



Mission Vision Values

1 Mission – The role of Archery Victoria

Archery Victoria assists in developing, administering, and promoting the sport of archery across the state of Victoria. We do this by;

- Supporting social, recreational and competitive archers of all abilities and archery clubs to achieve their archery goals.
- Representing the Victorian Archery community at a National level.
- Ensuring participation is in the 'Spirit of the Game' rewarding dedication and fair play.
- Encouraging a positive, inclusive, community-based club culture.

2 Vision – The Desired Future

Archery in Victoria has a culture of communication, listening, understanding and respect. We have developed strong relationships with National bodies, government and enterprises that are creating opportunities for the betterment and growth of archery in Victoria. Together we have developed governance and integrity frameworks that support all archers to experience the sport in a safe, inclusive and respectful manner. Volunteers are valued and supported through training, recognition and zero tolerance safeguards. A clear pathway is provided for high performance development through to National level programs.

3 Values – The way we will work to achieve the Vision

We prioritise the **safety** and **wellbeing** of all members. We are **transparent, fair** and **collaborative** in our decision-making process. We embrace **original thinking**, respect the past and look for new opportunities. We are energised, engaged and **get things done**.



Strategic Plan Framework

Goal 1

Attract 'Come'n Try' participants to become members of the archery community. Retain those Archers beyond their first year and into a life long association.

Clubs attract good numbers to the introductory 'Come 'n try' program. Only a small percentage follow through and take out a full membership and even fewer retain that membership beyond the first year. A barrier to become engaged with the sport exists in progressing from beginner to intermediate skill level. Senior level archers who have been in the sport for a long time or are returning to the sport they enjoyed as juniors are a key cohort to consider. They offer knowledge, spare time, a passion for the sport and are a vital part of the community.

What can we explore to achieve this goal;

- Provide programs for participation and improvement.
- Create a clear pathway to access to coaching / mentoring.
- Explore the development of career pathway opportunities within the sport.
- Promote club culture that is engaging.
- Provide cost effective and flexible membership cost options.
- Create and promote a safe and inviting place for families.
- Explore access through equipment rent/buy scheme.
- Provide opportunity and programs for senior archers.
- Promote a pride in the State representation in competition.
- Sharing of knowledge and experiences amongst clubs.
- Promote flexible and increased venue access options.
- Represent and lobby Archery Australia and World Archery to advance the needs and wants of Victorian archers.

Goal 2

To develop and foster Archery as an inclusive and diverse sport for all.

Archery is a sport where people of all ages, all genders and all abilities can participate together, "on the line". Archery as a sport is an individual pursuit of mindful mastery of a fine motor skill. It is a sport where beginners can shoot next to Olympic athletes. Social interaction is determined by the individual and enhanced with an accepting and welcoming club culture. It is also a sport that is attractive to people from diverse cultures. Archery has developed and evolved in many ways by difference cultures around the world. It can also be appealing to people as it is an individual pursuit rather than a team based sport, and can be done socially or competitively.

How will we work towards this goal?

- Explore promotion strategies that encourages and targets participation of people of diverse cultural backgrounds, gender, age and abilities.
- Develop and implement an Access and Inclusion Policy.
- Support clubs to improve the accessibility and inclusion of their facilities and programs.
- Explore mindful benefits of the sport for targeting groups focusing on mental health such as Veterans to specific neuro-diverse groups and develop programs of mutual benefit.



Strategic Plan Framework

Goal 3

Growing participation through increased awareness of Archery in the broader community.

Archery is primarily known as an Olympic sport. It is however more diverse with many games available to participate in. Various bow types, target, indoor and field variants, awareness of all facets of archery is a challenge with little general public exposure. There is a need to grow and maintain archery's presence as a 'smaller', non-mainstream sport to provide the diversity of opportunity that is critical to the ongoing sustainability of the sporting sector generally. Raising the profile of archery can attract participation of those not interested in mainstream team or competitive sport formats.

The more participants archery has, the more sustainable the sport will be. As numbers increase so too will the diversity, vibrancy, and viability of clubs. Increasing participation by young people is particularly important for the sustainability of the sport and succession planning in club operations.

We know that challenges to participation include costs, perceptions about specialised or intimidating equipment, not knowing others involved in the sport and a lack of awareness about opportunities to participate.

How will we work towards this goal? We will:

- Improve the quality, specificity and reach of our communications and promotions, with a focus on families and targeted groups.
- Advocate for the inclusion of archery in the school curriculum and other adventure based organizations such as Scouts.
- Enable events that encourage participation by people new to Archery, with a focus on families.
- Ensure people new to archery are supported and encouraged.
- Expand awareness into under represented regions of Victoria.
- Advocate for Victorian Archers to Archery Australia.

Goal 4

Develop programs that supports, recognises and celebrates Volunteers across all aspects of the sport.

The participation levels and economic realities of archery in Victoria is such that it is totally reliant of volunteers. The governing body, Archery Victoria is made up of a volunteer board with variable experience levels and time availability. Clubs rely on volunteers to provide management committee, come and try coaching and maintenance. Competitions rely on volunteers to judge. To be sustainable, archery community needs volunteers that are capable, have the necessary skills and knowledge to undertake a role and feel valued without getting fatigued and burnt out.

How will we work towards this goal? We will:

- Investigate and identify new ways to attract volunteers to archery.
- Develop and support the skills, knowledge and capacity of volunteers.
- Explore ways to recognise and value volunteers.
- Explore technology to assist with volunteer workload.
- Provide a safe environment where volunteers feel empowered, safe and protected.



Strategic Plan Framework

Goal 5

Develop and maintain effective and open communication between the Board, Clubs and Members.

As the peak body for archery in Victoria, one of AV's key roles is to be there for our clubs and their members. Our Board and its members play a critical role in disseminating information and developing and maintaining connections and relationships with clubs and their members.

Through more regular and personalised engagement with clubs, we can strengthen our sport and create connections and relationships that further support clubs and our sport.

How will we work towards this goal? We will:

- Provide timely and relevant information digitally and in person.
- Provide regular opportunities for clubs to interact with the Archery Victoria Board.
- Build relationships and regularly communicate with clubs and members to understand trends, achievements and challenges.
- Report on and action Club issues at AV Board meetings.
- Keep clubs informed about events, grants and other opportunities.

Goal 6

Develop and implement relevant, non bureaucratic governance to assist Clubs in meeting legislative compliance.

The AV Board and its member Clubs are bound by legislative compliance that is mandatory for us all to implement or follow. Each day the requirements change making it difficult for Clubs to keep abreast of the changes. The Board will endeavour to keep up with these changes and deliver timely compliance tools for clubs to implement.

How will we work towards this goal? We will:

- Develop policies and procedures that protect members and enhance the community experience.
- Develop effective policies to assist Club's in meeting their legislative compliance.
- Develop and promote procedures and 'tool kits' to assist clubs in managing bullying and abusive behaviour for all members.
- Adopt the (Archery Australia) National Integrity framework.
- Enhance child safety protocols and protection policies.