



# **AISL STRATEGIC PLAN 2008 - 2011**

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2008 - 2011

AISL

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**Australian Government**  
**Australian Sports Commission**

# **AISL STRATEGIC PLAN 2008 - 2011**

## **Introduction:**

This Strategic Plan sets the goals and objectives of the Australian shooting community for the next four years. The Australian Shooting Association Inc. (ASA) Strategic and Structural Review, undertaken in 2002 and delivered in 2003, provided a detailed analysis of the various elements of the Associations structure, and its operations. That report formed the basis for change in 2003-05, to the Leadership, Management and financial base of the ASA which, in turn, resulted in the formation and registration of the Australian International Shooting Limited.

The strategic plan that follows combined with the new Constitution will be the basis for the AISL achieving its goals in both the near and long term. Some key elements of our new strategic plan are:

- Strategy 1: Sustainable High Performance outcomes
- Strategy 2: Promotion & Image management
- Strategy 3: Develop funding and resources
- Strategy 4: Governance

To realise this plan, the AISL has determined that “the way forward” is to actively conduct, encourage, promote and advance high performance competitive shooting within Australia and Internationally.

The primary purpose of Australian International Shooting Limited is to ‘be the peak representative body for the administration of high performance and international competitive shooting in Australia’.

The vision and mission for the organisation are:

- Vision
  - Our vision is to achieve sustained international success.
- Mission; to accomplish our vision, we must;
  - further increase interest and participation in our sport
  - provide pathways to advance the conduct and development of high performance competitive shooting leading to team selection.

A logical sequential planning process is required so that a plan can be easily understood. This plan seeks to identify the essential areas of influence of the AISL, what objectives it has in those areas and how it plans to achieve those objectives.

# **AISL STRATEGIC PLAN 2008 - 2011**

## **Strategy 1: Sustainable High Performance outcomes**

### **Action Plan 1.1 – Review and revise athlete pathways (Junior/youth/senior pathways)**

**Scope:** Review member pathway programs, agree relevant outcome measures, review current programs against agreed outcome measures, review and assist member bodies with new programs, work with member bodies regarding perception of revised athlete pathways, create MOUs for all relevant member bodies, assess success of MOUs, develop communication programs with member organisations to inform members of the details and benefits of the various pathways

### **Action Plan 1.2 – Develop HP coaching structure**

**Scope:** Develop protocols for reviewing current coaching contracts against agreed KPIs, reviewing KPIs for next contract, develop formal succession plan

### **Action Plan 1.3 – Manage and implement NCAS/NOAS coach/official accreditation**

**Scope:** Develop protocols for reviewing accreditation criteria in consultation with member bodies and ASC, work with members to promote the benefits of standard accreditation

### **Action Plan 1.4 – Effective talent ID programs from non-traditional sources**

**Scope:** Leverage off national ASC Talent ID program, review experiences of international and other sports, develop AISL protocols for identification and promotion of new talent, develop promotion program to manage member perceptions

# **AISL STRATEGIC PLAN 2008 - 2011**

## **Strategy 2: Promotion & Image management**

### **Action Plan 2.1 – Develop processes and resources to maximise media opportunities**

**Scope:** Identify relevant consultancies and resources (eg Winchester PR Department), develop media plan, test media plan, develop metrics to measure success of media plan

### **Action Plan 2.2 – Collect and collate strategically relevant demographic information**

**Scope:** Identify relevant strategically important demographic information required by key stakeholders, identify if information exists in an adequate format, establish means and the frequency of collecting information, develop processes for collecting information not currently available, establish with key stakeholders the strategic importance and the strategic impact of the information, ensure privacy compliance.

### **Action Plan 2.3 – Develop processes for lobby activities of AISL**

**Scope:** Identify relevant areas that AISL should be involved in, develop Board policy for lobbying, establish processes for monitoring relevant opportunities for lobbying, develop process for agreeing AISL position on policy issues, measure effectiveness of lobbying activity with key stakeholders, manage perceptions of member bodies regarding decision making processes for establish AISL position on issues

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## **Strategy 3: Develop funding and resources**

### **Action Plan 3.1 – Investigate commercial opportunities with sponsorship/partnerships**

**Scope:** Research partnership arrangements of international and like bodies and identify relevant like-organisations in Australia, develop criteria to be signed off by Board for successful partnerships, review existing partnerships, identify new possible partners, develop formal partnership arrangements (eg MOU, contract etc), regularly review effect of partnerships on partners, members and AISL. Manage the perceptions of member organisations. Develop robust monitoring of expenses vs income of staff/contract position and establish trigger points for action

### **Action Plan 3.2– Develop national office staffing to resource Strategic plan**

**Scope:** Identify all the required staffing needs to implement the strategic plan, develop revenue and expense projections to be signed off by the Board, develop succession plan for key staff areas. Develop robust monitoring of expenses vs revenue and establish trigger points for action

## **Strategy 4: Governance**

### **Action Plan 4.1 – Identify Board skills required for implementation of strategic plan**

**Scope:** Identify current skills on Board, identify required skills gap to implement strategic plan (eg Funding and resources, promotion and image management), identify potential candidates who are capable of independent decision making, develop recruitment plan, investigate ways to introduce the potential appointees to AISL, appoint to Board, overtly match against defined skills and communicate appointment and criteria to stakeholders, review appointment as part of regular Board evaluation

**Strategy 1: Sustainable High Performance outcomes**

**Action Plan 1.1** – Review and revise athlete pathways (Junior/youth/senior pathways)



**Action Plan 1.2** – Develop HP coaching structure



**Action Plan 1.3** – Manage and implement NCAS/NOAS coach/official accreditation



**Action Plan 1.4** – Effective talent ID programs from non-traditional sources

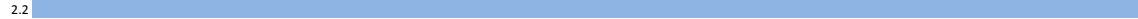


**Strategy 2: Promotion & Image management**

**Action Plan 2.1** – Develop processes and resources to maximise media opportunities



**Action Plan 2.2** – Collect and collate strategically relevant demographic information



**Action Plan 2.3** – Develop processes for lobby activities of AISL

**Strategy 3: Develop funding and resources**

**Action Plan 3.1** – Investigate commercial opportunities with sponsorship/partnerships



**Action Plan 3.2** – Develop national office staffing to resource Strategic plan



**Strategy 4: Governance**

**Action Plan 4.1** – Identify Board skills required for implementation of strategic plan

