



Softball New Zealand

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BREAKING DOWN LONG TERM PLANNING - QUICKLY

A strategic plan

- Will outline the organisations vision, its purpose and values
- Is usually done for a 3 – 5 yr period
- Involves consultation with its members, stakeholders and sometimes the community (depending on the organisation)
- Highlights areas of priority that an organisation wants to develop (usually 4 – 5 priority areas ie: participation development, facility development, business development etc)
- Outlines what the organisation wants to achieve in each area of priority (your overall goals) and it will summarise how you will achieve this (the objectives).
- Does not need to be lengthy – you can create a one page strategic poster

A business plan

- Will go into further detail on how you will achieve or “action” each of the “objectives” your strategic plan.
- Will show details such as what resources are needed to achieve each “action”. Resources can be monetary, person power or other.
- Will show measures such as when you will achieve each action by and how you will measure its success.

Seven essentials of a good plan

Understanding the main strategies of business planning will help you achieve the best possible outcome for your organisation.

1. **Vision** Without a vision, your club or association will have no focus. Gymnastics Australia has adopted a whole of sport approach to planning. For example the vision statement for Gymnastics Australia is "Gymnastics....healthy and active lives for everybody"
2. **Commitment** Be committed to the vision, otherwise your club or association is unlikely to succeed.
3. **Timelines** Create timelines showing when particular targets or milestones will be achieved.
4. **Objectives** Avoid a long list of objectives as it is probably not realistic and will make it difficult for you to achieve.
5. **Reporting** Focus on performance and trends that help determine change. Reports on membership numbers over the past few years, volunteer commitment, methods of fundraising provide an overview of past and present club or association operations.
6. **Contingencies** Account for the risks your club or association might face and work out contingency plans. A [SWOT analysis template](#) will determine a club or association's threats and weaknesses.
7. **Change** Any major changes affecting your club or association should be indicated in the business plan. A local school closing could impact on membership numbers at a netball club or association. A good plan will incorporate measures to prepare for this change so that member numbers remain stable or increase.

On the following page you will find a flow chart that will help you with your long term planning.

Think of long term planning as taking a journey where you need to get from point A – B and we have provided you some directions on how to get there.

Long term Planning flow chart

The base starting point of your plan:

(Situational Analysis)

Environmental Scan	Set your vision, mission and core values <i>(Included in the Strategic Plan)</i>
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Hatching a plan of attack:

(Strategy Formulation)

Information gathering	SWOT analysis	Identify priority areas you want to develop.
<ul style="list-style-type: none"> • Gather & review feedback from members and stakeholders, • Refer to previous policies and plans • Refer to Softball NZs strategic Plan and complementary national documents 	<ul style="list-style-type: none"> • Identify strengths, weaknesses, opportunities and threats to your association 	<ul style="list-style-type: none"> • Try to stick to 3- 5 areas and keep in the back of your mind your associations current capability • Define areas of focus i.e. game development, business development, facility development etc.



Creating the actual plan:

Implementation

Set goals and desired outcomes (objectives) for the strategic plan		Create action steps & measures to be included in the business plan
Set goals for each priority area based on your info gathering & SWOT. Be realistic and remember the capability of your association or club	Then for each goal summarise how you will achieve this (the objectives). Once again be realistic and remember the capability of your association or club	Now we are getting down to the nitty gritty. For each desired "objective" create action steps on how you are going achieve the objective. Also include measures/goals, put a timeframe to them & list resources that you may need. Resources can be monetary, person power or other <i>(Included in the Business Plan)</i>



The review

On an annual basis and also at the end of your Strategic Plan term

Evaluate	Improve
<ul style="list-style-type: none"> • Review how you did in reaching the measures of your objectives and goals • Look at prohibiting or contributing factors which may have affected the above • Look at your priority areas goals and see if they are still a priority or will need to change / develop / evolve 	