



Lacrosse in Australia

2019-2022 - Strategic Plan

VISION

Working together to Honour and Grow the Game

MISSION

The Australian Lacrosse Association provides leadership to our community through the delivery of quality services and programs to grow lacrosse at all levels and aims to achieve international success

VALUES

Integrity - Accountability - Leadership - Transparency

KEY OBJECTIVES

Growth

Reach the milestone of 10k members and 100k participants through outlined targeted numbers per state.

Brand “Lacrosse”

Implement a comprehensive brand and marketing plan to promote and position lacrosse with the Australian public.

Cultural Shift

Deliver systematic cultural change to enhance the development of lacrosse.

World Games

Bid to host a major World event in Australia.





KEY OBJECTIVES

Growth

Reach the milestone of 10k members and 100k participants.

Growing our community in terms of membership and participants is a key objective over the next 4 years. It is key to have a strong membership within our club structures however closely link to membership is participation. Participation growth will be targeted towards introductory and social products at the primary school, secondary school and university levels. Providing an opportunity for all to play in and join our lacrosse community.

Cultural Shift

Deliver systematic cultural change to enhance the development of lacrosse.

Society in Australia continues to evolve changing the way we engage in sport, how we communicate and our expectations within and from a sporting community. As a lacrosse community we must work together to embrace, adopt and adapt to these changes, we must challenge ourselves to grow and become a sport which is safe, inclusive and welcoming to all players, coaches, officials and spectators.

Brand “Lacrosse”

Implement a comprehensive brand and marketing plan to promote and position lacrosse within the Australian public.

Lacrosse has a proud and strong history around the world and here in Australia. To ensure the long-term continuation and success of lacrosse in Australia, Lacrosse must implement a strong, recognizable and relatable brand and marketing strategy. Over the last 5 years, the way we communicate, interact and engage with businesses and organisations has completely changed.

A corporate, event and high-performance brand will be designed with specific communication strategies embracing social media platforms as a tool with more relatable content while still utilising more traditional methods via our website and databases. With these new approaches lacrosse will leverage new partnership to help grow the brand of lacrosse to the wider community to benefit the lacrosse community.

World Games

Bid to host a major World event in Australia.

Australian lacrosse is represented on the World Stage each year with either our men’s or women’s U19 or Senior teams, performing to their best and aiming for international success. To continue the growth of our game and to show case our sport to the Australian community we will research, plan and bid for a World Event in Australia.



PLAYERS

Build a strong lacrosse community at the grass roots level focusing on developing a sustainable membership base for ongoing participation at the local club, state, national and international levels. Focuses will include; implementation of recruitment and transitional programs, retaining current members to our sport through promotion of other roles and development of resources for emerging State Bodies.

To help grow the lacrosse community's membership we will continue to grow awareness of lacrosse in the education sector; Primary & Secondary schools and universities. Participation will be a key driver to help increase the number of players joining clubs or playing lacrosse in an non-traditional, non-competitive environment.

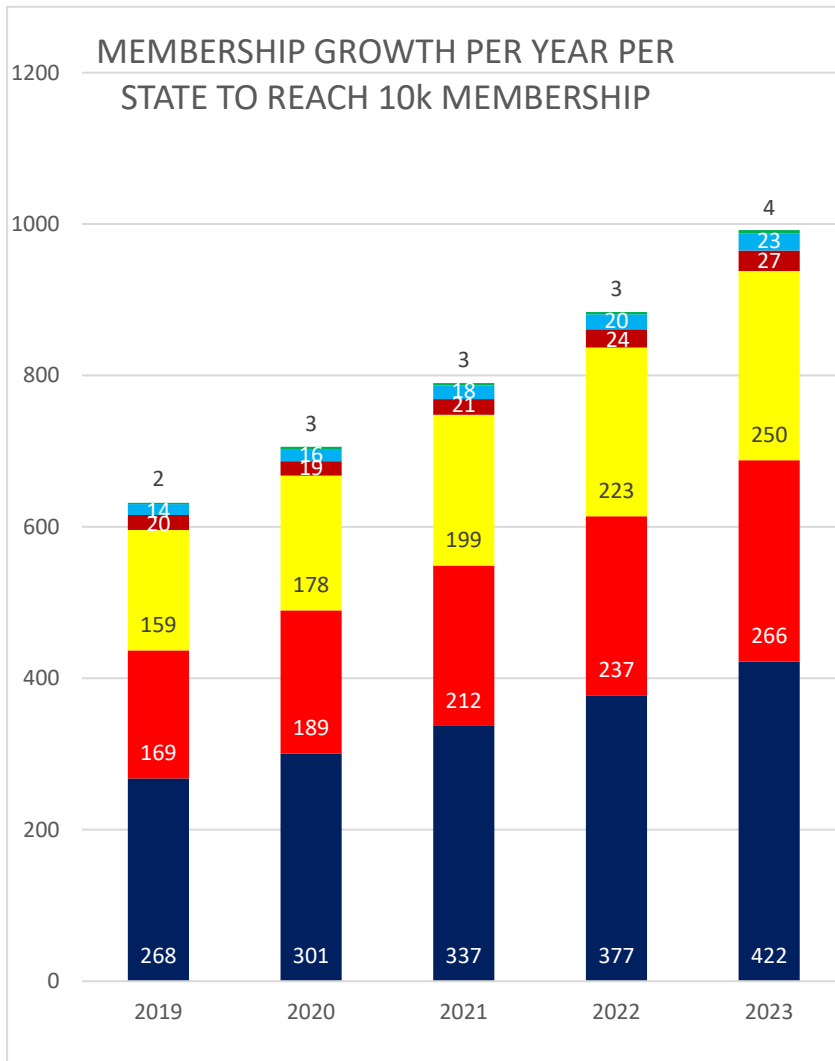
We will achieve

- 10,000 members registered to clubs across Australia
- 100,000 participants actively participating in the sport of lacrosse.
- Development of a National Participation framework. Overarching framework providing current lacrosse community and new players the opportunity to see how they can start and continue to play lacrosse throughout their sporting journey.

Strategies

Strategy	Key Drivers		
	ALA	State	Club
Develop National Participation Framework	-		
Deliver Quick Stix Programs through Sport Australia's Sporting Schools Program	-		-
Implement Quick Stix Invade Programs within the club environment	-	-	-
Develop an education participation pathway for Primary, Secondary, Tertiary	-	-	
Develop the Lacrosse Workforce	-	-	
Provide quality products & programs to provide a positive experience for players	-	-	-
Build club Sustainability while also establishing new clubs	-	-	-

PLAYERS



Membership growth is based on 14% increase year on year based on 2018 membership figures reported by State Bodies.

PARTICIPATION GROWTH – (YEAR ON YEAR) TO MEET 100K PARTICIPANTS BY 2023

	2019	2020	2021	2022	2023
TAS	52	56	60	64	69
NSWLI	1,345	1,433	1,527	1,627	1,733
QLA	3,545	3,776	4,022	4,284	4,563
LWA	21,705	23,116	24,619	26,220	27,925
LSA	23,288	24,802	26,415	28,132	29,961
LV	28,978	30,862	32,869	35,006	37,282
Total	80,932	86,065	91,533	97,355	103,556

Participation growth is on 6.5% increase year on year based on current State Bodies reporting figures.



PATHWAYS

Deliver quality experience at national events for the lacrosse community; players, officials, coaches and spectators, through thorough research and planning to increase participation at, and viewership of, lacrosse events.

Work with the lacrosse community to further develop match day environments at national and domestic events ensuring a welcoming, safe and inclusive atmosphere and brand is projected to the wider community.

Provide a clear and effective pathway to help develop, prepare and advance talented players, officials and coaches through the High-Performance program and on to represent Australia on the world stage.

We Will Achieve

- Formal review and restructure of National Competition pathway.
- A comprehensive review of all High-Performance Programs.
- Transition Senior National Programs to ongoing programs.

Strategies

Strategy	Key Drivers		
	ALA	State	Club
Provide quality National Competitions for players, officials, coaches & spectators	-	-	-
Create a positive match day environment for all at National Events	-	-	-
Develop the High-Performance program for coaches, officials and players	-		
Improve HP team results at all world events	-	-	
Work with State bodies to implement similar rules regarding playing format and behavior management tools	-	-	

PATHWAYS



Australia's Recent Performance on the World

Senior Women		Senior Men		Indoor Men	
2013	Bronze Medal	2014	4th Place	2011	6th Place
2017	4th Place	2018	4th Place	2015	8th Place

U19 Women		U19 Men	
2011	Silver Medal	2012	5th Place
2015	4th Place	2016	4th Place

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PEOPLE

With the objective on increasing membership the lacrosse community will also need to focus on recruiting, developing and retaining key club personnel; administrators, coaches, officials and volunteers. To help with the recruitment and further development of key club personnel, training & information packages and how to guides will be designed and provided to clubs, officials and administrators.

Specifically, coach development will be a key focus with the establishment of a club coach coordinator program, a coaching pathway and further education opportunities made available to the coaching community.

Finally, as a community it is important to recognise and celebrate the key drivers in our community. We will work to establish recognition programs to celebrate individual & club commitment and success.

We Will Achieve

- Coaching framework linked to our participation framework.
- Delivery of a Talent Coach Course (level 2).
- Review and update the club coach course.
- Establish recognition/awards program.
- Extend our current official training.

Strategies

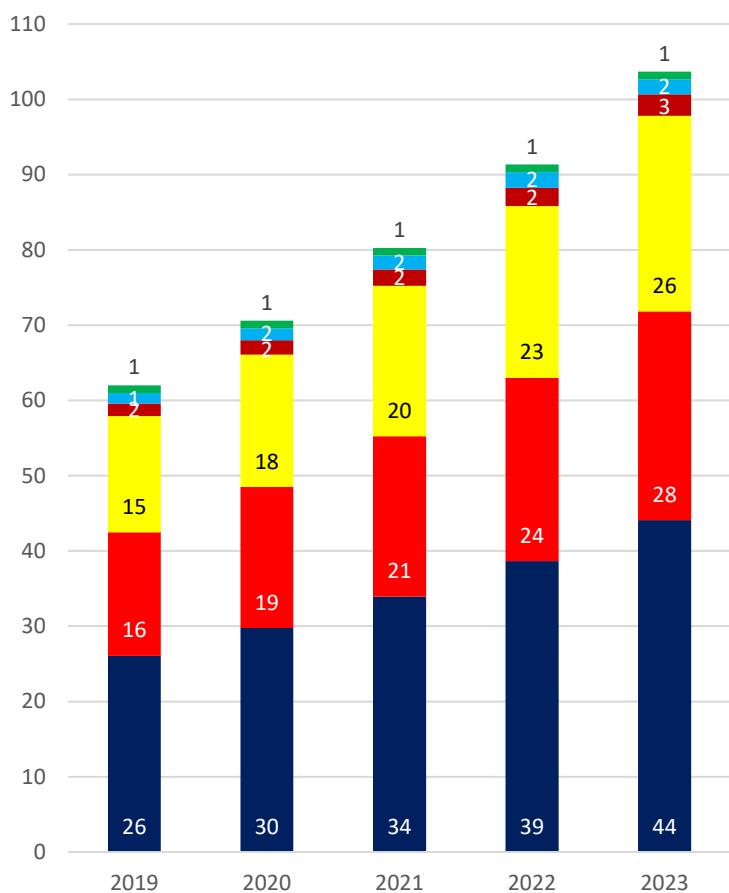
Strategy	Key Drivers		
	ALA	State	Club
Develop National Coaching Framework	-	-	-
Introduce a full and comprehensive coach education and accreditation pathway	-	-	-
Develop and provide coach resources for new and experienced coaches	-	-	-
Develop a High-Performance coach community to facilitate networking	-	-	-
Design club handbook and how to guides for administrators	-	-	-
Establish awards program celebrating administrators, coaches, officials and clubs	-	-	-
Create online community for talent coaches and officials to facilitate networking	-	-	-



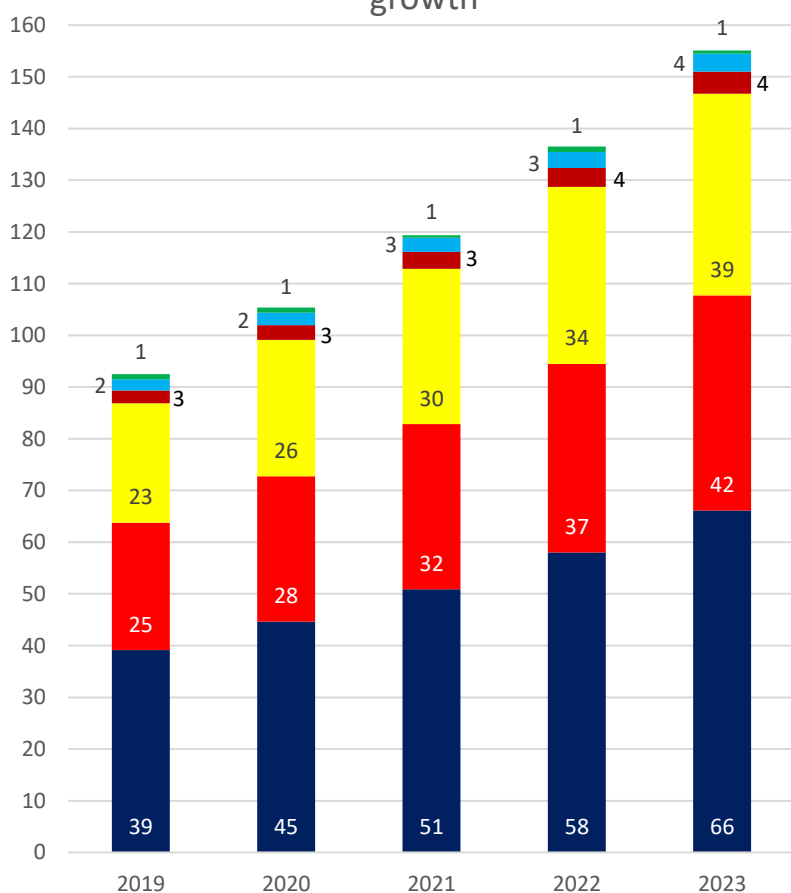


PEOPLE

Number of additional Coaches required per year to match membership growth



Number of additional Officials required per year required to match membership growth





PROFILE

Develop strategies to market our sport to the lacrosse and general community. Utilise separate but unified brands promoting the key areas of our sport to strengthen our recognition and presence in the wider Australian community.

Streamline communication for and with the lacrosse community through strategically planning and utilizing technology tools to engage in, share and celebrate our community's news stories, successes and achievements.

Further develop and streamline our business systems and working relationships with clubs and state bodies via reviewing and planning improvements to our database systems, management systems, communications and leadership.

Through closer relationships, management of data and tracking qualitative impact we coordinator and obtain partnerships to benefit the lacrosse community.

We Will Achieve

- Achieve revenue growth of 25%
- Complete a brand and communications review
- Improve relationships across member bodies
- Obtain partnership for key areas of the business

Strategies

Strategy	Key Drivers		
	ALA	State	Club
Complete audit of Business systems across the sport	-	-	-
Integrate governance systems to support business management of the sport	-	-	-
Commercialization of key assets	-	-	-
Design and Implement purposeful data tracking and audit the impact of the lacrosse community	-	-	-