

STRATEGIC PLAN

2024 - 2027



GIPPSLAND
SPORTS
ACADEMY



FROM THE CHAIR

The Board of the Gippsland Sports Academy is proud to present its strategic plan for the next three years. As a Board, we are focused on building upon the success of the Gippsland Sports Academy and continuing to assist young people across the Gippsland region to be the best they can in both their sporting and personal lives.

For the next three years (2024 - 2027) the Board remains committed to four key objectives

to drive the continued success of the Gippsland Sports Academy, they are:

TRANSFORMATION:

Supporting High Performance athletes to optimise their physical and mental performance, navigate their careers & succeed in personal development

SUSTAINABILITY:

Remain financially sustainable and relevant in sporting communities throughout Gippsland

IDENTITY:

Develop a powerful brand identity.

PARTNERSHIP:

Enhance our partnerships with State Sporting Associations.

It is the Boards belief that our commitment to the four objectives, and the required actions to deliver on this Strategic Plan will allow the Gippsland Sports Academy to assist many young athletes across Gippsland to achieve their sporting ambitions over the next three years.

INVESTING IN ATHLETE EXCELLENCE



ABOUT GSA

The Gippsland Sports Academy (GSA) is a non-profit community organisation that is led by a volunteer Board of Directors. The current Board is:

Mrs Sandra Timmer-Arends – Chair
Mrs Jenni Lewis - Deputy Chair
Mr Howard Williams - Secretary
Mr Darrell White - Treasurer
Mr Jim Vivian
Mrs Jeni Hardy

It is ably supported by a small team made up of Anita Pistrin - Executive Officer, Jude Bergmann - Program & Administration Officer and Rebecca Wagner - Finance & Administration Officer.

The Gippsland Sports Academy offers talented Gippsland athletes the opportunity to reach their full potential in their chosen sport and personal life. The GSA provides services such as advanced technical coaching and sports science programs covering strength and conditioning, psychology, nutrition, hydration and personal development sessions. We also provide administrative support to the long standing GippStar Awards.

Our programs are facilitated by coaches of the highest possible standard with all coaches being employed at a semi-professional level. Our sports science and medical practitioners work closely with our athletes and provide sports science, sports medicine, career and education services as well as training and competition.

The GSA currently provides programs in the following sports:

Clay Target Shooting
Golf
Netball
Swimming
Tennis
Volleyball and
Individual Scholarship Holders





VISION AND MISSION

Vision - Investing in athlete excellence

Gippsland's best high-performance program delivering specialised sport science and personal development for athletes to reach their full potential in their sport.

Mission

Through the engagement of specialised sporting experts, State Sporting Associations and the local community, we will enhance sporting pathways and achievements of aspiring athletes within Gippsland.



KEY THEMES AND ACTIONS

The following four key objectives were endorsed by the Board as a consequence of the review process. Each objective has a number of actions that support its development:

Transformation

Sustainability

Partnerships

Identity





Transformation

Objective - Supporting High Performance athletes to optimise their physical and mental performance, navigate their careers & succeed in personal development

- 1.1** Develop the Individual Scholarship Holders (ISH) program to become primary service
- 1.2** Increase the number of programs and athletes
- 1.3** Increase awareness of the ISH Program





Sustainability

Objective - Remain financially sustainable and relevant in the sporting communities throughout Gippsland.

- 2.1 Increase annual revenue outside of core funding
- 2.2 Identify additional grants and sponsors that will allow an increase in revenue
- 2.3 Explore new programs and initiatives





Identity

Objective - Develop powerful brand identity.

- 3.1 Furthering partnerships and collaboration across sporting bodies, local Governments and the community
- 3.2 Active social media presence
- 3.3 Increase marketing activities
- 3.4 Administration of the community based GippStar Awards





Partnership

Objective: Enhance our partnerships with State Sporting Associations

- 4.1 Provide exceptional experiences that promote our brand and engage local communities
- 4.2 Build stronger relationships and identify new partnership options
- 4.3 Provide exceptional experiences that promote and engage local communities
- 4.4 Position ourselves as a leader in the sports industry
- 4.5 Incorporate Gippsstar athletes into ISH





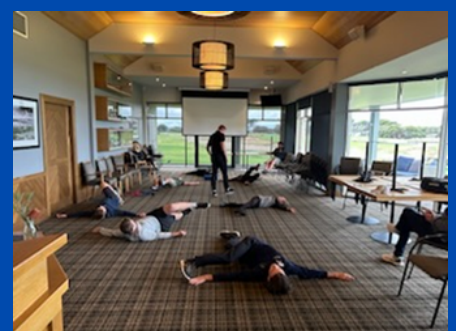
Child Safety Commitment

The GSA is committed to providing the highest level of safety for all involved with all GSA sporting programs. This includes protecting members' privacy, promoting positive behaviours and attitudes, protecting the health safety and wellbeing of members, particularly children and delivering the GSA's activities while acting in the best interests of children in the sport.

Acknowledgement

Gippsland Sports Academy acknowledges the traditional custodians of the lands upon which we work and we pay our respects to them, their culture and elders, past, present and emerging.

Gippsland Sports Academy is a supportive organisation and upholds the principles of diversity and inclusion.



CONTACT DETAILS

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