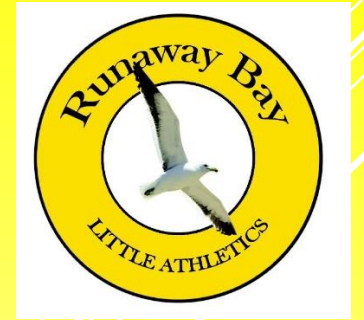


# RBLA STRATEGIC PLAN 2022/2023



Presented by René Doel

# EXECUTIVE SUMMARY

- ❑ Runaway Bay Branch Little Athletics Centre is a not-for-profit organization that provides high quality athletics experiences for children and young people in the northern Gold Coast region.
- ❑ The 2022/2023 Strategic Plan builds on the previous season's plan, focusing on maintaining and increasing community involvement (increasing memberships), dramatically **increasing the number of trained coaches and officials** providing more **training opportunities for our young athletes**, develop **older athletes into coaching/mentor roles**, improve committee operational systems to streamline processes and have a **succession plan** in place for future leaders to help our club flourish as well as provide **opportunities for parents** to assist in running competition but also participate in athletic activity (align with Masters Athletics).
- ❑ The Centre will continue to provide a happy, healthy environment to develop young athletes and foster family participation centered around Runaway Bay Little Athletics **FUN IN SPORT** Core Values.



# RBLA OVERVIEW

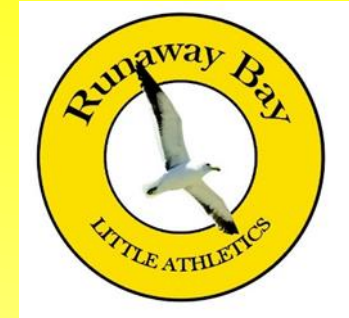
- ❑ Runaway Bay Little Athletics Club, established over 40 years ago, is part of the South Coast region governed by Little Athletics QLD. The club is run by volunteers consisting of parents, grandparents, families and members of the community supporting the 300 plus athletes from Tiny Tots, U6 to U17.
- ❑ Runaway Bay Little Athletics Club aims to provide the best little athletics facilities, equipment, coaching, and support for young athletes to develop in a fun, family and fitness focused environment.
- ❑ The season starts in early September and runs through to mid-March with a break through Christmas.
- ❑ Competitions are held every Friday night from 5-5:45pm for Tiny Tots and from 5:45pm for U6-U17 with a group warm up then onto start of competition at 6pm usually running for a couple of hours for the older age groups and less for the younger age groups depending on the events being held.
- ❑ Free training and coaching is given every Wednesday afternoon at the club from 5:30-7pm.



# RBLA MISSION

Consistent with Little Athletics Australia Mission

**“To develop children of all abilities by promoting positive attitudes and a healthy lifestyle through family and community involvement in athletic activities.”**



# RBLA MOTTO

Consistent with Little Athletics QLD Motto

**“Family, Fun and Fitness”**





## RUNAWAY BAY LITTLE ATHLETICS CORE VALUES

**F**amily, Fun and Fitness

**U**nderstanding *our individual athlete's needs*

**N**urturing *our athletes to reach their goals*

**I**nclusive *of all regardless of race, religion, disability, athletic ability*

**N**ever Giving Up *especially when it gets tough, be resilient*

**S**afe and Supportive *environment for everyone always*

**P**ositivity *in everything we do*

**O**pportunities *to improve and innovate*

**R**espectful, *honest and act with integrity*

**T**eamwork and Trust *working together to provide the very best*

# RBLA CORE VALUES



# RBLA OBJECTIVES & TARGETS

## - FAMILY



# RBLA OBJECTIVES & TARGETS

## - FAMILY

Objective	Measured By	Target	Actions
Increase community involvement	Number of registered members	10% increase on previous year = 360 athletes	<ul style="list-style-type: none"> <li>• Club Open Day</li> <li>• School Newsletters</li> <li>• Social Media Flyer</li> </ul>
Retain members	Previous season athlete re-registering	240	<ul style="list-style-type: none"> <li>• Great Service</li> <li>• Great Facilities</li> <li>• Well Run Activities</li> </ul>
Attract new members	Number of new athlete registrations	120	<ul style="list-style-type: none"> <li>• Social Media Boosts</li> <li>• Flyer Mailbox Drops</li> <li>• Word of Mouth</li> </ul>
Increase parent participation	Parent age group roster completion	100%	<ul style="list-style-type: none"> <li>• Team roster app</li> <li>• Monthly awards</li> <li>• Training opportunities</li> <li>• Kids vs Parents Nights</li> </ul>



# CLUB OPEN DAY

- ❑ Open Day Action Plan
- ❑ Free BBQ
- ❑ Sponsor Tents and Giveaways
  - ❑ Physio
  - ❑ Podiatrist
  - ❑ Nutritionist
  - ❑ Shoes
  - ❑ Sports-ware
- ❑ Fun games & activities
- ❑ Prizes



**RUNAWAY BAY  
LITTLE ATHLETICS**  
Family, Fun and Fitness



Sign On  
Here!

**CLUB OPEN DAY**

**12-4pm Sunday 21st Aug '22**

New Season: 2nd Sep '22 to 17th Mar '23

Competition: Friday Nights;

Tiny Tots 5-5:45pm, U6-U17 from 5:45pm

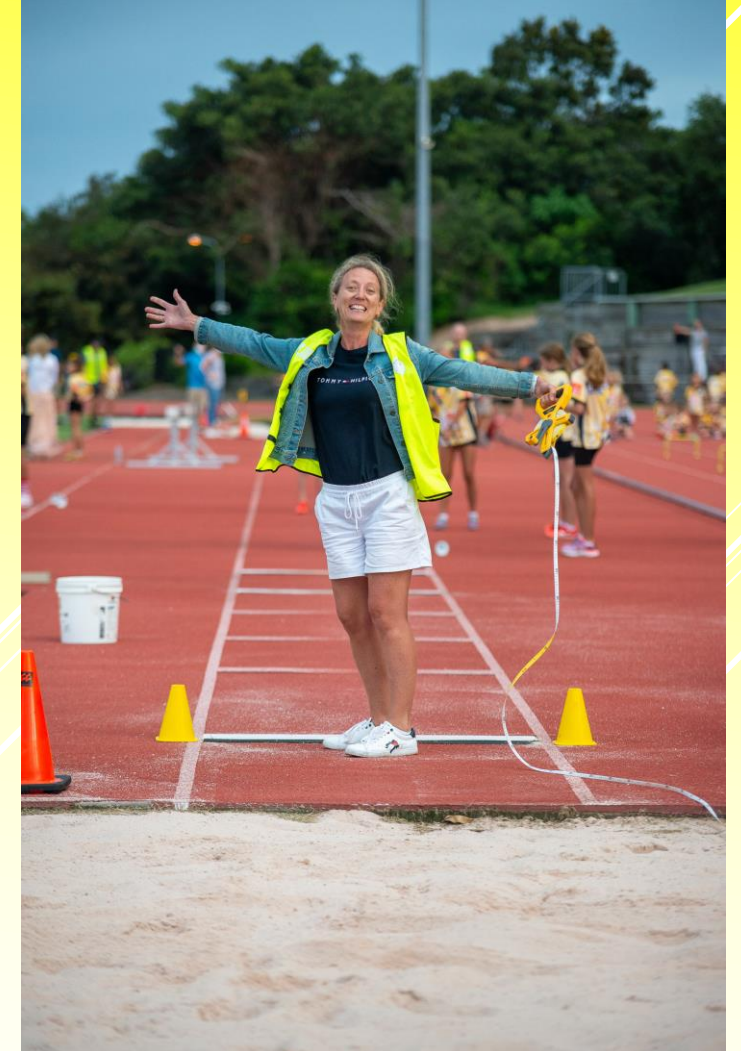
Training: Wednesday Nights 5:30-7pm

**OPEN DAY**  
Free BBQ, Games,  
Prizes, Giveaways!  
Tiny Tots (3-4yrs),  
U6-U17 (5-16yrs).

Cnr Lae Dr & Bayview St, Runaway Bay (Opposite KFC)  
[www.rbla.com.au](http://www.rbla.com.au)

# PARENT PARTICIPATION

- ❑ **Roster participation**
  - ❑ **Parent team roster app**
- ❑ Parent Helper of the month award on Facebook
- ❑ Training opportunities such as coaching or officiating (paid for & food provided)
- ❑ **Kids vs Parents Events (through Masters Athletics membership/insurance)**
- ❑ Surveys – paper, email, Survey Monkey, Team App
  - ❑ Favourite thing about club?
  - ❑ What are we doing well?
  - ❑ Suggestions for improvement?



# PARENT ROSTER

- Season roster for tasks that require help for our Centre to run each week
- Age groups work as teams each week, everyone gets a go!

RUNAWAY BAY BRANCH LITTLE ATHLETIC CENTRE - PARENT ROSTER

WEEK (DATE)	WK 1 (3/9/21)	WK 2 (10/9/21)	WK 3 (17/9/21)	WK 4 (24/9/21)	WK 5 (1/10/21)	WK 6 (8/10/21)	WK 7 (15/10/21)	WK 8 (22/10/21)	WK 9 (29/10/21)	WK 10 (5/11/21)	WK 11 (12/11/21)	WK 12 (19/11/21)	WK 13 (26/11/21)	WK 14 (3/12/21)	WK 15 (7/1/22)	WK 16 (14/1/22)	WK 17 (21/1/22)	WK 18 (28/1/22)	WK 19 (4/2/22)	WK 20 (11/2/22)	WK 21 (18/2/22)	WK 22 (25/2/22)	WK 23 (4/3/22)	WK 24 (11/3/22)	WK 25 (18/3/22)	WK 26 (25/3/22)	
U6B & U6G																											
U7B & U7G																											
U8B & U8G																											
U9B & U9G																											
U10B & U10G																											
U11B & U11G																											
U12B & U12G																											
U13B & U13G																											
U14B & U14G																											
U15B & U15G																											
U16B & U16G																											
U17B & U17G																											

WEEK (DATE)	WK 1 (3/9/21)				WK 2 (10/9/21)				WK 3 (17/9/21)				WK 4 (24/9/21)				WK 5 (1/10/21)			
HELPER TASK	BBQ	Set Up	Canteen	Put Away	BBQ	Set Up	Canteen	Put Away	BBQ	Set Up	Canteen	Put Away	BBQ	Set Up	Canteen	Put Away	BBQ	Set Up	Canteen	Put Away
U6B & U6G									✓											
U7B & U7G										✓										
U8B & U8G											✓									
U9B & U9G												✓								
U10B & U10G	✓															✓				
U11B & U11G		✓											✓							
U12B & U12G			✓											✓						
U13B & U13G				✓											✓					
U14B & U14G					✓															✓
U15B & U15G						✓											✓			
U16B & U16G							✓											✓		
U17B & U17G								✓											✓	



# RBLA OBJECTIVES & TARGETS

## - FUN



# RBLA OBJECTIVES & TARGETS

## - FUN

Objective	Measured By	Target	Actions
Provide enjoyable and fun activities	Friday night attendance	20% increase on previous season	<ul style="list-style-type: none"><li>• <b>Super centre nights</b></li><li>• <b>Kids vs parents</b></li><li>• <b>Innovative events</b></li><li>• <b>Dress up days</b></li></ul>
	Wednesday night attendance	20% increase on previous season	<ul style="list-style-type: none"><li>• Fun team activities</li><li>• Planned sessions</li><li>• <b>Meet athletes needs</b> (surveys) e.g. more high jump flop</li><li>• <b>More coaches</b></li></ul>
Inspire and engage athletes and families	Number of likes and shares – Facebook & Instagram	20% increase on previous season	<ul style="list-style-type: none"><li>• More photos</li><li>• More posts</li><li>• Schedule posts</li><li>• Role model posts</li></ul>

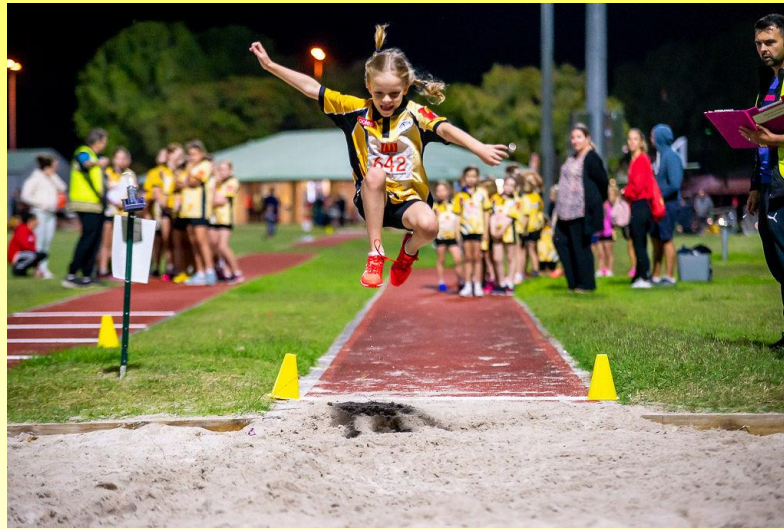
# INNOVATIVE FUN EVENTS & ACTIVITIES

- ❑ Three nights at the Gold Coast Performance Centre
- ❑ **One relay event added to Friday program before Regional Relays**
- ❑ **Kids vs Parents races and events (parents insured through Masters Athletics memberships)**
- ❑ Crazy Sock Day
- ❑ Halloween Dress Up
- ❑ Xmas Party



# RBLA OBJECTIVES & TARGETS

## - FITNESS



# RBLA OBJECTIVES & TARGETS

## - FITNESS

Objective	Measured By	Target	Actions
Increase athlete PBs	Number of new PBs each month	Increase on previous season	<ul style="list-style-type: none"> <li>• <b>Provide effective training &amp; plans</b></li> <li>• <b>Athlete goal setting forms</b></li> <li>• Use technology</li> </ul>
Improve athlete running	Bi-monthly 5 min run for distance test	Increased distance run each time	<ul style="list-style-type: none"> <li>• <b>Running group</b></li> <li>• Athlete apps - Strava</li> <li>• Paid expert coaches</li> </ul>
Improve athlete jumping	Bi-monthly standing vertical/horizontal jump test	Bigger jump than previous	<ul style="list-style-type: none"> <li>• <b>Jumping group</b></li> <li>• Training plyometric station</li> <li>• Paid expert coaches</li> </ul>
Improve athlete throwing	Bi-monthly overhead throw test	Longer throw than previous	<ul style="list-style-type: none"> <li>• <b>Throwing group</b></li> <li>• Training strength station</li> <li>• <b>Athletics 3D</b></li> <li>• Paid expert coaches</li> </ul>



# ATHLETE FEEDBACK

- ❑ Older athletes - one on one goal setting
  - ❑ Track events target times
  - ❑ Field events target distances
  - ❑ Attend regional events
  - ❑ Qualify for state events
- ❑ Sleep, nutrition, how they feel, energy levels, competition prep
- ❑ Younger athletes group questions (training & comp)
  - ❑ What was fun?
  - ❑ What could make it more fun?



# RBLA OBJECTIVES & TARGETS

## - PARENT/COMMITTEE SKILLS



# RBLA OBJECTIVES & TARGETS

## - PARENT/COMMITTEE SKILLS

Objective	Measured By	Target	Actions
Increase number of Officials	<ul style="list-style-type: none"> <li>Number of trained Officials in club</li> </ul>	<ul style="list-style-type: none"> <li><b>10 Officials</b></li> </ul>	<ul style="list-style-type: none"> <li>LAQ training days</li> <li>RBLA training days</li> </ul>
Increase number of Coaches	<ul style="list-style-type: none"> <li>Number of trained Coaches in club</li> </ul>	<ul style="list-style-type: none"> <li><b>10 Coaches</b></li> <li><b>3 Tiny Tots Leaders</b></li> </ul>	<ul style="list-style-type: none"> <li>LAQ training days</li> <li>RBLA training days</li> <li><b>Canteen vouchers</b></li> </ul>
Have fully trained committee members	<ul style="list-style-type: none"> <li>Training matrix meeting target</li> </ul>	<ul style="list-style-type: none"> <li>All positions/roles trained person + 1</li> </ul>	<ul style="list-style-type: none"> <li><b>Implement OMS</b></li> <li><b>Doc Control System</b></li> <li>Position Descriptions</li> <li><b>Procedures for all roles</b></li> <li>Train people</li> </ul>
Committee succession plan	<ul style="list-style-type: none"> <li>Training matrix forecast for next season</li> </ul>	<ul style="list-style-type: none"> <li>All positions/roles trained person + 1</li> </ul>	<ul style="list-style-type: none"> <li>Identify leaders</li> <li>Identify volunteers</li> <li>Make fun &amp; rewarding</li> </ul>

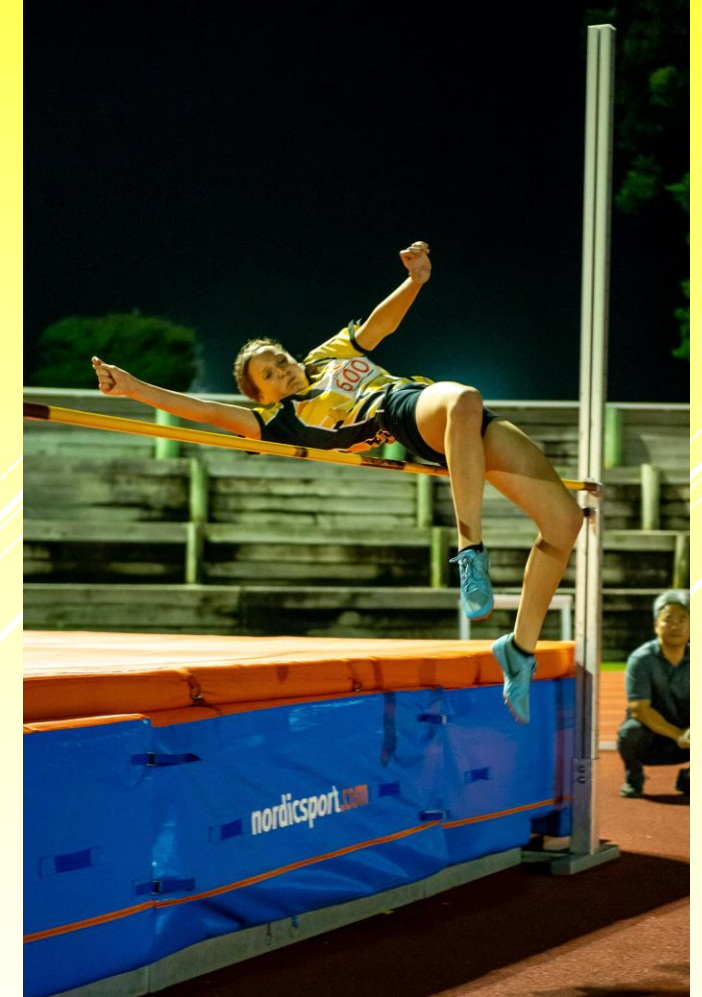
# PARENT HELPERS

- ❑ Non-committee parents to assist in running competitions and training to free up senior committee to guide & mentor especially on competition nights
  - ❑ Coaches – basic skills through to advanced
  - ❑ Gun Starters – front straight and back straight
  - ❑ Timing Gates – run laptops
  - ❑ Officials – running & officiating events
  - ❑ Track & field marking, maintenance
- ❑ Provide free & paid training
- ❑ Provide canteen vouchers & recognition
- ❑ Invite Masters Athletes to assist in parent development



# OLDER ATHLETE RETENTION

- ❑ Senior athletes that are close to graduating should be retained to pass on their skills and develop the younger athletes
- ❑ The club should provide training and coaching opportunities (free & paid) to develop the senior athletes as much as possible in return for helping the younger athletes on club training days
  - ❑ LAQ or QA coaching training
  - ❑ Nutrition, strength & conditioning, etc
- ❑ Provide canteen vouchers
- ❑ Learn from other clubs athlete coaching development systems
- ❑ Align with QA clubs



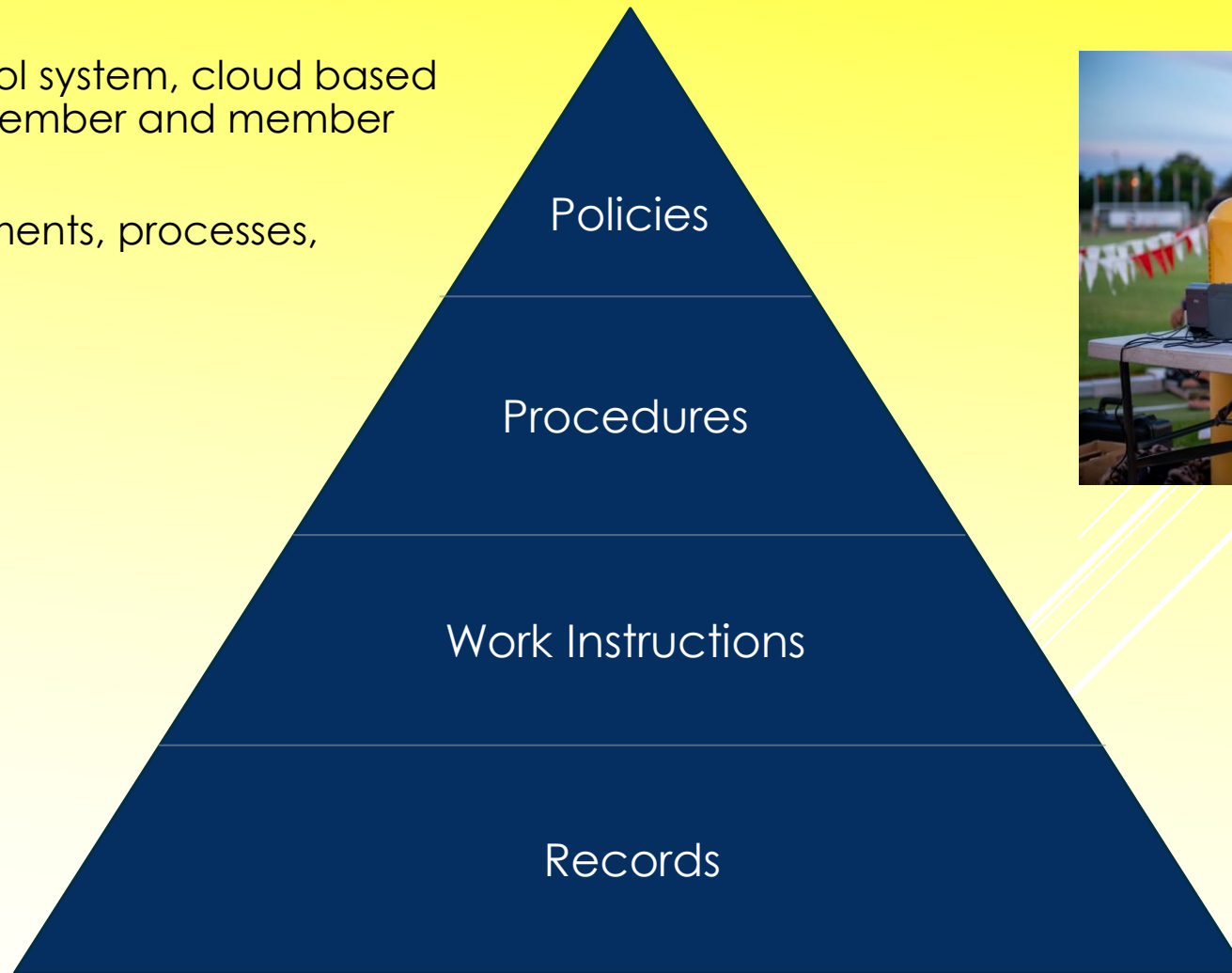
# COMMITTEE INDUCTION CHECKLIST

- LAQ & RBLA Overview
- Mission
- Motto
- Core Values
- Document system
- Position Description
- Safety & Policies
- Grievances
- Meetings
- Trainings
- Competitions
- Relays
- Regionals Champs
- State Champs



# ORGANISATION MANAGEMENT SYSTEM

- ❑ Document control system, cloud based for committee member and member access
- ❑ Important documents, processes, procedures



# PROCEDURES

- ❑ Every role to have procedures match the training matrix and position description.
  - ❑ Clear steps with photos or screenshots as required in work instructions.
  - ❑ Must be able to be easily followed by someone learning from scratch.
  - ❑ Saved in document control system.
- ❑ Effective training and back-ups trained (succession planning).





# RBLA COMMITTEE OATH



**Runaway Bay Little Athletics**

Lae Drive, Runaway Bay, QLD 4216  
0402 176 370  
info@rbla.com.au  
www.rbla.com

I, \_\_\_\_\_ accept the position as \_\_\_\_\_ for Runaway Bay Little Athletics Centre and will take on the roles and responsibilities as detailed in the \_\_\_\_\_ position description carrying out duties safely and to the best of my abilities, asking for assistance any time if required.

I understand that I must comply with Runaway Bay Little Athletics Centre's and Little Athletics Queensland's Code of Conduct, Zero Tolerance Policy, and Child Protection Policy. I understand that if I fail to do so then the matter will be dealt with as per Little Athletics Queensland's guidelines and could result in disciplinary action such as being stood down from the committee or expelled from the Centre.

My focus is to provide a safe, positive and inclusive environment for everyone, including athletes, families, fellow committee members and the community in general. I will represent the club in a very positive manner with all of my actions centred around the Little Athletics Australia motto of **"Family, Fun and Fitness"**.

Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Witnessed: \_\_\_\_\_

Date: \_\_\_\_\_



# COMMITTEE SUCCESSION PLAN

- ❑ Identify and attract parents as future leaders in the club
- ❑ Fun Team Environment
- ❑ Centre Manager to facilitate one-on-one committee member reviews
- ❑ Identify training needs & use training matrix





# RBLA OBJECTIVES & TARGETS

## - FACILITIES



# RBLA OBJECTIVES & TARGETS

## - FACILITIES

Objective	Measured By	Target	Actions
Maintain track	<ul style="list-style-type: none"> <li>• Appearance</li> <li>• Maintenance schedule</li> </ul>	<ul style="list-style-type: none"> <li>• Visual to standard</li> <li>• Maintenance to schedule</li> </ul>	<ul style="list-style-type: none"> <li>• Scheduled activities</li> <li>• Council visit to site</li> <li>• Annual field renovation</li> </ul>
Maintain field assets	<ul style="list-style-type: none"> <li>• Appearance</li> <li>• Replacement schedule</li> </ul>	<ul style="list-style-type: none"> <li>• Visual to standard</li> <li>• Replacement to schedule</li> </ul>	<ul style="list-style-type: none"> <li>• Review asset register</li> <li>• Plan replacements</li> <li>• <b>PA system &amp; new mower</b></li> </ul>
Maintain equipment, clubroom, shed	<ul style="list-style-type: none"> <li>• Visual inspections</li> </ul>	<ul style="list-style-type: none"> <li>• Equipment in good working order</li> <li>• Clubroom and shed looking fresh, modern</li> </ul>	<ul style="list-style-type: none"> <li>• Procedures for equipment</li> <li>• <b>Paint clubroom and shed</b></li> <li>• Council visit to site</li> <li>• <b>Window roller doors</b></li> </ul>
Provide technology	<ul style="list-style-type: none"> <li>• Successful implementation of devices, apps</li> </ul>	<ul style="list-style-type: none"> <li>• Field events and back straight digital recording</li> <li>• Use apps at weekly training</li> </ul>	<ul style="list-style-type: none"> <li>• <b>iPads for field</b></li> <li>• <b>Laptop back straight</b></li> <li>• <b>Apps for training</b></li> </ul>

# TIMING SOLUTIONS – FIELD EVENTS & BACK STRAIGHT



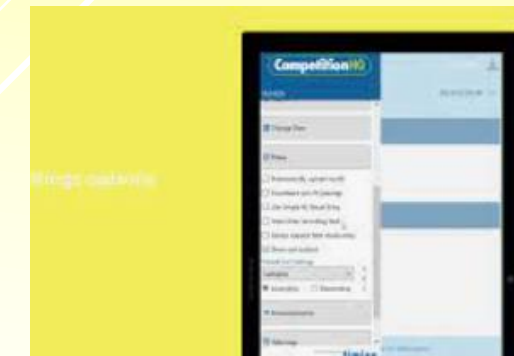
ResultsHQ Save Attempts Save Results Menu

Success! Event attempts have been saved. Close

### Long Jump-9-M Centre Record:3

Click headings to sort

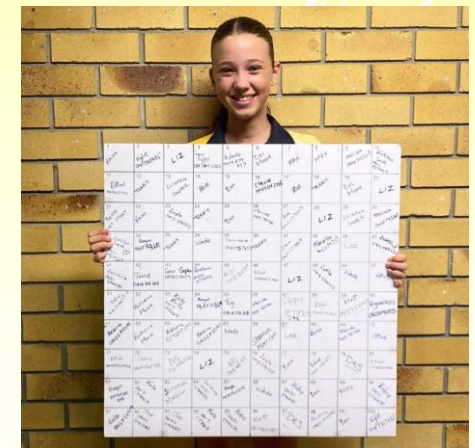
ID	Name	Surname	PB	One	Two	Three	Result	Status	PB/CR
51	Max	Maciver	1.47	1.3€	1.47	0	1.47	OK	★
56	Daniel	Davis	1.98	0	1.49	1.98	1.98	OK	★
74	Cavan	Ryan	0.0000	0	0	0	0	No Ji	★
95	Samuel	Walter	2.43	2.4€	1.99	2.01	2.43	OK	★
135	Tom	Shefi	0.0000	Atte	Atter	Atten	0	DNS	★
160	Elliot	Kerr	0.0000	Atte	Atter	Atten	0	DNS	★
165	Noahs	Ashton	1.44	1.1€	0	1.44	1.44	OK	★
235	Jake	Sinclair	0.0000	Atte	Atter	Atten	0	DNS	★



# RBLA OBJECTIVES & TARGETS

## - FINANCIALS

- ❑ Based on budget
  - ❑ Required member numbers
  - ❑ Required sponsors
  - ❑ Required grants
  - ❑ Required canteen sales
  - ❑ Required fundraising



# RBLA OBJECTIVES & TARGETS

## - FINANCIALS

Objective	Measured By	Target	Actions
Sufficient membership revenue	<ul style="list-style-type: none"> <li>\$ of membership fees</li> </ul>	<ul style="list-style-type: none"> <li>To budget</li> </ul>	<ul style="list-style-type: none"> <li>Finalise &amp; set season budget</li> <li>Cover operating costs &amp; minor asset purchases</li> </ul>
Sufficient grants & sponsorship funds	<ul style="list-style-type: none"> <li>\$ of grant funds</li> <li>\$ of sponsorship funds</li> </ul>	<ul style="list-style-type: none"> <li>To budget</li> </ul>	<ul style="list-style-type: none"> <li>Finalise &amp; set season budget</li> <li>Cover equipment &amp; major asset purchases</li> </ul>
Sufficient canteen sales	<ul style="list-style-type: none"> <li>\$ of canteen sales</li> </ul>	<ul style="list-style-type: none"> <li>To budget</li> </ul>	<ul style="list-style-type: none"> <li>Finalise &amp; set season budget</li> <li>Cover canteen costs and Xmas Party/Presentation</li> </ul>
Sufficient fundraising revenue	<ul style="list-style-type: none"> <li>\$ of fundraising revenue</li> </ul>	<ul style="list-style-type: none"> <li>To budget</li> </ul>	<ul style="list-style-type: none"> <li>Finalise &amp; set season budget</li> <li>Cover fundraising costs and State Representative's Memento</li> </ul>



# RBLA MAJOR SPONSORS

- ❑ Seek out major sponsors – project based or annual contribution (\$5k+)
- ❑ Organise major sponsor contract
- ❑ Have projects to use funds
  - ❑ Clothing and apparel (example branded uniforms, track suits, etc)
  - ❑ Facilities maintenance, upgrades, equipment & technology
  - ❑ Senior athlete development programs
- ❑ Have sponsorship advertising and promotion offerings
  - ❑ Social media
  - ❑ Clubhouse
  - ❑ Equipment



# THANK YOU!

- ❑ Any questions?
- ❑ Feedback?
- ❑ Improvements?

