

# STRATEGIC PLANNING – A Vision for the Future



# Workshop Objectives

- To develop an understanding of the role of planning to establish best business practice
- To complete a strategic planning process document

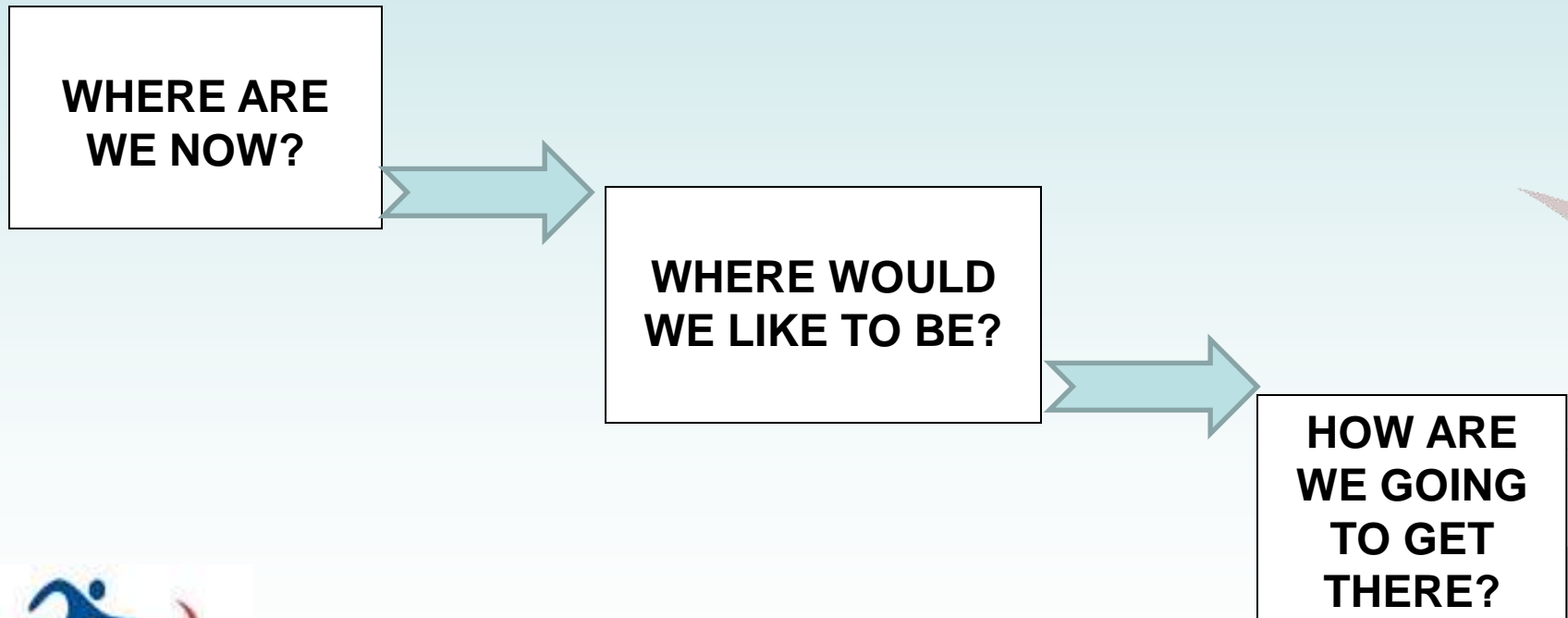


# Why plan ?

- Assess the current influences on your organisation
- Provides a clear direction for an organisation
- Gets everyone working together towards common goals
- Creates ownership of the organisation by its members
- Provides a sound platform for decisions to be made on in the future
- Good for guiding an organisation through any major changes or developments
- Identifies areas to improve



# What is strategic planning?



# What process do we follow?

**S.W.O.T. ANALYSIS**

**VISION & MISSION STATEMENTS**

**GOALS**

**OBJECTIVES**

**ACTION PLAN**

**IMPLEMENTATION / EVALUATION**



# How is our club shaping up (SWOT)?

- **Strengths**- What are we good at and do well?
- **Weaknesses**-What are we not too good at and are not doing well?
- **Opportunities**-Are there any new opportunities for us?
- **Threats** – What could make things difficult for us?



# SWOT Diagram



# SWOT Categories for Consideration

- Administration/Governance Structure/Committee
- Facilities
- Coaches/Officials/Volunteers
- Competitions
- Communication/marketing/promotion
- Playing Membership
- Finance/ Sponsorship
- Health & Safety issues
- Policy Documents
- Outside agencies

## PEST Analysis

- Political forces-Local and national government policies
- Economic Forces
- Social Trends
- Technological trends and influences





# Why do we exist? (Vision / Mission)

- What business are we in ?
- What are we doing?
- What should we be doing?



**The vision & mission  
should focus on creating a future**



# The Vision and Mission

- What will the organisation look like when it is running brilliantly
- Who will be involved
- How will it be operating
- What will people be saying about it
- What will it be achieving
- What difference will it make



# Vision Statement

Your **vision statement** is simply a statement that describes what your organisation intends to achieve.

Example (Reference [www.tasmanregionalsports.org.nz](http://www.tasmanregionalsports.org.nz))

***Our Vision: More People, More Active, More Often.***



# Mission Statement

Your **mission statement** is simply a statement that **briefly** describes why your organisation exists and how your organisation will achieve its vision. It should identify its purpose.

Example (Reference [www.sporttasman.org.nz](http://www.sporttasman.org.nz))



- ***Our Mission : To lead the development of physical activity, recreation and sport across the Top of the South Island.***



# Vision/Mission

## Further Examples

**Vision:** To inspire people to become umpires

**Mission:** To promote knowledge of the rules, producing umpires for examination, and coaching umpires at all levels



# Vision / Mission Examples

**Vision:** To prevent death and injury at beaches within the Nelson District

**Mission:** Surf Life Saving Nelson will be recognised regionally, nationally and internationally for its excellence in surf life saving and sport



# What to Focus On

- What are the key issues?
- What are the key ideas / opportunities ?
- What are the priorities ?
- Your **SWOT analysis** will help with this.



# GOALS

- A statement that explains the broad direction of your organisation
- Tennis Club: to encourage the provision of opportunities in tennis for all members of the community.





# Goals then get broken down into objectives

- Your objectives should identify how you will achieve your goal(s)
- They should identify how you intend to make a difference to your organisation
- They should focus on;



the issues you need to address



the key opportunities



strengthening weaknesses



# Objectives should be **SMART**

- **S**: specific
- **M**: measurable
- **A**: achievable
- **R**: realistic
- **T**: time related

To determine and prioritise the objectives for the organisation



# Action Plans

- What steps do you need to take to achieve each objective?
- Who will be responsible for making the action happen?
- When should the action be done by?
- What resources do we need to make it happen/who can help us?



**GOAL:** To encourage provision of opportunities for participation in tennis by all members of the community

**This template gives an overview of the Objective, the Action or what needs to be done, by whom and when**

Objective	Action	Who	When	Dollars
To double the number of junior players by the end of the 2008 season	Produce promotional brochure for distribution to local schools	Club Captain	Distribute by 1st of July 2007	\$500.00



# Where to Now?

- The strategy itself is not often the cause of failure
- Strategies most often fail because they are not well executed
- A brilliant strategic plan is worthless unless implemented properly
- Regularly review, put it on the agenda at regular meetings



# SUPPORT FROM THE SPORT TASMAN

- Sport Tasman has offices in Nelson, Blenheim, Richmond, Motueka and Westport.
- You should never hesitate to ask for assistance with how to best implement this resource for your sport in your region.

***We are here to help you.***

