



Archery Victoria^{INC.}

ARCHERY VICTORIA STRATEGIC OVERVIEW 2020 – 2024

(commencing 1 January 2020 and ending 31 December 2024)



Governance and Leadership

- Volunteer Management and Support
- AV and Club Governance Reform
- Improved Reporting
- Implement new AV Rules
- Financially Independent
- State Facilities Plan
- Sponsorship

Diversity and Inclusion

- Senior Victorians
- Women and Girls
- AAA
- Modified Programs
- Alternative memberships
- Active Recreation

Strong Clubs

- Club Health (physical and emotional)
- Codes of conduct
- Supportive Club Culture
- Strong Governance
- Improved reporting
- Annual Reaccreditation
- Legislative Compliance

Marketing and Communication

- Brand Image
- Brand Ambassadors and Mentors
- Marketing Plan
- Retention
- Strong and effective communication strategies

Athlete Pathways

- Athletes
 - Novice
 - Intermediate
 - Advanced
 - Elite
 - Recreational
 - Fitness
- Coaches all levels
- Officials – available to support programs
- Training/ support for AV and club workforce
- Alternative competition pathways

Social and Community Responsibility

- Fair Play
- Active Victorians
- Active Ageing
- Child Safe
- Community Sponsorship

Category 3 SSA

5,000 members/active participants

50% Female

GROW ARCHERY

20% increased

retention