

DVAC Objective “interclub capable” Brief

The DVAC development plan identifies the major objectives and the future direction in line with our vision. This plan builds on current and past achievements and further develops our club and the ability individuals have to achieve their best in a friendly and safe environment.

Our challenge is to see if we can improve and extend our services, as a provider of athletic experiences, to club members and the community and capture a greater share of the sport and recreation market.

Our Club Vision:

To help focus our activities to meet this challenge we designed a club vision (or purpose) statement:

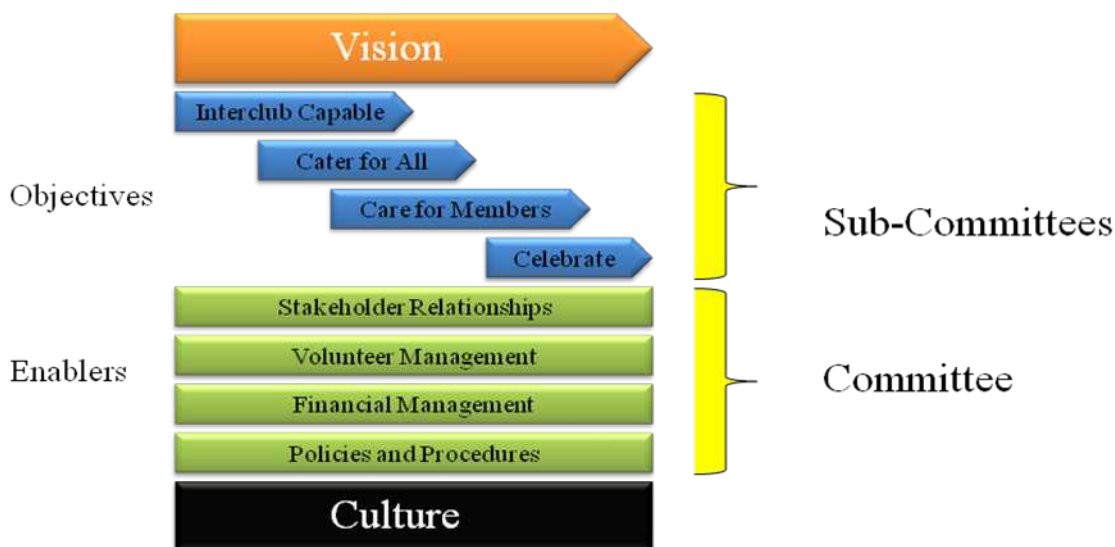
To provide opportunities for all persons – particularly those in the north-east sector of Melbourne - to participate in athletics and achieve their personal goals in a family friendly and community oriented environment.

We aim to do this by:

Creating a **supportive club environment** that fosters personal development and pride in achievement and participation;
 Providing access to **first class facilities** and a **safe environment** for training and development;
 Providing **first class coaching** for all events, age groups and levels of performance;
 Through our affiliation with Athletics Victoria, offering **access to all levels** of summer and winter competition and
 Building **cooperative relationships** with a range of organisations for the benefit of all stakeholders and the **promotion of athletics** in our region.

The direction for the club in this statement is to see if we can provide a more diverse range of athletic recreational services thus attracting more people to our sport, for example recreational walkers. Also the vision identifies an intention to further market our club as a provider of quality athletic services to all people regardless of age, gender, ability or disability and in a way which maximises competitive as well as social enjoyment.

4 Core objectives and 4 enablers have been identified as those we will pursue over the next couple of years.



Our Core Objectives:

Interclub capable: To upgrade the Willinda Park facilities to be able to run Interclub and / or specialty meets. Whilst we seek no ownership or exclusivity we would like to promote the use of the pavilion as our clubhouse.

Cater for all: To ensure our members have access to a structured coaching service that allows them to achieve what they set out, whether elite or fun, able or disabled. The service needs to allow for maximal individualisation and aligned to AV/AA developmental programs.

Care for members: To ensure we address current imbalances within our membership. Our plan will not include specific quantitative aspirations with regard to our membership. However, we believe that by focusing on getting our club's fundamentals right the club will automatically grow healthily. The fundamentals are based on our values and optimising facilities, coaching and relationships as per our overall plan.

Celebrate: To organise an appropriate recognition event for our 25th anniversary in autumn 2010.

Our Core Enablers:

Relationships with Stakeholders: Our ability to improve and maintain good relationships with DVLAC, Willinda Club, the Council and the community in general.

Promoting/Caring for Volunteers: Our ability to attract, retain and appropriately recognise the required number of volunteers to operate the club effectively and efficiently.

Financial Management: Our ability to raise enough funds to make the investments required.

Policies and procedures: Our ability to put in place the required policies and procedures supporting our plan.

It is our intent to assign these objectives to subcommittees to work out the details, funding and seek approval of the Committee for the implementation. The Committee, as chosen by the members will take on the enablers.

We will commence with the development of the underlying initiatives for each of these objectives as soon as we can and expect and accept that it will take some time to build up full momentum.

We also expect that the objectives may be amended and expanded over time and in effect be an ongoing part of our club.

Our Culture:

- A family friendly and community oriented environment.
- A high quality service provider of athletic, physical recreational and general health and wellbeing activities.
- Fun , fitness and camaraderie
- Participation, supporting all abilities

Cater for ALL

Charter

To ensure our members have access to a structured coaching service that allows them to achieve what they set out, whether elite or fun, able or disabled. The service needs to allow for maximal individualisation and aligned to AV/AA developmental programs.

Description

The aim is to provide an individualised service, be it coaching or record keeping that provides the athlete a sense of managed development, importance and personal attention.

We currently have an enthusiastic diverse coaching staff, with individual preferences, varying number of athletes, varying areas of focus and competencies, not necessarily aligned to available developmental programs, usually uncoordinated or lacking a 'cradle to grave' approach.

The recently held AV survey amongst athletes shows that athletes are in the sport for personal enjoyment and gain and are less interested in club outcomes. The service we provide needs to reflect this.

15. Rate your motivation for competing in Shield competition (with 1 being the most important factor, 4 the least important factor)

| | 1 | 2 | 3 | 4 | Rating Average | Response Count |
|------------------------------------|-------------|-------------|-------------|-------------|----------------|----------------|
| Personal enjoyment & gain | 65.2% (380) | 21.4% (125) | 8.1% (47) | 5.3% (31) | 1.54 | 583 |
| Personal fitness | 17.3% (101) | 35.8% (209) | 28.3% (165) | 18.7% (109) | 2.48 | 584 |
| Social opportunities | 3.1% (18) | 15.0% (87) | 36.6% (212) | 45.3% (263) | 3.24 | 580 |
| To earn points and support my club | 17.7% (104) | 27.6% (162) | 26.5% (155) | 28.2% (165) | 2.65 | 586 |

Key initiatives within this objective could be:

- Identifying development paths in consultation with AV and AA
- Attracting coaches for missing disciplines
- Provide assistance in coaches skill development and qualifications
- Resolve any coaching capacity constraints
- Review by athlete of development path
- Alignment of development paths and coaches
- Individual athlete Scoring, reporting and tracking system
- Coaching clinics
- Review of funding arrangements
- Training weekends
- Review Disability requirements

Implementation

A sub-committee will be formed by volunteer members of the club and will have at least one committee member as part of the team.

The sub-committee will take ownership of the objective and formulate initiatives, budget, milestones and project plans for committee approval. Once approved, the sub-committee can execute its initiatives and report back to the committee on progress on a monthly/quarterly basis.

The milestone for the approval of the plans will need to be 3 months after taking ownership of the objective.