

Suncoast Spinners

STRATEGIC PLAN

2020-2023



SUNCOAST SPINNERS
WHEELCHAIR BASKETBALL INC.

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INTRODUCTION

Suncoast Spinners Wheelchair Basketball Inc. is a volunteer based, not-for-profit incorporated association which has operated on the Sunshine Coast for over 20 years. Starting as a group of friends who met weekly to play wheelchair basketball, the organisation has developed to deliver a weekly social program, school workshops, community events and an annual wheelchair basketball tournament, which attracts players from all over Australia.

Suncoast Spinners caters for physically disabled and able-bodied athletes in the sport of wheelchair basketball on the Sunshine Coast. The club has recently developed a sporting movement called *Reverse Inclusion*, where able-bodied players participate in sport that has traditionally been played by people with physical disabilities. This allows for a truly inclusive sport and recreation environment, where **everyone is welcome**.

Suncoast Spinners maintains strong ties to the Australian national wheelchair basketball teams, the Rollers, Gliders and the U23 development squad.

This strategic plan was commissioned to guide the operations of the organisation over the next three years. Five strategic pillars have been identified through consultation with the management committee and club members.

These pillars are:

- Promotion
- Participation and Programs
- Administration, Governance and Personnel
- Financial Management
- Facilities and Equipment

ORGANISATION PROFILE

Organisation Details	
Full Legal Name	Suncoast Spinners Wheelchair Basketball Inc.
Incorporation Number	IA36385
ABN	85 105 319 916
GST Registration Status	Not currently registered for GST

Contact Details	
Postal Address	P.O.Box 7756, Sippy Downs QLD 4556
Email	info@suncoastspinners.com.au
Website	http://www.suncoastspinners.com.au/
Facebook	https://www.facebook.com/thespinner/

WHY WE EXIST

Suncoast Spinners Wheelchair Basketball Club enhances the lives of people with disabilities through social interaction and engagement, within a truly inclusive sport and recreation environment



SUNCOAST SPINNERS WHEELCHAIR BASKETBALL STRATEGIC PLAN 2020-2023



AN INCLUSIVE STADIUM FACILITY, WHICH MEETS THE NEEDS OF THE SUNSHINE COAST

A TRULY INCLUSIVE, FRIENDLY AND SUPPORTIVE CLUB CULTURE

ONGOING EXPANSION OF THE *REVERSE INCLUSION PROGRAM*



HIGH QUALITY EQUIPMENT, WITH A FOCUS ON PARTICIPANT SAFETY

CLEAR AND TRANSPARENT COMMUNICATION THAT BUILDS TRUST WITHIN THE CLUB

SOUND FINANCIAL DECISION MAKING

EFFICIENT AND ROBUST GOVERNANCE



A CLEAR BRAND AND IDENTITY THAT SHARES THE CLUB'S POSITIVE CONTRIBUTION TO THE COMMUNITY

MORE CLUB SPONSORS, WHO ARE SATISFIED WITH THE RETURN ON THEIR INVESTMENT

DIVERSE PROGRAMS, WHICH CATER TO THE VARIOUS SPORT AND RECREATION NEEDS OF MEMBERS

A FINANCIALLY SUSTAINABLE CLUB, SUPPORTED BY MULTIPLE REVENUE STREAMS



HAPPY AND ENGAGED VOLUNTEERS



PROMOTION

Strategic Outcomes	Operational Actions
A clear brand and identity that shares the club's positive contribution to the community	Engage a suitably qualified professional to conduct a comprehensive marketing review and develop fresh new branding for the club to assist with creating a more recognisable image in the local community
	Maintain emphasis on the club's inclusive, social focus in all marketing activities
	Establish one-page promotional flyers for each of the club's programs, to streamline marketing and promotion

PARTICIPATION AND PROGRAMS

Strategic Outcomes	Operational Actions
A truly inclusive, friendly and supportive club culture	Continue to foster a friendly, social culture in the club and ensure any instances of unacceptable behaviour are dealt with promptly
	Develop and implement an annual calendar of social events and activities to cultivate friendships amongst members and to enhance member engagement
	Conduct a short annual survey of all members to review membership satisfaction and to enhance retention
	Educate all members regarding the criteria applied during selection of teams for events
	Ensure retention of the club's personalised approach to delivery of the annual tournament, where every participant feels important and valued
	Investigate opportunities to open the club's annual tournament up to people with disabilities that are not classifiable
	Ensure that all members understand that only those individuals who have been selected to leadership roles (e.g. coaches, program managers) may act in a dedicated leadership capacity during club activities
Diverse programs, which cater to the various sport and recreation needs of members	Partner with Fraser Coast, Brisbane and Gold Coast wheelchair basketball clubs to introduce a new social wheelchair basketball league, providing opportunities for club members to experience participation at other facilities and to feed into the annual tournament
	Maintain a working relationship with Sporting Wheelies and Disabled Association (SWDA) to facilitate opportunities for club members to progress into high performance pathways, delivered by SWDA
	Establish an annual training plan and work towards continual skill development for all members, which is appropriate for each person's individual skills and abilities
Ongoing expansion of the <i>Reverse Inclusion</i> program	Continue to seek grant funding where possible to support <i>Reverse Inclusion</i> program delivery
	Gradually transition towards a self-sustaining model for delivery of <i>Reverse Inclusion</i> activities, through the pursuit of opportunities in local schools and with the Sunshine Coast business community
	Explore opportunities to register the club as an NDIS provider for delivery of the <i>Reverse Inclusion</i> program



ADMINISTRATION, GOVERNANCE AND PERSONNEL

Strategic Outcomes	Operational Actions
Clear and transparent communication that builds trust within the club	Establish clear protocols for regular communication amongst management committee members, to ensure timely, responsive engagement
	Commence hosting an informal members' forum once every three months, to facilitate two-way flow of information between the management committee and the wider club membership
Efficient and robust governance	Continue to develop operational systems and document established processes to improve volunteer succession
	Continue to make better use of technology through the establishment of digital, online forms for membership applications and Wednesday night sign-on, to replace the existing hard copy versions
Happy and engaged volunteers	Actively up-skill more personnel, including both paid and voluntary positions, in preparation for a handover of the secretary role in 2020
	Better engage with members' support workers and encourage them to assist with delivery of club activities in a voluntary capacity

FINANCIAL MANAGEMENT

Strategic Outcomes	Operational Actions
A financially sustainable club, supported by multiple revenue streams	Conduct a comprehensive review of all fees and pricing each year, to continually strive towards self-sufficiency of each program and event
	Introduce direct debit for members who pay their fees by instalment, to reduce the administrative requirements of managing these payments
	For members who pay their annual membership fees by instalment, provide a detailed statement to members twice each year regarding their progress against agreed payment milestones
	Make use of the club's <i>Quest tap-and-go</i> payment device wherever possible, to raise funds for operations
Sound financial decision making	Prepare and operate according to a detailed annual budget for the club's overall operations, as well as a budget for the annual tournament
	Establish standard criteria to be applied in assessing applications for financial support through the Suncoast Spinners Foundation hardship fund and actively promote the ability for people to donate money to this fund through the Australian Sports Foundation website
More club sponsors, who are satisfied with the return on their investment	Actively seek new sponsors and ensure the club is able to offer a suitable return on investment for sponsors
	Continually review the club's sponsor acknowledgement and promotion processes



FACILITIES AND EQUIPMENT

Strategic Outcomes	Operational Actions
An inclusive stadium facility, which meets the needs of the Sunshine Coast	Partner with other suitable organisations and Sunshine Coast Council to work towards the longer-term development of an inclusive stadium on the Sunshine Coast
High quality equipment, with a focus on participant safety	Establish a comprehensive asset register and maintenance tool, utilising a system such as <i>assetTRAC</i> , to ensure equipment is managed appropriately and maintained as required

