



ATA
AUSTRALIAN
LACROSSE
ASSOCIATION



2016 National Conference

Welcome

Andrew Harris



AUSTRALIAN LACROSSE ASSOCIATION

LACROSSE. NOT JUST DIFFERENT. BETTER



www.lacrosse.com.au

The ALA National Conference is proudly supported by



Australian Government
Australian Sports Commission

Housekeeping

- Smoking Policy
- Morning / Afternoon Tea – Auditorium
- Lunch – Restaurant
- Busy Program



Thank You



**Australian
LACROSSE
ASSOCIATION**

Shelly Maher Trophy 2015 Australian Best and Fairest Woman Player

Karen Morton : Glenelg Lacrosse Club



AUSA
AUSTRALIAN
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ALA Vision through to 2024

- Scenario in 2024?
- What might it look like??
- It only required some quality initiatives many years earlier!
- GROWTH was the main Catalyst

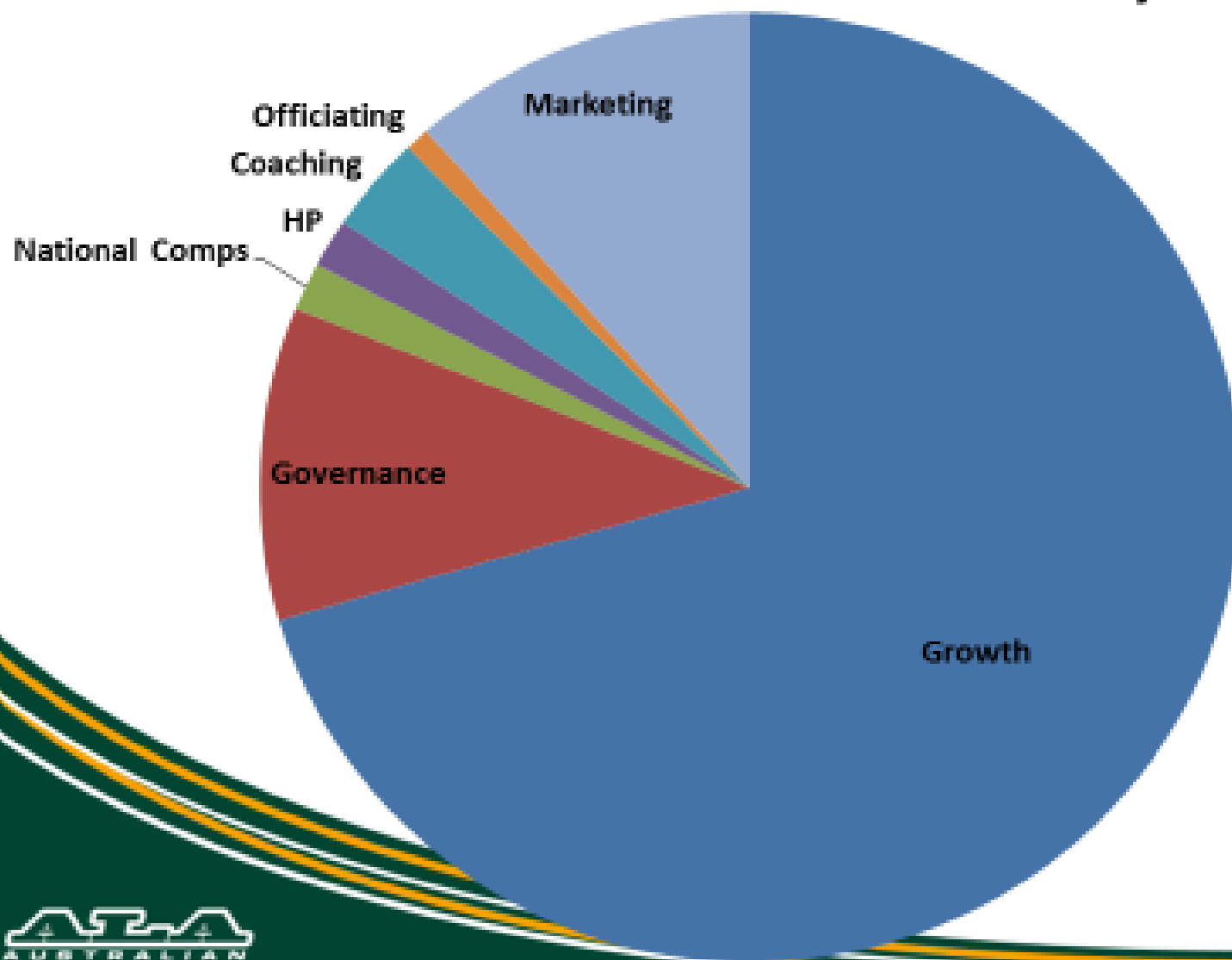


Whats our Vision

- To be the fastest growing sport in Australia



Whats our Number 1 Priority





Lacrosse Heritage in Australia

- In excess 100 years history
- Founding country for men & women in international lacrosse (FIL & APLU)
- Club based competition within State Organisation
- Traditional competition (winter & weekend)
- Strong club & family legacy



Vision started 2015-16

- School Programs (Primary & Secondary, boys & girls)
- University Programs & Games
- Clinics lead to Competition
- Professional Development Officers
- Qualified Coaches & officials
- ALA Advisory Councils
- LMLC M&W Supporters & Past Players
- Lacrosse Australia Foundation Ltd launched



Participation Growth

- From 5K to 120K
- Promotions (Schools) @ +10%pa
- Programs (Clinics/Camps) @ +20%pa
- Competitions (Clubs) @ +4%pa



Organisations' Logistics

- We needed our own bases! So....
- ALA headquarters (shared with a State body) with a Hall of Fame
- Each State body has a State HQs at a year-round lax ground (with 4 fields + 1 indoors field + change rooms + meeting rooms)
- Lights of TV quality on 1 field
- All States + ALA have professional staffing



Promotions & Products

- Funding via the Lacrosse Australia Foundation launched 2016 (interest from growth of capital)
- With additions from School Programs/visits/promotion @ 10%pa (eg ASC/SS from 2016)
- Not measured in conversion to clubs initially
- Promoted and co-ordinated through ALA
- Delivered through State bodies ('standard' products, 'same' deliveries) = National Participation Framework



Olympics?

- FIL has achieved IOC status from 2024
- ASC/AIS (Australian Government) recognise lacrosse as 'Medal contention' since 2020 = now included lacrosse in Hi Perf funding program (AWE)
- TV interest high & under negotiation



Path to IOC

- Integrated FIL (men & women) Finland 2004
- WADA endorsed 2005
- SportAccord Member 2006
- World Games Poland 2017



Key Points for Olympic Recognition

- UNIVERSAL
- EXCITING
- YOUTH APPEAL
- GOOD TV



IOC Review 2015 -16

- Review of IOC Recognition Procedure and Evaluation Criteria Q1
- IOC Sports Dept. issue Procedure and Evaluation Criteria and timeline including call for a letter of intent Q1
- Development of Recognition Questionnaire Q2



IOC Review 2015-16 Cont'd

- IOC Sports Dept. -> letter on procedure / criteria /timelines to candidates

1st June 2015

- Application deadline

1st September 2015

- Individual debriefs between IOC SD and the applicants

16th October – 15th November 2015

- IOC Sports Dept. proposal to the IOC Executive Board

16th November 2015

- Decision on provisional recognition by IOC EB

8th – 10th December 2015

NB: Now into 2016 (due to 2015 IOC matters)



FIL & APLU

- FIL has 75 Members & 4 Regions
- APLU has 20 Members
- Australian local competition includes Japan + New Zealand + China (all FIL Blue Division) as well as international Americas + Europe + Africa
- ASPACs are 1 of 4 Regional qualification competitions to FIL world events (men's & women's – Seniors & U/19s & Indoors)
- Australian Competition grown with strong teams in ALL States



Responsibilities

- ALA has co-ordinated HP program
- States have Development programs – schools through to clubs (supported by ALA)
- Business Development & Foundation has achieved funding for Development Officers in each State with central ALA facilitation
- There is a mixture of traditional club competition + school clinics/tournaments + University games + indoors for kids/parents/mixed/elite teams + Lax Camps
- ALA to create Marketing Program & new initiatives



Challenges

- Australian government funding for Olympic sport?
- TV interest for Olympic sport (& fastest game on 2 feet)?
- ASC/AIS progressive programs to get increased lax participation?
- Growth of the lax Foundation to progressively fund growth? NB: 25%pa growth = 2.608M in 10 years earning (@5%pa) 130Kpa for lax development
- Early recruitment of commercial sponsors (eg banks, health care, etc)?
- Recognition of Health benefits via sport generally and specifically lacrosse?
- Recruitment of lacrosse suppliers (eg apparel, equipment) sponsorship for domestic/AsiaPacific/International potential?
- When can we get lax on TV (via YouTube, etc.....)? Sooner the better!



Reality

- Recognise our heritage with lacrosse
- Find new ways to get participation (exposure/recruitment/etc).
- Raise our profile (needed domestically – internationally good already)
- GROWTH is #1 lax objective!!!!
- Move form amateur/volunteer organisations to a professional one!
- Requires a unified and co-ordinated approach NOW
- With an investment in the longer term – say 10 year perspective
- Supported by FIL & APLU developments in parallel – ALA participation required



Going Forward?

- What are we going to do differently?
- And with significant new initiatives?
- And with significant professional staffing
- Whilst recognising the tradition of clubs and historic events?
- Starting now????????????????????????????????



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