



ALA
A U S T R A L I A N
L A C R O S S E
A S S O C I A T I O N

STRATEGIC PLAN

2012 - 2014

OVERVIEW:

The Australian Lacrosse Association Ltd (ALA) was registered on 15 March 2007 with foundation members being Lacrosse South Australia, Women's Lacrosse Victoria, Lacrosse West, Western Australia Lacrosse Association, Lacrosse Tasmania, Queensland Lacrosse Association and the New South Wales Lacrosse Association. ALA is a member of the Federation of International Lacrosse (FIL) and has had significant success on the international stage.

Lacrosse is played predominately at a club level, with national competitions conducted at the Senior, Under 18 and Under 15 age groupings. There are well defined player, coach and officials pathways and affiliation with the National and International Coaching and Officiating Schemes.

Lacrosse is often referred to as the fastest sport on two feet. It is a team sport, and can be played in many forms – non contact, women's field, men's field and Indoor. It can be modified with respect to players per team, equipment, field size and rules. The international organisation was founded by the USA, Canada, United Kingdom and Australia and is now spreading throughout Europe, Asia and the Americas with increased recognition being gained around the world.

In partnership with its Members, the six State Associations, the ALA is responsible for the management of a sustainable development of the sport nationally, and the management and support of relations internationally through FIL.

The ALA acknowledges the Australian Sports Commission for their continued recognition, guidance and funding support.

This Strategic Plan has been developed in consultation with a range of key stakeholders and adopted on 31 May 2012. It is intended that this document be reviewed in early 2013, if not sooner.



Australian INDOOR TEAM 2011



Australian WOMEN'S U19 TEAM 2011

It is structured around the following seven Key Results Areas (KRAs).

KRA 1: Governance, Leadership and Management

KRA 2: Growth and Development

KRA 3: National Competitions & Major Events

KRA 4: High Performance & International Competitions

KRA 5: Coaching

KRA 6: Officiating

KRA 7: Marketing and Communications

VISION:

The Australian Lacrosse Association Ltd (ALA) aims to be an innovative and well recognized national sports organization, building and developing a sports system which positions lacrosse as an inclusive, visible, dynamic and successful sport in Australia.

MISSION:

The Australian Lacrosse Association Ltd (ALA) aims to provide leadership through the delivery of quality sports services and programs which ensure increasing participation for all levels of lacrosse (players, coaches, officials, administrators), and delivers international success.

KRA 1: Governance, Leadership and Management

Objectives

- Effectively manage Australian lacrosse and build a dynamic and sustainable organisation
- Provide leadership, direction and quality of service to members
- To operate as a best practice National Sporting Organisation.
- Meet corporate compliance requirements.
- Promote and manage communication and relationships with all stakeholders
- Increase revenue for the purpose of developing lacrosse
- Maintain ALA standing and participation at international level

Measurables

- Maintain recognition and funding from Australian Sports Commission
- Ensure ALA aligns with the Australian Sports Commission good governance principles
- Create and continue to grow an ALA knowledge repository
- Compliance with all legal and financial requirements
- Management of policies and practices including, but not limited to, Member Protection and ALA National Insurance Scheme implementation
- Support and satisfaction of Member Associations and other key stakeholders
- Every second year an evaluation of the Board and Directors is to be undertaken
- Establish a financial working party for the purpose of raising monies for an ALA Development Fund
- Establish and operate an ALA Development Fund
- Ensure ongoing and consistent participation in international events including, but not limited to, Federation of International Lacrosse (FIL) and Asian Pacific Lacrosse Union (APLU) events
- Develop working groups and / or employees to increase the capabilities of the ALA
- Conduct a minimum of one Presidents' Forum annually
- Implementation of a national database of lacrosse participants
- Implementation of a national database
- Identify opportunities for bidding for international events

KRA 2: Growth and Development

Objectives

- Increase the number of participants engaged in lacrosse in Australia including players, coaches, officials and administrators
- Grow the number of registered participants
- Deliver quality junior participation programs

Measurables

- Establish an Advisory Council with an agreed Charter with multi Member Association representation
- Capture new participants at any and all levels
- Increase the number of registered players, and accredited coaches and officials (detailed figures to be defined)
- Establishment of a junior participation policy and support programs through the Advisory Council
- That those junior participation policy and support programs are operative by 2014

KRA 3: National Competitions & Major Events

Objective

- To successfully provide a program of national events that showcase the sport and provide relevant competition for players, that is built upon a successful State/Club competition and supports development pathways for players, technical and supports development pathways for players, technical officials, event co-ordinators and volunteers
- Maximise the participation in national events
- Provide documentation to facilitate the conduct of national events

Measurables

- Scheduled National Championships and Tournaments are conducted
- National event participation including international involvement strengthened
- Lacrosse South Australia (LSA), Lacrosse Victoria (LV) and Lacrosse Western Australia (LWA) always participate in Senior and aged national events
- All Member Associations participate in national events
- Ensure national event documentation is relevant and up to date
- Ensure that appropriate awards and recognition are provided
- Ensure the development of players, coaches and officials during National events
- Review the relevance of all national events annually

KRA 4: High Performance & International Competitions

Objective

- Provide career pathways for high performance athletes, coaches, officials and administrators.
- Maximise the participation in and utilisation of international competition
- Maximise the available talent

Measurables

- High Performance programs are further developed to support structured state based programs

- The documented High Performance Policy is maintained and improved
- Relevant policies including are Anti Doping maintained and policed
- Maximise revenue opportunities to support team members
- High Performance programs and outcomes are leveraged for the betterment of lacrosse nationally

KRA 5: Coaching

Objectives

- Implement national coaching accreditation and education programs
- Produce quality and appropriate accreditation programs at Level 2 and Level 3
- Enhance the consultation of coaches in the review and refinement of the rules of lacrosse
- Provide pathways and opportunities for development

Measurables

- All coaches must be accredited coaches by 30 June 2014
- Establish a national coaching Advisory Council by 2013
- Coach materials and resources are available to be provided
- Design and implement an approved Level 2 accreditation course, through the Advisory Council, by 2013
- Design and implement an approved Level 3 accreditation course, through the Advisory Council, by 2014
- Conduct a national Coaching and Officiating Workshop in early 2013

KRA 6: Officiating

Objectives

- Implement national officiating accreditation and education programs
- Review and refine the rules of lacrosse used in national competition
- Provide standards of accreditation commensurate with the officiating career pathways

Measurables

- All officials must be accredited (Level 1 / Club level) by 30 June 2014
- Establish Women's National Technical Committee (WNTC) by 1 April 2013
- Maintain Men's National Technical Committee (MNTC)

- Establish a national officiating Advisory Council by 2014
- Representation of officials achieved in FIL and APLU events
- Officiating materials and resources are available to be provided
- Conduct a National Officiating and Coaching workshop in early 2013
- Provide pathways and opportunities for development

KRA 7: Marketing and Communications

Objectives

- Enhance the profile of lacrosse in the Australian community
- Increase the international profile of and opportunities for Australian lacrosse
- Maximise sponsorship opportunities to facilitate and support the growth of lacrosse
- Utilise modern social media to promote lacrosse
- Enhance the profile of ALA in the lacrosse community

Measurables

- Increase the level of revenue generated through sponsorship
- Production of a marketing plan
- Improve website design and content leading to increased website hits
- Present and promote the ALA Strategic Plan to all stakeholders
- Design and distribute the ALA Newsletter a minimum of three times a year
- Utilisation of the database to promote lacrosse
- Ensure increased subscription and posting, with regular and timely feeds to modern social media