



Northern Territory Calisthenics Association Strategic Plan 2020-2023

VISION

Working together to grow and develop our sport to ensure “the Territory knows and loves Calisthenics.”

PURPOSE

To provide a professional, supportive and friendly environment for members and their families to enjoy the sport of Calisthenics.

VALUES

- Professionalism** Displaying integrity, respect and professionalism in all that we do within our Association, our clubs and our community.
- Collaboration** Welcoming the contribution of all members, clubs and stakeholders to support continuous improvement and growth of our sport.
- Inclusion** Valuing diversity and ensuring Calisthenics can offer something for everyone.
- Communication** Actively engaging with our counterparts, clubs, members and community to build awareness of Calisthenics and the activities of the Association.
- Development** Investing in our coaches, participants and members at all level to be better tomorrow than we are today.

PRIORITIES

- Participation** We will make Calisthenics more accessible, relevant and rewarding for all.
- Profile** We will enhance the Northern Territory Calisthenics brand and connect it with more people in our community.
- Performance** We will develop athletes and coaches who inspire excellence.
- Sustainability** We will invest in governance frameworks that support ethical, responsible and accountable decision making now and into the future.

OUTCOMES/PERFORMANCE MEASURES

PARTICIPATION

Increased participants at all levels.

Improved retention of participants, coaches and volunteers through all levels and programs.

Increased attraction and development.

Improved participation in skills program.

Improved participation in Northern Territory individual and team competitions

Improved participation in national and representative level competitions.

PROFILE

Increased awareness of Calisthenics and what it can offer participants and their families.

Increased awareness of the NTCA, its role and function, among clubs, participants and their families.

Improved visibility of NTCA within the Calisthenics community and events.

Improved digital, social media and mainstream media engagement.

The development of a strategic marketing and engagement plan to produce and promote contemporary digital content.

Improved brand awareness.

NTCA Strategic Plan 2020-2023

PERFORMANCE

Increased performance opportunities for participants at all levels.

Successful hosting of 2020 ACF national championships.

Development of recreational calisthenics including pathways to transition to competitive teams.

Increased workshop/training and other development opportunities for coaches, officials and volunteers.

SUSTAINABILITY

Diversification and increase in government funding revenue.

Increased non-government funding revenue, including through sponsorship.

Contemporary good practice governance structures and systems are in place.

A collaborative and aligned approach to organisational planning and management is in place between the Association and clubs.

Transparent policies and procedures are in place and available to members.

Reinvigorated website and digital platforms are used to support the functions of the Association and clubs.

PROJECTS

Marketing and engagement strategy

Coach development plan – including attraction, retention and mentoring strategies

Participant development plan – including entry level, diversity and athlete progression strategies

Volunteer attraction and retention plan

Embed the AUS SPORT Physical Literacy framework in activities and plans

Review the Constitution and develop Committee Terms of Reference

Contemporise the governance framework and policies

Host 2020 ACF National Championships

Participate in 2020 ACF National Championships