



SOUTHERN SPORTS ACADEMY

Strategic Plan 2017-2020

Purpose

Provide opportunity for athletes and coaches identified as having potential to achieve high standards in their chosen sport.

Vision

To be recognised locally and statewide as an industry leader of pre-elite sports development programs, providing pathways for athletes and coaches to achieve elite level performance and become future leaders of the community.

Values

INTEGRITY – INNOVATION – RESPECT – RESILIENCE

Strategic Priorities

Excellence in business operations, governance & innovation

KPI's:

- Maintain best practice financial management
- Further diversification of income streams to build capacity
- Develop board and staff utilising individual skills effectively
- Network policy review and consolidation
- Collaborate for aligned, collective results
- Work with media partners and the industry to deliver cost effective marketing for SSA, our commercial partners, sponsors and suppliers.
- Provide funding to directly support innovation through utilisation of sports technologies

Optimising SSA programs & services to support athlete preparation & performance

KPI's:

- Ensure the availability and application of high quality services to SSA athletes and coaches that are of an elite standard
- Create elite standard of planning and resources to drive and enhance programs
- Ensure athlete and coach exposure to elite sports technologies, techniques, environments, preparation and processes.
- Develop and commence statewide educational curriculum with a primary focus on athlete personal development
- Review and evaluate programs annually to ensure relevance to objectives
- Focus on the development of knowledge and skills of staff and personnel associated with the delivery of services to athletes and coaches.

Sustainable organisational growth

KPI's:

- Promote, organize, administer and participate in competitions, events, meetings and games of all kinds in aid of developing individual and team based skill and excellence of academy athletes and coaches.
- Utilise resources through investment, sponsorship, grants and strategic partnership opportunities to promote excellence of talented athletes and coaches within their particular sport
- Improve operations through the development of suitable strategic and operational plans
- Identify appropriate sports to become included with SSA (min 1 per year)
- Increase community awareness and engagement through effective branding, marketing and electronic platforms
- Utilise SSA facilities to effectively support the operations and visibility of SSA and our brand

Enablers

Investment 

Relationships 

Governance 

Research 

People 

Technology 

Communication 