



Moving Forward

Strategic Plan
2020 - 2025



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Executive Summary

DragonBoat SA (DBSA) Strategic Plan 2020–2025, completed in consultation with members and external stakeholders, is an important document that identifies future priorities and projects of dragon boating in South Australia over a five year period.

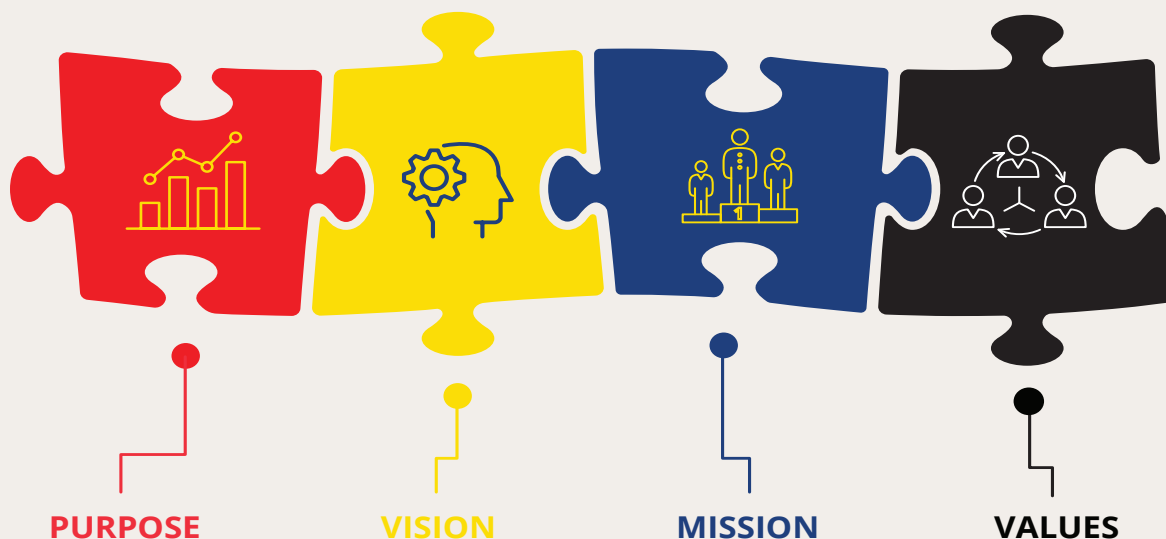
The Strategic Plan 2020–2025 (the Plan) includes detailed information on the core business areas of DBSA, goals/objectives related to these business areas for the period of the plan and strategies to achieve the identified goals and objectives:

- In developing the Plan, DBSA's focus is on a path to gain consensus – sharing and working towards a vision for the future which can develop cohesion amongst our members.
- The Plan is a resource tool which enables DBSA to focus on specific outcomes.
- The Plan is developed to be a dynamic and ongoing process where goals are 'time framed' to ensure a sense of achievement, with performance indicators for each prioritised goal.
- The Plan assists in developing other business plans, such as the financial plan, budget and operational plan for the period.





Purpose, Vision, Mission and Values



PURPOSE

To govern, promote and grow the sport in South Australia to benefit the Dragon Boat community, represent and advocate Dragon Boating across South Australia and Australia

VISION

To have a state wide and national reputation for excellence in participation and performance, delivered by sustainable member organisations

MISSION

To create opportunities and promote the sport of dragon boat racing and foster dragon boat competition across South Australia

VALUES

Inclusiveness, participation, collaboration, diversity, accountability, openness and transparency





Strengths	Weaknesses	Opportunities	Threats
<p>Large member/ supporter base</p> <p>Committee and club structures</p> <p>Members with diverse skills and knowledge</p> <p>Skills and commitment of volunteers</p> <p>Mature financial management practices</p> <p>Family-oriented, safe and friendly environment</p> <p>Sound governance</p> <p>Policies and procedures</p>	<p>Communication</p> <p>Limited strategic planning and review</p> <p>Authoritative chain of command (acting without committee approval)</p> <p>Lack of association facilities/rooms</p> <p>Marketing, publicity and promotion</p> <p>Limited volunteer base</p>	<p>Marketing, publicity and promotions- web, social media</p> <p>Corporate support/ sponsorship development</p> <p>Government grants</p> <p>Partnerships by growing collaboration with other water sports/ other sports/other community groups</p> <p>Adapt practices to encourage participants from broader demographics</p>	<p>Limited sponsorship pool and competition with other not-for-profits and sporting groups</p> <p>Competing sports for participants</p> <p>Declining volunteer contribution</p>





Key Strategic Focus Areas

Governance

Performance, People and Systems	
<ul style="list-style-type: none"> Enhance safety and risk management of our paddling and non-paddling activities Develop a statewide integrated Government Grants strategy Pursue Statewide fundraising through sponsorship Build strategic partnerships to drive Corporate events Work with and leverage off the AusDBF rebranding strategies to strengthen community awareness and to ensure that this translates into stronger sponsorship 	<ul style="list-style-type: none"> Improve the administration of the sport across South Australia Build capacity and capability of the Board, sub committees and member clubs in understanding of governance; including culture, terms of reference, risk and financial management

Business

Infrastructure	Communication	Events
<ul style="list-style-type: none"> Develop a Venues and Asset Development Strategy Pursue sustainable, suitable and safe venues Improve environmental sustainability of our venues Explore new equipment and technology development 	<ul style="list-style-type: none"> Build our public brand awareness in South Australia Leverage media potential of key events – States, Auroras – South Australia participation, Championships and International events Improve member club and participant communications channels Develop and leverage engagement with State and Local Government organisations 	<ul style="list-style-type: none"> Optimise the Regatta structure and calendar Increase social, corporate and competitive participation in regional, metropolitan, and national events Develop opportunities for new events that complement current events Hosting of 2022 AusDBF Australian Championships

Membership

Member Clubs and Participants	
<ul style="list-style-type: none"> Expand membership in targeted demographics Support clubs via education and administrative processes Build collaboration between Clubs across South Australia 	<ul style="list-style-type: none"> Improve paddler, coach, officials and volunteer development pathways Collaborate with other member States and AusDBF to build strategic alliances with other water sports



Key Performance Indicators

Governance

Performance, People and Systems	
<ul style="list-style-type: none"> Decreased injury trend - Target is 'zero' incidents Financial performance meets current and future operational needs Growth in non-member income sources All levels are consistently educated on the principles and rules of the sport Resources are available to member clubs on local area marketing 	<ul style="list-style-type: none"> DBSA meets all regulatory and statutory obligations Operating culture across South Australia is consistent with expectations Paddlers' interests represented through collaborative relationships with key stakeholders and provide reliable information Members are consistently informed of Dragon boat matters in a timely and efficient manner

Business

Infrastructure	Communication	Events
<ul style="list-style-type: none"> Strategy developed Successful submissions for facility-related grants Regulatory and statutory safety and environmental obligations at all DBSA venues are met 	<ul style="list-style-type: none"> Increased media profile Increased use of multi-media communication tools Increased 2-way member participation in communications Increased stakeholder engagement Increased profile of members as advocates of our community 	<ul style="list-style-type: none"> Positive trend in event participation rate Increased participation at regional regattas (metropolitan to regional and vice versa) Competition format increasing participation Successful hosting of 2022 AusDBF Australian Championships Risk assessments of DBSA endorsed venues completed

Membership

Member Clubs and Participants	
<ul style="list-style-type: none"> Growth in sustainable member clubs No loss of member clubs Club compliance with minimum standards (operational, regulatory, statutory) Increased membership satisfaction (member club survey) Network of water-sport alliances established 	<ul style="list-style-type: none"> Improved inter-club collaboration metropolitan and regional. Development pathways created. Growth in volunteers, coaches and officials to help run our activities Increased participation in State and National team selection Adapt services to encourage participation from broader demographics



Contact Us!

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