

MARYBOROUGH



STRATEGIC PLAN

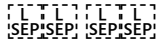
2017 -2027

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Introduction



This strategic plan sets the goals and objectives of the **Maryborough Clay Target Club Inc** for the next 10 years. Building upon prior projects there is an opportunity for the club to progress with renewed interest and enthusiasm.

The strategic plan that follows will be the basis for the **MCTC** achieving or surpassing it's goals in both the near and long term by implementing key strategies in the following areas:

- Strategy 1: Participation
- Strategy 2: Promotion
- Strategy 3: Development of state of the art clay target shooting facilities
- Strategy 4: Governance

To achieve the desired outcomes the **MCTC** needs to actively conduct, encourage, promote and advance competition clay target shooting within the Fraser Coast Region and at both the National and State levels with the performance of local representatives.

The primary purpose of the **MCTC** is to administer and control the sport of clay target shooting in the Fraser Coast and to promote, encourage and develop the sport under the affiliation with the Australian Clay Target Association Inc.

The Vision and mission for the club are:

VISION:

Our vision is to achieve a cohesive and cooperate approach to the administration of, and participation in, clay target shooting in the Fraser Coast Region.

MISSION:

To accomplish our vision, we must;

- Upgrade the club facilities to current health and safety standards.
- Expand the shooting complex to offer more disciplines.
 - Installation of a tower layout
 - Installation of a skeet layout
 - Ball trap layout
 - 5 stand sporting
- Enhance utilisation of facilities by consideration of coexistence with other clubs.
- Supply and install a fourth trap to enable the club to take its turn in holding zone carnivals.
- Explore opportunities for school shooting programs and business shoots
- Continue to look for opportunities to move or expand the club to a larger combined shooting complex which would allow further disciplines and night shooting

A strategic plan needs to be easily understood. The plan identifies the process and objectives that the MCTC needs to undertake to achieve its vision and mission.

Background

Maryborough Clay Target Club was originally established in 1962 at Saltwater Creek on the northern outskirts of the city.

In 1978 the club moved to its present location on 9.75 hectares at Island Plantation, where it is still going strong today.

The grounds adjacent to Maryborough Airport were originally leased from the Department of Civil Aviation and are now leased from the Fraser Coast Regional Council.

The club is affiliated with the Australian Clay Target Association and the Queensland Clay Target Association and holds the appropriate permits from the Queensland Police Weapons Branch for the club and the range.

Our Strategic Priorities

Communications

Assess our communications with all stakeholders. Is this appropriate and effective?

Assess the Web Site – Is it providing what people want?

Communicate benefits of the club to members and public

Work with media for higher profile

Evaluate all means of communication

Regularly assess communication needs. Establish a media policy

Membership

Assess if we are providing members what they want.

Look at ways to retain existing members

Look at ways to increase membership

Look at ways to increase participation levels

Look at ways to increase and monitor members satisfaction

Assess what new members want

Coaching

Develop on-going coaching programme

Ensure a pool of active coaches are available

Provide ongoing training and support for coaches

Ensure all coaches (including School coaches) have resources required

Marketing/Advertising

Develop brand and perception of the MCTC

Encourage new groups to participate (ie come and try days, business shoots) Formulate on-going strategy for marketing of sport

Establish clear lines of responsibilities and communications for sponsors

Sponsorship/Funding

Develop new sponsorship opportunities (including non-shooting organisations) Investigate external sources of funding i.e. Regional, State and Federal government assistance

Regularly evaluate membership fees

Regularly evaluate participation fees/levies

Develop funding through other sources (ie Bequeaths).

Sports Development

Be aware of new developments in sport and explore new opportunities

Recognise the value of all members

Take a proactive role in educating members and the community at large about firearms safety

Ensure there is an adequate number of Range officers

Be proactive in encouraging disabled, women and young people's participation in the sport

Operational

Establish clear member, management and executive responsibilities

Ensure all member, management and executive have appropriate skills or training

Establish regular monitoring of activities and resources

Establish effective reporting structures

Have clear guidelines for sub committees of their responsibilities

Review policies (ie harassment) to ensure still appropriate and develop policy manual

Ensure adequate number of Range Officers who are suitably trained

Regularly review office technology.

Facilities

Upgrade the club facilities to current health and safety standards.

Build a new amenities block for disabled access.

Upgrade Power supply for future expansions and camping facilities

Expand the shooting complex to offer more disciplines.

- Installation of a tower layout
- Installation of a skeet layout
- Ball trap layout
- 5 stand sporting

Enhance utilisation of facilities by consideration of coexistence with other clubs.
Supply and install a fourth DTL trap to enable the club to take its turn in holding zone carnivals.
Review external environment and explore opportunities of moving to a combined shooting venue that can be utilised for night shooting.
Seek Expressions of interest from other clubs that maybe able to coexist within the shooting facility eg archery

What are our performance measures?

What are we going to measure if we are doing well? This could include the following:

- Higher membership numbers
- Greater participation levels both at our club, national and international levels
- Higher satisfaction levels
- Higher scores
- Higher sponsorship levels
- Recognition for volunteer efforts at the club.

