

# ICE SPORTS VICTORIA STRATEGIC PLAN 2016-2018



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# 1 INTRODUCTION

Ice Sports Victoria is the peak body for ice based sport and recreation in Victoria including Ice Hockey Victoria, Victorian Ice Racing Association, Ice Skating Victoria (Figure Skating) and the Victorian Curling Association.

Ice Sports Victoria is committed to supporting its members with high levels of service, open communication and transparency.

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## 2 PURPOSE and MISSION

Ice Sports Victoria's purpose is to:

- promote and support opportunities for participation in all forms of ice sports in Victoria; and
- assist its members to develop and grow

so that members of the Victorian Community can experience the thrill of ice sports.

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### 3 VALUES and VISION

#### *Our values*

- Collaborative
- Inclusive
- Professional
- Innovative

#### *Our vision*

By December 2018 Ice Sports Victoria will be well known as the champion of ice sports in Victoria with well governed and inclusive members who provide exciting competitive and recreational opportunities for all Victorians

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## 4 STRATEGIC PLAN

### 4.1 7 Year Vision

By December 2022 Ice Sports Victoria will:

- Be highly valued by its members
- Be highly visible within the general community and the sporting industry in Victoria
- Have the highest ice sports participation rate in Australia
- Provide support to our member organisations to ensure all events are conducted professionally and successfully
- Be the leader in education and training for those involved in ice sports
- Be respected and authoritative
- Have strong, effective management with financial sustainability
- Provide guidance to others who have the capabilities to build and operate international standard facilities
- Have members with strong, viable and welcoming clubs that provide diverse participation opportunities

### 4.2 3 Year Vision

By December 2018 Ice Sports Victoria will:

- Have increased participation in ice sports by 15%
- Be a clear voice to government and the community on all matters relating to ice sports in Victoria
- Have developed clear development pathways for all participants in ice sports (not just athletes)
- Be financially secure
- Have members which are well governed and compliant with all relevant legislation and other requirements
- Have gained government and community support for an additional ice sports facility in Victoria

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## 5 STRATEGIC PILLARS 2015 – 2018

### 5.1 Participation

*The goal – more people on the ice more often.*

Strategies	Measure
Conduct low cost Ice Sports Victoria and its Member Organisation Family Fun Days at Oakleigh to encourage engagement in ice sports from local communities.	- 2 per year - 40-60 attendees - Data collected
Develop formal relationships with Special Olympics Victoria, Scope, Blind Sports Victoria and other disability groups	Letter of Agreement or Industry Partnerships
Conduct Come and Try events for athletes with a disability at OGBA	- 3 per year - Data collected and venue revisitation is tracked
Develop schools strategy in conjunction with venues and other professionals to expose students and teachers to the whole range of ice sports.	June 2018
Build the Ice Sports Victoria brand through a planned PR campaign and delivered regularly via website, social media, press releases and events	30% increase in website and social media statistics

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## 5.2 Governance/organisational capability

*The goal – to be well governed and sustainable and to have members who are the same*

<b>Strategies</b>	<b>Measure</b>
Have a skills based Ice Sports Victoria Board with adequate representation for members	Biennial – September
Full review of Ice Sports Victoria’s constitution to make sure it complies with relevant legislation, meets best practice governance principles and meets the needs of members	Annually - March
Annual review of the approved 2016-2018 Strategic Plan for Ice Sports Victoria with full endorsement from its members	Annually - March
Review the Ice Sports Victoria Board Charter	Annually - February
Ensure all appropriate Ice Sports Victoria policies are in place including an inclusion policy	Annually - June
Ensure Ice Sports Victoria is in compliance with all relevant legislation and regulations	Annually - August
Develop template clauses for inclusion in all Member Organisations constitutions	Annually - May
All Member Organisations to do complete Play by the Rules online training and have the minimum Play by the Rules policies in place.	- 2016 25% - 2017 50% - 2018 100%



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### 5.3 Workforce development

*The goal – support the development of existing coaches, officials and volunteers and develop new coaches, officials and volunteers*

Strategies	Measure
Compile and Review a database of existing coaches and officials and their level of qualifications from each Member Organisation	Review - May
Conduct a skills audit of members both administrative (committees/boards) and technical (coaches and officials) participants for each Member Organisation	Annually – September
Work with ice sports venues to build the capacity of their staff to deliver quality ice sports experiences for all participants	- Facility staff training 2 times per year (February and October)
Liaise with national bodies of each Member Organisation to obtain recognition of Ice Sports Victoria as the peak body in Victoria, allowing opportunities for federal funding and to promote training opportunities and assist in delivery where possible	December 2017
Develop recognition opportunities for clubs, coaches, officials and volunteers	September 2018
Investigate potential suppliers of one CRM for all Member Organisations to be shared with members	Investigate options and present by August 2017 and implemented by January 2018
Establish relationship with tertiary institutions offering sports management courses (e.g. LaTrobe, Deakin, Victoria University) in order to source interns	Letter of Agreement or Industry Partnerships

## 5.4 Government relations

*The goal – to be a clear conduit to government on all things relating to ice sports*

Strategies	Measure
Include relevant government contact in PR campaign distribution where appropriate to ensure ‘top of mind’ status	Number of PR releases to Government with adequate notice to provide sufficient notice for Government participation or interaction.
Establish one point of contact within Ice Sports Victoria and its members for government relations	President nominated as the single point of contact. President can delegate to the most suitable representative/s.

## 5.5 Sustainability

*The goal – to be financially sustainable and lead the promotion and support for a new ice sports facility in Victoria. Through our strong relationship with Government, Ice Sports Victoria will be well positioned to secure sufficient funding to achieve our primary objectives over the planning period.*

Strategies	Measure
Ice Sports Victoria will take a lead role in lobbying Government for another international level facility in Victoria. Ice Sports Victoria will also assist in the preparation of Tender documents to ensure the requirements for all sports have been taken into consideration. Ice Sports Victoria will also work with the successful consortium throughout the building and implementation phases.	<ul style="list-style-type: none"> <li>- Success rate of grant applications</li> <li>- Frequency of invitations from Government to participate in grant rounds</li> </ul>
Investigate shared services model/ Customer Relationship Management (CRM) data capture	- Conduct an audit of current service providers across Registrations, Events, Insurance etc. with Member Organisations
Investigate the viability of a whole of sport sponsorship benefits package	- December 2018

