

SAINTS ATHLETICS CLUB
STRATEGIC PLAN 2021 - 2025



A STARCLUB ACCREDITED CLUB

(An initiative of the SA Government)

This draft plan was developed by committee members as a result of a facilitated workshop conducted on 10 September, 2020

HISTORY

St Peter's Collegians' Athletics Club Inc - trading as Saints Athletics Club

Short history summary of 'who we are'/background 'about us':

1946 to 2020

The club formally known as The St Peter's Collegians Athletics Club was founded in October 1946 in the master's common room at St Peters College.

It was the brainchild of our first iconic school coach Bob (Trunk) Vollugi. Another club legend Alistair (Scotchy) Gordon was also present as a schoolboy and subsequently gave many years of support as both athlete and sprint coach. The then Headmaster and ex British Ghanaian Olympian Colin Gordon was a strong supporter for the formation of this great club which has continuously been a force in athletics in South Australia demonstrated through its winning more Athletics SA Interclub men's 'A grade' premierships than any other club in this time period.

Bob realised the underlying strength of this new club would be the schoolboys in conjunction with old scholars, hence the original name of St Peter's Collegians Athletics Club. Since its beginnings, the club has produced 8 Olympic and Commonwealth Games athletes: Bill Bruce, Ian Bruce, Scotchy Gordon, Leon Gregory, Nick Birks, Bruce Frayne, Simon Arkell and Henry Frayne. There have also been several other athletes from the club who have represented us internationally as well as dozens of state champions and state representatives in national and special competitions from juniors to masters age groups.

Times have changed and in order to thrive, the club since 2000, chose to be known as the Saints Athletics Club as it reflected its desire and need to be more inclusive and to meet expectation of the sporting community. This change has included the rise in female membership and the club has had significant success with their solid participation in both summer and winter competition and have in a short time won two premierships to date.

The club has always encouraged and appreciated participation from associated schools both as participants and volunteers. The Club camaraderie has helped us to gain a fine reputation in the athletics community and beyond. In latter years, additional athletes of all abilities plus coaches from the wider community have joined the club to make it stronger than ever.

OUR VISION

A unified athletics club that is a leader, dynamic and successful

OUR PURPOSE AND INTENT IS TO...

- **strive for excellence**
- **create an enthusiastic and enjoyable environment**
- **nurture members to the best of their potential**
- **encourage participation and development in track, field, and cross country**
- **promote a healthy lifestyle**
- **develop and maintain camaraderie and inclusiveness**
- **ensure the club's sustainability and financial security**

OUR PARTNERS AND STAKEHOLDERS

All parties who have an interest and/or stake in our development

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| <ul style="list-style-type: none">• St Peter's College• Members• Parents and families• Athletics SA• Little Athletics• Athletics Australia• Other schools | <ul style="list-style-type: none">• Officials and volunteers• Coaches• Office for Sport, Recreation and racing• Old collegians of the School• Fellow ASA clubs• St Peters Old Collegians Association |
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VALUES THAT REPRESENT OUR DESIRED CULTURE

INCLUSIVITY

Encouraging and accepting all those who appreciate the sport of track and field and in turn who respect our values

COMPETITIVENESS

Motivating us to do our best and appreciate the positive benefits that competition offers

TEAM CAMARADERIE

Appreciating the enjoyment and success that working as a team delivers and maintaining a team culture

EQUALITY

Offering equal opportunity for all to achieve their potential and aspirations in an environment of acceptance and encouragement

SERVICE CONTRIBUTION

Our club is based on volunteering and helping others strengthens the club and improves the character of its members

WELL BEING

Recognising that athletics is above all a contributor to a healthy lifestyle for everyone

STRATEGIC PILLARS - AREAS OF FOCUS IN OUR PLANNING

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|---|---------------------------------------|------------------------|
| 1. COMMUNICATION AND PROMOTION | 2. GOVERNANCE AND FINANCE | 3. VOLUNTEERING |
| 4. ATHLETE AND COACH DEVELOPMENT | 5. SOCIAL AND CLUB DEVELOPMENT | |

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| <p>PILLAR 1: COMMUNICATION AND PROMOTION</p> <p>KEY OBJECTIVE 1</p> <p>Develop more action and activities on targeted social media platforms</p> <p>STRATEGIES/ACTIONS</p> <ol style="list-style-type: none"> 1. Establish designated social media managers 2. Determine which actions and activities to include on which platforms 3. Feature athletes who achieve an excellent result at competitions on Facebook or other media platform | |
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Who to lead:

Resources needed:

KEY OBJECTIVE 2

Publicise club coaches on our website

STRATEGIES/ACTIONS

1. Create a page on the website that lists club coaches including their experience, achievements, availability, and locations
2. Seek coaches' contributions to the website page

Who to lead:

Resources needed:

KEY OBJECTIVE 3

Maintain and further develop a high quality and expansive uniform range

STRATEGIES/ACTIONS

1. Maintain men's and women's competition range
2. Regularly release limited range casual wear
3. Maintain men's and women's training/warm up wear
4. Keep the aesthetic dominant colour of royal blue - simple and fun

Who to lead:

Resources needed:

KEY OBJECTIVE 4

Initiate ways to effectively recognise both volunteers and athletes

STRATEGIES/ACTIONS

1. Help promote enthusiasm and club member involvement through developing creative ways to recognise work undertaken by volunteers as well as athletes and publicise their achievements/contributions

Who to lead:

Resources needed:

PILLAR 2: GOVERNANCE AND FINANCE

KEY OBJECTIVE 1

Encourage younger club members' involvement with club governance

STRATEGIES/ACTIONS

1. Continue to seek St Peters school captains to be involved in club committee meetings
2. Establish bi-yearly young members meetings
3. Encourage young members to come along to meetings with a view to succession

Who to lead:

Resources needed:

KEY OBJECTIVE 2

Establish a donor program from current and past members

STRATEGIES/ACTIONS

1. Seek sponsorship of athletes who will most benefit from financial support
2. Investigate ways to best acknowledge sponsors/donors

Who to lead:

Resources needed:

KEY OBJECTIVE 3

Maximise and improve committee efficiency and effectiveness

STRATEGIES/ACTIONS

1. Allocate various committee members 'portfolios' in the form of bundles of particular tasks such as events, social media, uniform management and team management
2. Ensure that any sub committees created achieve maximum effectiveness through the power given by the committee to operate - consistent with the constitution, namely under:

"8.25 Delegations

Committee May Delegate Functions

The Committee may, by instrument in writing, create or establish or appoint special committees, individual officers and consultants to carry out such duties and functions. The Committee will also determine what powers these entities are given."

3. Refine the committee meeting format in particular move correspondence to 'email' and confine discussion to only those matters that require all committee involvement through receiving feedback and/or advice
4. Organise more frequent but shorter meetings following the pre-prepared agenda. Aim to maximise use of email communication or sub committee deal with club matters where appropriate

Who to lead:

Resources needed:

PILLAR 3: VOLUNTEERING

KEY OBJECTIVE 1

Promote more parent involvement in all aspects of the club

STRATEGIES/ACTIONS

1. Improve communication with parents of schoolboys through available school communication channels and systems
2. Maintain close relationship with school athletics representatives
3. Establish contact and communication strategies with parents to promote involvement in the club culture and operations

Who to lead:

Resources needed:

KEY OBJECTIVE 2

Formulate and implement ideas to improve volunteering numbers

STRATEGIES/ACTIONS

1. Provide financial support to volunteer officials and coaches
2. Investigate and implement ways to effectively recognise casual volunteers such as through media and club functions
3. Publicise development options available for volunteers who are prepared to officiate

Who to lead:

Resources needed:

PILLAR 4: ATHLETE AND COACH DEVELOPMENT

KEY OBJECTIVE 1

Attract coaches to train both at/for Saints

STRATEGIES/ACTIONS

1. Allow access to grounds and facilities at the School for external coaches to improve ties and networking
2. Develop multi-skilled coaches for club athletes especially in jumps and hurdles

Who to lead:

Resources needed:

KEY OBJECTIVE 2

Provide support to coaches to enable them to provide best quality experiences for their athletes

STRATEGIES/ACTIONS

1. Continue supporting coaches with financial support to attend courses and accreditation for skill enhancement
2. Provide access to equipment and support coaches in getting updated supplies where demonstrated necessary

Who to lead:

Resources needed:

KEY OBJECTIVE 3

Maintain and build ties with Little Athletics junior development in alignment with the One Athletics proposal

STRATEGIES/ACTIONS

1. Allocate a club person to liaise and build connections with the LA juniors and investigate ways to insure consistency with the principles on 'One Athletics'

Who to lead:

Resources needed:

KEY OBJECTIVE 4

Plan event diversity to improve skills of athletes

STRATEGIES/ACTIONS

1. Allocate and/or advise athletes to compete in second choice events at Interclub and offer coaching support to do so
2. Consider a reward approach to entice athletes to compete out of their comfort zone and add to their versatility
3. Encourage athletes to participate in relays

Who to lead:

Resources needed:

KEY OBJECTIVE 5

Maintain support for athletes through scholarships or other identified needs

STRATEGIES/ACTIONS

1. Determine ways to support athletes to reach their potential in conjunction with their coaches

Who to lead:

Resources needed:

KEY OBJECTIVE 6

Maintain a strategy to encourage female participation in all areas of the club

STRATEGIES/ACTIONS

1. Support and reward female participation
2. Continue to work to recruit female members

Who to lead:

Resources needed:

KEY OBJECTIVE 7

Develop the Club's winter participation and presence in cross country and 'road running' meets and events (etc.)

STRATEGIES/ACTIONS

1. Publicise the benefits and opportunities to participate in winter competitions
2. Grow the recruitment of athletes that are suited to longer distance events
3. Establish (and expand) a recreational running side to the Club
4. Establish further ties with school based cross-country teams of any gender
5. Build stronger ties with supportive 'key' parents

Who to lead:

Resources needed:

PILLAR 5: SOCIAL AND CLUB DEVELOPMENT

KEY OBJECTIVE 1

Maintain formal established social events

STRATEGIES/ACTIONS

1. Appoint a social organiser and helpers for each social event
2. Review social events and update them as per feedback received

Who to lead:

Resources needed:

KEY OBJECTIVE 2

Promote cross squad interaction

STRATEGIES/ACTIONS

1. Establish a culture of sitting together at competitions especially at Interclub at the SA Athletic Stadium
2. Organise relays to encourage maximum cross squad participation

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| <ol style="list-style-type: none"> 3. Encourage leaders to take an active interest in athletes from all squads 4. Encourage coaches to sit with each other's squad groups | |
| <p>Who to lead: _____</p> <p>Resources needed: _____</p> | |
| <p>KEY OBJECTIVE 3</p> <p>Effectively manage and grow the Saints Inclusion Program</p> <p>STRATEGIES/ACTIONS</p> <ol style="list-style-type: none"> 1. Continue to lobby and apply for appropriate grants with Athletics SA to ensure the Program's continued existence and potential expansion 2. Ensure that the athletes under the program receive quality coaching and any other support needed to help them both integrate with other club members and achieve their athletic potential | |
| <p>Who to lead: _____</p> <p>Resources needed: _____</p> | |
| <p>_____</p> | |