiding members to achieve common goals

**Integrity:** Modelling high levels of honesty, accountability, transparency and ethical behaviour to create an environment of mutual trust and respect

# OUR ROLE

In Australia, croquet boasts a committed and enthusiastic workforce comprising both paid employees and volunteers. We prioritise engaging with and listening to our participants, as well as collaborating with, guiding, supporting, and empowering everyone involved in delivering croquet – from volunteers to clubs to our State Sporting Organisations – to realise our shared vision. Our dedication to the game extends beyond the court, and we take pride in the collective effort of every individual in every role towards advancing croquet in Australia.



# STRATEGIC PILLARS

## 1. PARTICIPATION

*Create more opportunities to engage with croquet to develop a positive lifelong involvement*

- Create welcoming and inclusive environments across all levels of croquet
- Promote all formats of the game to support changing participation trends
- Encourage collaboration amongst disciplines and facilitate greater interaction for mutual benefit

## **2. PATHWAYS**

*Provide opportunities for members to achieve their potential*

- Provide a clear and effective pathway to develop, prepare and advance talented players, officials and coaches
- Deliver national events that develop athletes, coaches and officials
- Improve coach and official development through education and training

## **3. SUPPORT AND EMPOWER OUR PEOPLE**

*Create a united and inclusive croquet community where people thrive*

- Strengthen the operational effectiveness and efficiency of croquet
- Celebrate our croquet champions, history and heritage
- Create a capable workforce by developing people, resources and leveraging technology



## 4. SUSTAINABILITY

*Strengthen the future of croquet*

- Enhance efficiency in croquet through compliance process streamlining
- Develop and implement financial sustainability plans
- Increase the external volunteer workforce capability and capacity

## 5. BRAND

*Improve the quality of user experiences through increased communication and engagement*

- Develop and implement a Croquet Australia communication strategy
- Increase brand awareness and recognition within the community and beyond immediate stakeholders
- Expand our digital growth to communicate with current stakeholders and engage with new audiences

# HOW WE WILL DO IT

## PARTICIPATION

### Strategies

1. Create welcoming and inclusive environments across all levels of croquet.
2. Identify and develop opportunities for participation in all formats of the game.
3. Encourage collaboration amongst disciplines and facilitate greater interaction for mutual benefit.

### Tactics

- Diversity and Inclusion Policy
- Grow through increased participation
- All Abilities Program
- Increase Coaches and Officials
- Collect data to understand participants, clubs, members and event demographics
- Promote cross code unity

# PATHWAYS

## Strategies

1. Provide a clear and effective pathway to develop, prepare and advance talented players, officials and coaches.
2. Deliver national events that develop athletes, coaches and officials.
3. Improve coach and official development through education and training.

## Tactics


- Provide clear and effective pathways to develop players, officials and coaches
- Design clear pathway graphics from grassroots to elite
- Use technology to track and understand participation numbers in the pathway
- Remove barriers to accessing pathways
- Review and update education content to be consistent and simple
- Review National Events calendar

# SUPPORT AND EMPOWER OUR PEOPLE

## Strategies

1. Strengthen the operational effectiveness and efficiency of croquet.
2. Celebrate our croquet champions, history and heritage.
3. Create a capable workforce by developing people, resources and leveraging technology.

## Tactics

- Implement a national database
  - Promote Volunteer opportunities
  - Introduce recognition program
  - Provide administrative resources to stakeholders
  - Provide access to Shared Services
  - Provide education or up-skilling for administrators
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# SUSTAINABILITY

## Strategies

1. Enhance efficiency in croquet through compliance process streamlining.
2. Develop and implement financial sustainability plans.
3. Increase the external volunteer workforce capability and capacity.

## Tactics

- Review and update Policies
- Create and maintain partnerships with key decision and funding bodies
- Improved accurate data reporting to make financial decisions
- Identify participant trends through national database data
- All national events run to profit or break even
- Improve fiscal reporting

# BRAND

## Strategies

1. Develop and implement a Croquet Australia communication strategy.
2. Increase brand awareness and recognition within the community and beyond immediate stakeholders.
3. Expand our digital growth to communicate with current stakeholders and engage with new audiences.

## Tactics

- Develop a Social Media plan
- Develop website content
- Promote key messages and events to stakeholders
- Increase our presence at the State level
- Increase our presence in Croquet internationally
- Design and apply communication strategy for all stakeholders



[croquet-australia.com.au](http://croquet-australia.com.au)

9/65 Tennant Street  
Fyshwick, ACT, 2609