

STRATEGIC PLAN 2014 – 2018



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This strategic plan has been prepared for the:

Southern Table Tennis Incorporated

The plan has been prepared as part of the City of Onkaparinga's Strategic Business Planning Project. Those involved in its preparation included:

1. Marcel Storcken, President STT _____
2. vacant, Vice President STT _____
3. Geoff Goss, Treasurer STT _____
4. Maurice Quinn, Secretary STT _____
5. Don Lugg, Member Delegate, Executive Committee STT _____
6. John Munro, Member Delegate, Executive Committee STT _____
7. Alvan White, Member Delegate, Executive Committee STT _____
- 8 Selected Members for comment on 'draft' document. _____
9. _____
10. _____

Southern Table Tennis Inc. is committed to implementing this plan and as part of the implementation also commits to an annual review process.

Signed:

President Southern Table Tennis

Secretary Southern Table Tennis

Dated: 21 / 12 / 2014

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OVERVIEW OF ASSOCIATION

A short overview of historical milestones and past achievements of the organisation.

What the Association offers – e.g. sporting/recreational activities, social activities

Southern's primary activity is the provision of social and competitive table tennis in the Southern Region.

- 1) initial and still prime activity is that of running internal table tennis competitions
- 2) a Tuesday Night Junior coaching and competition activity (under 18 years old)
- 3) social table tennis on Tuesday and Friday mornings
- 4) open to the public on Monday and Friday nights
- 5) stadium is available for hire by schools, community groups and individuals
- 6) delivering table tennis coaching sessions in the school environment or at the stadium
- 7) running of players tournaments for the membership
- 8) promotion and development of table tennis in the Southern Region

Club history – e.g. when did the club begin, how has it grown or changed over the past years

The Southern Table Tennis Association was formed in 1973, initiated by a group of tennis players who were looking for another ball sport to play during the winter period. In that first year there was 1 grade.

The winter competition for the next 13 years was run on a home-and-away basis, utilizing local halls and schools on match night and as practice venues.

With participation numbers growing year by year, and with there now being 6 grades, there was a need for a purpose built venue to be constructed. In January 1987 an eleven table stadium at Wilfred Taylor reserve, States Road, Morphett Vale commenced construction. A small band of dedicated members spent many hours building the complex. Although not complete, the 1987 winter season was played on cement floors with partly clad walls. The Centre was expanded in 1998 to include the office, meeting room, additional storage and our own toilet and shower facilities.

Currently Southern provides competition throughout the year across 3 competition seasons. Each season attracts approximately 90 players. Additionally, Southern hosts 2 healthy social groups sessions on Tuesday and Friday morning. Southern is open to the general community for practice on Monday and Friday nights and conducts a junior coaching and competition program on Tuesday nights.

Southern is available for hire and use by schools and community groups. Southern participates in Australian Sports Commission and Recreation & Sport promotional and development activities to encourage the community, particularly students to engage in a healthy lifestyle. Southern has a field coaching trailer which enables Southern to deliver coaching / table tennis activity in the school environment and community.

Highlights/achievements – e.g. premierships, awards, state or national representation

- 1) The erection of an 11 table stadium, opened in 1987.
- 2) Hosting the Australian Open Championships in 1998
- 3) Structural additions to the stadium including wet areas, disabled facilities, meeting room & office
- 4) Installation of evaporated air conditioning system to the playing area
- 5) Volunteers & management with vast table tennis experience & professional skills
- 6) Coaching trailer constructed to deliver coaching in the school environment and community
- 7) Many players have reached elite playing level as State and Australian representatives.

Facilities – clubrooms, ovals, courts etc

An air conditioned table tennis stadium hosting 11 individual courts and canteen facilities.
Wet areas which include male / female / disabled toilet & shower and change room facilities.
Meeting room, office and store room.
Open to the public for general practice on Monday and Friday nights
Open to the public for social play on Tuesday and Friday mornings
Facility can be hired by groups for use as a table tennis social activity

Board/management structure – e.g. who is responsible for running the organisation – committee membership

The health and well being of the Southern Table Tennis is invested in the Executive Committee. Said Committee consists of 5 key office bearers (President, Vice-President, Treasurer, Secretary and Recording Secretary) and Member Delegates.

Various sub committees exist to manage specific activities or functions. These include; Tournament Committee, Junior Development Committee and Competitions Committee.

Southern is assisted by some committed volunteers who share opening the venue and delivering coaching in the community.

Membership – e.g. who are the members - junior/senior, men/women, life members etc.

A Financial Registered Member includes persons who have paid a competition fee or membership fee. Membership is also deemed to include Life Members (who are free from payment of membership fees for the remainder of their natural life). Southern's fee structure recognises adult players, concession players and juniors (under 18 of age). Male and female players are represented in all categories.

A membership database is maintained.

Future proposals and developments – e.g. any plans for new facilities, proposed activities or competitions etc.

Establish a school competition to be conducted at the stadium
Increase social and competition participation
Expansion of the centre to include additional courts, players and spectators lounge
The establishment of a club coach

ISSUES FACING SOUTHERN TABLE TENNIS (STT)

Critical issues facing the organisation

Issues	Implications
Southern solely relies on volunteers where a paid person to fulfil specific initiatives is required.	The volunteer is becoming a scarce resource. At some stage Southern will need to position itself financially to pay for services rendered.
Not positioned for succession management	All key office bearers are volunteers / Life Members and nearing retiring age. The ongoing management of Southern is at risk.
Need goals / objectives with timeframes and responsible person	While Southern has achieved several significant goals, setting timeframes and responsibilities is not a current practice.
Non affiliated with the State body (TTSA)	While in most ways Southern survives on its own autonomy, there are benefits of being affiliated and registering players with the State body.
Membership numbers are steady, although the facility is not used to full capacity. Maximising centre utilization through a membership drive warrants developing.	Use of the stadium decreases, overheads keep increasing, competition and practice fees (core income) need to be increased to manage finances.
Encouraging juniors (students) in to the sport of table tennis is increasingly a difficult assignment without a significant amount of effort.	Junior numbers impact on the future well being of the Southern competition base and the sport generally. Strategic effort is required to attract more juniors to the sport.
Current day expectations is for sport venues to be family friendly environments where sporting activity does not require a lengthy session commitment.	Southern needs to position itself to have facilities to provide comfort to family and spectators as they watch the activity. Players involved in competition not to be exposed to late night finishes.

S.W.O.T. ANALYSIS

This is a snapshot of your club/organisation. It identifies the position of the club/organisation at the current time.

Strengths (internal)	Weaknesses (internal)	Opportunities (external)	Threats (external)
Communication with members (onsite, web, Facebook, email)	Sufficient volunteers to spread the workload.	The number of schools and community groups in Southern's operating area.	Membership numbers dropping.
Financial management to manage current activities and operational expenses.	Sufficient financial resources to fund a person/s to undertake promotional and development work.	Businesses which pose as a source of sponsorship.	Volunteers becoming scarce and succession management a key issue
A purpose built facility	A younger group of coaches / top players to undertake school activities.	Alternative fund raising opportunities, including expanded hire of the stadium.	Non affiliation with TTSA
Persons with a wealth of table tennis management experience	Financial resources to meet building upgrading and expansion goals	Monopoly re the main table tennis provider in the Southern Region	
	Junior development pathways		

CLUB MISSION

OUR MISSION IS:

To promote and provide table tennis as a sport and social activity to a defined geographical area. To provide a range of services to cater for individual needs and ensure all persons have access to table tennis.

CORE BUSINESS AREAS

Core business areas are those general areas of operation within an organisation, e.g. marketing, where a desired outcome is required over the period of the strategic business plan and beyond

1. MANAGEMENT AND ADMINISTRATION
2. MARKETING, PROMOTION & DEVELOPMENT
3. FINANCE
4. MEMBERSHIP, PARTICIPATION & COMPETITION
5. FACILITIES AND EQUIPMENT
6. COACHING
7. UMPIRING & OFFICIATING
8. VOLUNTEERS & SUCCESSION MANAGEMENT
9. RISK MANAGEMENT

Review Process

The Strategic Plan is a working document which requires regular review and updating. Review of this document will be a standard item on the monthly Executive Committee agenda. A formal review of the document will be undertaken during the course of each operating period.

APPENDICES:

Action Plan (refer appendix 1)

Southern Table Tennis has identified the following core areas as those warranting attention in respect to the development of 'action plans'.

Management & Administration
Marketing, Promotion & Development
Finance
Membership, Participation & Competition
Facilities & Equipment
Coaching
Umpiring & Officiating
Volunteers & Succession Management
Risk Management

The nature of proposed actions, objectives, responsible persons, timeframes and required resources are detailed in appendix 1.

Operational Plan / Implementation Plan (refer appendix 2)

The Operational Plan recognizes those actions Southern seeks to achieve during the current Executive Committee operating period. The listing has been placed in an order of priority.

Certificate of Incorporation (refer appendix 3)

The Southern Table Tennis Association Incorporated was incorporated on 26 September 1983. A copy of the Certificate is appended. Southern has since changed its name to "Southern Table Tennis Incorporated" which was registered on 1st April 2008.

Constitution (refer appendix 4)

The current constitution, last altered in November 2009 is appended