

Illawarra Academy of Sport

STRATEGIC PLAN 2018 - 2021



illawarra
academy of sport
"a pathway to excellence"

Vision

To enable athletes of the Illawarra the maximum opportunity for holistic success and development through excellence in program delivery.



Success looks like ...

- An engaged and competent, functioning Board and staff.
- Long-term sustainability is evident.
- There is viability in future growth opportunities.
- The IAS is perceived as an integral part of the success of the Illawarra community.
- The IAS is perceived as a leading player in sports development and outcomes of the Illawarra sporting community.
- There is continual and regular exposure of the IAS in the community.
- Sponsors and sporting organisations look to the IAS for inclusion.
- Athletes, coaches and program staff have improved understanding, increased competence and modified behaviour due to their engagement in effective programs.
- There are diversified delivery options in education and skills development, and training is provided to best meet the needs of the program / coaches / athletes.
- The IAS is seen as a leader in coach / athlete / program development from within the industry.

We will be measured by ...

- Allocation of sufficient resources to deliver the desired program outcomes through financial and operational efficiency.
- A positive perception of personnel by community and partners.
- The level of involvement of the Academy in the community.
- The level of inclusion in broader sporting outcomes in the Illawarra.
- The regular, appropriate and timely engagement in internal and external communications.
- The development and deployment of a Communications Strategy.
- The way participants respond to the delivery of programs.
- A capacity to meet the holistic needs of the athletes / coaches / staff of the IAS.



**We will
achieve this
through**

Open, robust administration supported by committed and professional personnel.



Governance

We will -

- Apply workable governance principles to enable clear and well-informed decision-making.
- Use 'best principles' in staff management.
- Ensure the Board is aware of current and emerging issues in sport.
- Provide leadership and support for the continued development of the Regional Academies in NSW.
- Engage the community through membership of the Academy of Sport.



Marketing & Promotion

We will -

- Provide maximum exposure opportunities through an effective communication strategy.
- Enable a high level of exposure and capability in public forums.
- Utilise the skills from within the IAS and look for complimentary skills outside the IAS for Marketing and Promotion.
- Harness the success of current and previous athletes to gain greater exposure.
- Ensure high level exposure and opportunities for sponsors, coaches, athletes and the IAS community.



Athlete Development

We will -

- Maintain a holistic approach through the provision of best possible physical, cognitive and emotional development opportunities.
- Ensure athlete management and workload is monitored and taken into consideration in program delivery.
- Regularly evaluate athlete performance across all areas (physical, technical, social).



Education

We will -

- Develop the strongest and most effective educational program available.
- Constantly review and monitor the effectiveness, relevance, content and delivery mechanisms of all education programs.
- Utilise alternative and diverse education delivery models to achieve a comprehensive, inclusive education outcome (via technology; super-presenters; regional activation).
- Utilise education delivery to reach the broader IAS community (athletes, parents, coaches, associations).





Coaching

We will -

- Source and provide the best available coaches for the Academy squads.
- Provide emerging and developing opportunities for local coaches.
- Ensure ongoing professional development opportunities for IAS coaches including LoneStar coaches
- Actively engage with the SSO and the Office of Sport to ensure Coach development and welfare is jointly provided.



Program Development

We will -

- Aim for all programs to fit within the Athlete Development Pathway.
- Utilise the FTEM model as a basis for athlete and program development.
- Ensure all programs are sufficiently nimble to enable the best development opportunities for the athletes.
- Best meet the developing opportunities for the athlete.
- Be available to assist State Sporting Organisations that are currently external to programs.
- Work together with the SSOs, National Sporting Organisations and Office of Sport to provide IAS Program options for appropriate sports.
- Continually monitor and review programs for effectiveness, success and fit.
- Prepare to be viable in offering both a High-Performance environment as well as Talent Search opportunities to the Illawarra region.



Financial Sustainability

We will -

- Ensure financial viability through diversified revenue streams.
- Apply sound budgeting principles to ensure effective use of public funds.
- Ensure the provision of service to sports and athletes is of the highest value.
- Look to prospective financial opportunities to ensure sustainability into the future.
- Ensure financial restraints are not inhibitors to the advancement of athletes of the IAS.



Community

We will -

- Provide enhanced community opportunities to enable stronger links between the IAS, its athletes, and the community of the Illawarra.
- Build citizenship by being present and involved in the community.
- Provide leading edge services and support to the sporting community of the Illawarra region.
- Actively engage sporting participation of minority groups of the Illawarra in IAS activities.
- Actively seek the support of the UOW in emerging and innovative program design and delivery.

Foundation Members





illawarra
academy of sport
"a pathway to excellence"

PO Box U39 University of Wollongong
WOLLONGONG NSW 2500

T. 02 4225 3899

E. info@ias.org.au

W. www.ias.org.au