

Wangaratta Pickleball Club Inc.

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Strategic Plan 2021-2025

Introduction

WPC is run by passionate volunteers with over 70 members. A fast-growing sport available to all ages and abilities, we are looking to support and build on a thriving pickleball community in Wangaratta and surrounding areas.

Described as a cross between tennis, badminton and table tennis, pickleball was created in the USA in 1965 and grown to more than 3 million participants worldwide. It was introduced to Australia in 2015 and has gained popularity as a low-impact sport that is easy to learn and play at almost any age but gets fast-paced and exhilarating at competitive levels.

Goals

- **Growth**- Growing participation, supported by a strong volunteer and member-base
- **Promotion**- Active engagement and promotion of pickleball that continues to raise the profile of the sport
- **Pathways**- Pathways, Social games and competitions that enhance the enjoyment and improvement of all participants.

WPC is supported by volunteers and acknowledges the resource limitations of being a new organisation, this includes finances and volunteer time. The actions outlined in this plan are considered realistic and achievable with the resources available.

Vision

To facilitate and grow community connection and passion for Pickleball in Wangaratta.

Purpose

- To provide various avenues to participation including learn to play, social and competitive options
- To advocate and promote the development of Pickleball in our area.
- To support volunteers including club and event administrators and officials

Values

Passion- Love for the game and the people playing it

Inclusive - A game for all for life

Connection - Building relationships with people from all walks of life

Integrity - Professional, fair, consistent and transparent

Respect – We support everyone. Players (registered or unregistered), clubs, sponsors, partners, or people starting out

Community - It's where we play and live, to feel a sense of enjoyment, safety and togetherness.

PILLARS, GOALS & ACTIONS 2021-2025 Summary

Pillar & Goal

Actions

1. Leadership

Establish best practice governance policies and procedures for Wangaratta Pickleball Club.

- Ø Establish WPC Committee structure to meet the growing needs of the sport
- Ø Adhere to 50% of any gender on the Boards Quota
- Ø Sport Integrity policies developed incl. Fair Play Code
- Ø Ensure appropriate operating systems and IT are in place
- Ø Financial control and measures in place incl. annual budget

2. Growth

Participation growth and the development of WPC and supported by a strong volunteer and member- base

- Ø Ensure supply of appropriate equipment is available to participants.
- Ø Develop a Facility Plan outlining key requirements for users and providers
- Ø Develop resources for volunteers on how to set up pickleball activities and events.

3. Promotion

Active engagement and promotion of Pickleball that continues to raise the profile of the sport

- Ø Develop a communications strategy to promote the game of Pickleball.

4. Pathways

Pathways and competitions that enhance the enjoyment and improvement of all participants.

- Ø Develop Participation Strategies for different groups. To Learn to Play, for Recreation, Competition, Health & Fitness

PILLAR 1 – Leadership

GOAL- Establish best practice governance policies and procedures for the Wangaratta Pickleball Club.

Governance Policies

∅ Develop implement the following policies:

- o Committee Charter
- o Committee Role Descriptions (President, Secretary, Treasurer others as required)
- o Conflict of Interest Policy o Induction Policy
- o Code of Conduct o Child Safety
- o Succession Plan

Governance Practices

- ∅ Adhere to 50% Women on Boards Quota and ensure committee composition reflects the diversity of pickleball participants.
- ∅ Sport Integrity policies & practices developed and adhered to (match fixing, performance enhancing drugs, child safety & member protection)
- ∅ Victorian Fair Play Code implemented Fair Play Code- outlining the standards of behaviour expected for everyone involved in pickleball.

Financial

- ∅ Implement and maintain sound financial management practices and principles including completion of annual financial accounts
- ∅ Completion of an annual budget to ensure that growth objectives are financial sustainability

Committee Structure

- ∅ Undertake a review of the WPC Committee structure to determine the need for sub-committees/ working groups. For eg Competition Committee

Training & Development

- ∅ Conduct a committee skills audit to identify training & development opportunities for committee members

Administration

- ∅ Ensure appropriate operating systems and IT are in place to accommodate growth of Pickleball
- ∅ Review IT and operating systems

PILLAR 2 – Growth

GOAL - Participation growth and the development of WPC supported by a strong volunteer and member-base

Members

- ∅ Work with committee to establish membership options and categories tailored to the needs of participants- ensure that membership options are accessible and inclusive for all.
- ∅ Grow the number of Members (converting participants to members)
- ∅ Endorse, promote and participate in WPC programs and activities incl. Tournaments.

Equipment

- ∅ Work with equipment suppliers to ensure supply of affordable & appropriate equipment is available to participants.
- ∅ Make equipment kits available to new participants and groups wanting to try pickleball.
- ∅ Establish and maintain inventory/ register of WPC pickleball equipment.
- ∅ Pickleball kits available for clubs

Facilities

- ∅ Advocacy to councils and operators to increase access to facilities to accommodate participation and membership growth
- ∅ Develop a Facility Plan outlining key requirements for users and providers- court size, net height, line marking, social v competition play.

Volunteers

- ∅ Develop resource for volunteers on how to set up pickleball activities and events- learn to play, come and try, competitions and events.
- ∅ Assist volunteers with collating best-practice resources to assist in running the club - for eg. manage meetings, fundraising, Working With Children Checks etc.

PILLAR 3 – Promotion

GOAL - Active engagement and promotion of pickleball that continues to raise the profile of the sport in Australia.

Communication Strategy

- ∅ Develop a communications strategy : 1. Promote the game- visibility and engagement of Pickleball to potential participants, members and other key stakeholders (councils, Sport & Recreation Victoria)
- ∅ Identify key elements of the Communication strategies. For eg:
 - o use of social media
 - o Website

- o Use of free traditional media- newsworthy items eg ABC public interest stories
- o demonstration events and exhibition matches at highly visible/ popular locations- eg university orientation weeks, public courts.

PILLAR 4 – Pathways

GOAL - Pathways and competitions that enhance the enjoyment and improvement of all participants, coaches and referees.

Participation Strategy

Ø Develop Participation Strategies for different Pickleball segments across the local area.

1. Learn to Play/ Introduction
2. Recreational play (including entry points eg. schools, universities)
3. Health promotion- aged care, councils
4. Competitive play-including a tournaments schedules.

