

**Gaelic Football & Hurling Association
of South Australia**



Strategic Plan 2009 – 2012

Gaelic Football & Hurling Association of South Australia
Strategic Statements 2009 –2012

Overall Goals	Objectives	Strategy	Completion Date
Competition Growth <i>To oversee the growth in participation of gaelic football in SA</i>	Increase the number of teams in the state league competition to St Mary's capacity (16)	Provide an attractive start-up package for teams switching from 7-side to state league, as well as for new teams starting the sport	2011-2012
	Have two 12 team 7-side competitions, with one male and one female competition played on respective nights	1) Rebrand as "Gaelic 7's", shorten the season, simplify payment, make opening the bar optional, create more transportable goals and start a 4 team women's competition	2009-2010
		2) Move to two nights per week and aim for an eight team women's comp and a 12 team men's comp, by marketing to nearby football and soccer clubs	2010-2011
		3) Have two 12 team competitions on two mid-week nights	2011-2012

Overall Goals	Objectives	Strategy	Completion Date
Administration <i>To have a well functioning state committee with an emphasis on sharing the workload and responsibility among committee members and clubs</i>	The GFHASA to have an up-to-date Strategic Plan (Maximum of 3 year operation)	Create at the beginning of the three year period with an annual post-season review by the recently elected committee	October 2009 & ongoing
	To delegate all operations of the state committee across elected members and non-elected members where possible	Annual appointment of committee and non-committee roles following AGM	April 2009 & annually
	Full/Part Time Development Officers to be appointed in each affiliate	Investigate possible funding at state government level and apply as necessary	2010 & annually
	To have an electronic or documented record of all financial transactions involving the state budget	<ol style="list-style-type: none"> 1) Receive all payments from players and clubs in electronic or cheque form. 2) Attempt to make payment to all creditors in electronic or cheque form. 3) Bill all clubs for the total cost of the season at the start of the season and receive payment in instalments. 	2010 & annually 2010 & annually 2010 & annually

Overall Goals	Objectives	Strategy	Completion Date
<p>Coaching and Officiating</p> <p><i>Increase the standard of games and officiating through improved knowledge of gaelic football by coaches and referees</i></p>	<p>Have an active Coaching Director and if possible an assistant</p>	<p>Appoint the director at the same time as other committee and non-committee roles following an AGM</p>	<p>2010 & annually</p>
	<p>Level 1 Coaching Course conducted in each State</p>	<p>Arrange with the Australasian Secretary. Dates to be set prior to the season commencing.</p>	<p>2010 & annually</p>
	<p>Have an active Referee Coordinator & if possible an assistant</p>	<p>Appoint the coordinator at the same time as other committee and non-committee roles following an AGM</p>	<p>2010 & annually</p>
	<p>Level 1 Referee Course conducted in each State</p>	<p>Arrange with the Australasian Secretary. Dates to be set prior to the season commencing.</p>	<p>2010 & annually</p>
	<p>All Clubs to be required to have at least one member attend a referee Course as a potential referee</p>	<p>Advertise course and consider sanctions for non-attendance</p>	<p>2011 and annually</p>

Overall Goals	Objectives	Strategy	Completion Date
<p>Underage football</p> <p><i>To maximise the exposure of school age children to gaelic football and provide a pathway from school football to underage state teams to state league competition</i></p>	<p>Introduce Gaelic Football to Primary schools</p>	<p>1) Conduct clinics in primary schools.</p> <p>2) Hold SAPSASA carnivals across districts</p> <p>3) Provide schools with materials, DVD's and equipment to maintain Gaelic football on PE curriculum.</p>	<p>2009</p> <p>2011</p> <p>2010</p>
	<p>Introduce Gaelic Football to High schools</p>	<p>1) Conduct clinics in high schools.</p> <p>2) Establish an inter-schools carnival during winter</p> <p>3) Promote state minors football to high school carnival participants</p> <p>4) Provide schools with materials, DVD's and equipment to maintain Gaelic football on PE curriculum.</p>	<p>2009</p> <p>2010</p> <p>2010</p> <p>2010</p>
	<p>Increase the number of underage footballers continuing with state league or 7-side competitions</p>	<p>Provide information about gaelic competitions to state minors and senior high school students.</p>	<p>2009</p>

Overall Goals	Objectives	Strategy	Completion Date
<p>Grants, sponsorship and marketing</p> <p><i>Increase state income through grants and sponsorship and increase participation through marketing of competitions</i></p>	Secure a state competition major sponsor.	Produce a sponsorship proposal and approach potential businesses	Winter 2010
	Encourage and support club sponsorship	Assist clubs in strategies to approach potential sponsors and provide material assistance where required.	2009 & annually
	Ensure the SA website is updated and portrays the association in a positive manner that is attractive to potential sponsors	Completely revamp the SA website and review its content	2009/2010 season
	Promote better communication between the association and its players, members, clubs and sponsors	Create an email template with sponsors and association info then use it to send weekly emails with updates on scores, ladders and news.	2009 & annually
	Apply for local grants where available for ground & facilities development	Seek and lodge applications and consult the Australasian Secretary where necessary	2009 and annually