

Australian/Victorian
Biathlon Association Inc

Strategic Plan 2009—2013

MISSION

Manage and assist developing athletes to achieve their personal best performances through Biathlon. Provide further opportunity for representation at National and International level by continually fostering & encouraging the development of Biathlon and its athletes.

Vision

During the next 10 years Biathlon will grow to become a highly recognised and successful sport providing appealing opportunities for participation of athletes at all levels

Key Objectives and priorities	Stakeholders, Human Resources and Funding Bodies involved	Strategies	Finances and resources required	Timeframe	Performance Indicators
Increase grass root participation	<ul style="list-style-type: none"> Alpine resort areas. (Hotham, Lake Mountain, Falls Creek) ACIPHER. DVC Australian /Victorian Biathlon Association (AVBA) Department of Planning & Community Development (DPCD) 	<ul style="list-style-type: none"> Use the clubs Laser rifle systems to introduce the sport to a younger audience. Promote this system as being easy to set up, try and assess a persons suitability for little \$ output. Further reduce cost of entry into sport by using hire equipment available from club sources. Ensure availability of suitable persons to instruct and encourage participation 	<ul style="list-style-type: none"> New rifles Improved training facility near CBD Suitable terrain and surface for rollerskiing on. Rollerskis for off season ski training Approx \$8000 per year to support coaches to run development programs. 	<p>2009</p> <p>2013</p> <p>Over 5 year life of Plan</p>	<p>Increase grass root participation at a rate of 4 persons per year over the life of the plan to achieve 20 persons or more participating in the sport.</p> <p>Minimum of 1 event on/off snow per month designed at fostering interest from Grass root level</p>
Increase participation by women	<ul style="list-style-type: none"> Dept of Education. Aust Defence Force cadet corps. Skiing Australia Victorian Snow sports Association (VSA) DPCD 	<ul style="list-style-type: none"> Direct approach to all girls schools eg Ivanhoe girls grammar. With the concept of the sport and using as part of there own XC ski programs being run. Hosting bring a friend days at Wangaratta with emphasis on Telemark & Wangaratta clubs. Girl Guide clubs in various ski related areas. Direct approach to Target Rifle Victoria to identify the womens teams and offer an alternative pathway of development in shooting discipline Host mixed relay events designed to encourage women of all ages participate 	<ul style="list-style-type: none"> \$1000 to conduct Increase awareness campaign Co-ordinators to manage programs/events 	<p>Over 5 year life of plan</p>	<p>Increase women's participation at a rate of 2 women (junior or senior level) per year over the life of the plan to achieve 10 new women or more participating in the sport.</p>
Development and further retention of Volunteers and Officials	<ul style="list-style-type: none"> AVBA Aust Institute of Sport Australian Sports Commissions (ASC) 	<ul style="list-style-type: none"> Educate Volunteers and officials in the established rules of the sport and the practical implementation of those rules. Use an existing framework of steps for officiating accreditation through the National Officiating Accreditation Scheme 	<ul style="list-style-type: none"> Clear corporate governance ideals. Succession planning policy. \$3000 to run officials and volunteers workshop training seminars 	<p>Annually</p> <p>August 2010</p>	<p>50% turn over of committee positions on the executive board by 2013</p> <p>Training seminar held and documented</p> <p>Increase number of volunteers/officials by 4 per year.</p>

		<p>(NOAS) under the auspice of the ASC</p> <ul style="list-style-type: none"> Promote a sense of ownership and shared responsibility to the Officials and Volunteers 	<ul style="list-style-type: none"> Distributed copies of Code of behaviour for volunteers and officials 	Ongoing over life of plan	<p>Continue existing Coach accreditation scheme as registered with the N.C.A.S</p> <p>Provide self development opportunities as they arise for coaches and Officials e.g on line courses from the Aust Sports Commission or Externally run coaching seminars.</p> <p>Code of behaviour signed by each official/ volunteer prior to commencing the duty of an Official or Volunteer.</p> <p>Working with children checks submitted to the Executive Officer by June 2010</p>
<p>Marketing & Communications</p> <p>Develop a recognisable brand through effective communication and marketing strategies</p>	<ul style="list-style-type: none"> Online Webmaster and members of the sport Media EO and Vice President Community Awareness EO and Board Calendar Prepared by Race committee Website Webmaster and Exec Board 	<ul style="list-style-type: none"> Promote Olympic sport profile using media interest surrounding the 2010 Winter Olympics to highlight the sport and what it has to offer. Increase media coverage of successful VSA programs Utilise outdoor lifestyle magazines to publish articles on Biathlon Develop other online communication channels e.g. Facebook and MySpace. Develop and implement a functional website and E news outlet Promote professionalism of the sport which is seen as controlled and well disciplined in the safe handling and operation of firearms. Create links to International sites and associated national sites (s) 	<ul style="list-style-type: none"> Development of Facebook and Myspace pages visited by members Increased coverage of the ABA and it's programs using 2010 Winter Olympics as a catalyst for publicity Local media outlets and community papers in areas which Biathlon is undertaken. Calendar completed and online email to outdoor rec groups and other stakeholders Reconstruction of Website and then regularly updated 	<p>2009</p> <p>2009-2012</p> <p>Ongoing</p> <p>Annually</p> <p>Updated regularly over 5 year life of plan</p>	<p>Establishing Website visitation counter to record number of visits to ABA website.</p> <p>Attach video footage of recent events and activities to better illustrate the actual concept of the sport</p> <p>Appoint Publicity person from within organisation to manage promotional ideas and assist the executive board in identifying further promotional opportunities.</p> <p>Maintain and promote existing partnership arrangements with Key stake holders such as Mt Hotham and Lake Mtn Resort Boards</p>

<p>Increase participation/contribution to the sport by the Australian Defence Force personnel</p>	<ul style="list-style-type: none"> • AVBA • ADF 	<ul style="list-style-type: none"> • Assist in developing/establishing Biathlon clubs within the ADF Cadet Corps and enlisted Military personnel structure. • Combine AVBA and ADF events to gain greater participation and develop stronger partnership arrangements • Co-opt representatives of the ADF onto the Board of management for the AVBA 	<ul style="list-style-type: none"> • Coordinated approach by AVBA and ADF management boards in setting programs and events. • ADF personnel to arrange Firearm access/release from Military barracks 	<p>Annually</p>	<p>Host 6 events per year for cadet corp using Laser Biathlon.</p> <p>Host Cadet Corp Championships at Hotham each August and aim at recruiting 5% of personnel to undertake Biathlon outside of specific Cadet Corp events.</p> <p>Identify Victorian based Military personnel and hold 4 events per year to cater for their needs</p> <p>Subscribe to annual newsletter for Exercise 'Coolshot' and activity promote Biathlon outside of Military context and time.</p>
--	---	--	--	-----------------	---