

TABLE TENNIS SOUTH AUSTRALIA

2014 – 2017 Strategic Plan

'A growing, vibrant South Australian Table Tennis Community'

Introducing the Review

South Australia has a long and proud history in Table Tennis that includes being the first state in Australia to establish a Table Tennis Association in 1923, producing numerous Australian Champions, international representatives (including Olympics Games) as well as hosting numerous national and international events. This is something which the Table Tennis community can be proud of – with all of these achievements being resourced through volunteers.

In the current climate, Table Tennis South Australia (TTSA) faces new modern day challenges and requires a mindset which both protects and enhances the health of Table Tennis in South Australia. While policy and legislative requirements are high on the agenda, as is communicating via the internet and social media framework, attracting players to the sport remains the key challenge. In an era of competing leisure activities, encouraging the community to engage in a healthy lifestyle is a challenge for all sports.

Table Tennis is very much an activity enjoyed by the community at large, generally as a silent unacknowledged activity played in the comfort of the home, the gymnasiums of the school environment, lunch time table in the work environment or social activity at the local community centre. TTSA is excited about the opportunities which exist within the community to bring Table Tennis out of the shadows.

The 2014 – 2017 Strategic Plan departs from previous Plans in that it paints a new vision, purpose, approach and strategic priorities. In the formation of the Plan, the Board has examined the strategic direction of key stakeholders and survey feedback from TTSA's member affiliates.

While the Board of Management of TTSA took on a high performance mindset and has set about identifying long term objectives, equally important is engaging with the community and recognising / encouraging participation.

The 2014 – 2017 Strategic Plan contains some exciting achievable goals and initiatives, and the Board looks forward to working closely with the Table Tennis community and key stakeholders to bring the Plan to fruition.

Chris Leonard

President of Table Tennis South Australia

Table Tennis – Putting it into Context

When developing this plan, the Board of Table Tennis South Australia considered a number of sources of information and feedback, including the Office of Sport and Recreation, 360 degree feedback survey results, Australian Sports Commission and Table Tennis Australia strategies and plans, historical TTSA data including levels of affiliations, number of tournament participants, the number of teams entered into winter competition over a 10 year period, benchmarking against other states, TTSA Board survey results and outcomes from the Board SWOT (Strengths, Weaknesses, Opportunities and Threats).

As a result of the feedback collected, and after a number of Board forums, a number of key themes were identified that included an opportunity to engage more with country affiliates, 'mid-range' rating when compared to other like sized sports in relation to administration, a need to consider alternate ways of engaging with communities (including a formal communication framework), there is material upside in engaging with the younger generation at the school level, options to sustain the sport that reduces reliance on external funding and a continued enhancement of the athlete and official pathway concepts.

As a result, the 2014 – 2017 Strategic Plan consists of five key components which enable a clear and concise strategic plan to be developed, that is easily read and understood by all:

- Vision - the key reason why TTSA exists and what the Board is working to achieve
- Purpose - what TTSA will do to realise the Vision
- Values – how TTSA will do business when administering the sport
- Approach - how TTSA will operate when working towards its Vision
- Strategic priorities – the key priorities that will guide TTSA's decision making processes.

The following pages describe the outcomes above and will be used as a key component of the administration of the sport.

Profile Snapshot

Name

Table Tennis South Australia Incorporated (referred to as TTSA)

Key Objects of TTSA

- To provide leadership and strategic direction in the promotion and development of the sport of Table Tennis throughout South Australia
- To encourage, advance and control the sport of Table Tennis throughout South Australia, including the arrangement of local, national and international events and sanctioned South Australia tournaments
- Promote the formation of affiliated Table Tennis associations, clubs and bodies within South Australia
- Affiliate with Table Tennis Australia and other such peak bodies promoting or controlling the sport of Table Tennis

Governance

Board of Management consists of up to 14 Director Positions represented by:

- President
- Executive Director
- Finance Director
- Policy & Planning Director
- Match Play Director
- Events Director
- Schools Director
- Coaching Director
- Officiating Director
- Disabilities Director
- Marketing Director
- Membership Director
- Country Director
- Board appointed Director (currently High Performance Director).

Membership

As per the Constitution, TTSA comprises of affiliated associations, affiliated clubs and affiliated bodies in the state of South Australia.

Prime Activities

- Coordination and management of the prime SA Table Tennis winter competition
- Scheduling and coordination of sanctioned and other tournaments, including management of State titles and other key tournaments
- Selection, preparation and management of players representing SA at National titles
- Education, accreditation and provision of coaches and officials
- Providing administrative, policy and sports specific direction and assistance to members of TTSA

Key Partnerships and Stakeholders

Table Tennis Community

- Affiliated Associations
- Athletes
- Coaches
- Community Organisations
- Education communities
- Equipment Suppliers
- Life Members
- Officials
- Other member state and territory associations
- Parents
- Supporters
- Table Tennis Australia Limited
- Un-affiliations Associations
- Volunteers

Government

- SA Office of Recreation and Sport
- SA Government Departments
- South Australian Sports Institute
- Local Government Authorities

Executive Summary

Vision

A growing, vibrant South Australian Table Tennis Community

Purpose

To foster participation of Table Tennis throughout South Australia and promote excellence in performance

Values

The following values describe how TTSA will do business when administrating the sport:

- Integrity
- Transparency
- Honesty
- Consistency
- Respect

Approach

The following describe how TTSA will operate when working towards its Vision:

- **Engage** – listen, support, collaborate and inform the Table Tennis community
- **Advocate** – network with stakeholders to be a voice on current and emerging opportunities for Table Tennis throughout the community
- **Lead** – create and develop frameworks that enable all South Australian’s access to Table Tennis
- **Manage** – provide service on all things Table Tennis

Strategic Priorities

The following are the key priorities that TTSA will work towards to achieve its Vision, and guide TTSA in its decision making processes:

- **Governance** - Build and enhance industry standard governance practices throughout the Table Tennis community
- **Develop** - Build infrastructure that assists the Table Tennis community in delivering outcomes
- **Community** - Encourage and foster community participation
- **Continuous Improvement** – Strive to achieve excellence in all things undertaken



GOVERNANCE

**BUILD AND ENHANCE INDUSTRY
STANDARD GOVERNANCE PRACTICES
THROUGHOUT THE TABLE TENNIS
COMMUNITY**

Table Tennis South Australia will:

- ensure open and transparent decision making processes
- develop strategies and support initiatives that will assist Table Tennis to plan for and shape its future
- co-ordinate the implementation of relevant Government and SA sport and recreation policies.

This will be achieved when:

- all Board Policies are up to date and current and in compliance with relevant Government and SA sport and recreation policies
- where possible, alignment of policies with Table Tennis Australia, key stakeholders and assist members align with Table Tennis SA policies
- periodical meetings are held with stakeholders to provide a feedback mechanism between the Board and members relating to governance and strategic priorities
- publish a summary of key decisions made at Board meetings
- ensure Board portfolios are filled, or where they cannot be filled, there is a consideration and attention to key responsibilities of the vacant portfolio as part of the operations of the Board
- ensure the responsible management of TTSA's finite resources through the preparation of budgets and monitoring of income and expenditure
- identify and pursue both Government and non-Government funding opportunities
- work with Local, State and Federal Government agencies to promote and represent the interests of Table Tennis.

DEVELOP

**BUILD INFRASTRUCTURE THAT ASSISTS
THE TABLE TENNIS COMMUNITY IN
DELIVERING OUTCOMES**

Table Tennis South Australia will:

- provide members with advice on best practice in Table Tennis administration and in respect to planning Table Tennis events and associated activities
- develop simple and transparent frameworks that can be used across officiating, competition and governance.

This will be achieved when:

- fit-for-purpose Competition, Coaching and Officiating frameworks are developed and implemented
- develop and implement an appropriate marketing and communications plan for Table Tennis SA
- create communications to athletes via appropriate mediums
- enhance the database of club committee contacts and ensure a process is in place to prompt clubs to review and update their club's committee contact details every six months to ensure accuracy
- a style guide is developed for all Board members to ensure consistent branding across all materials and platforms
- maximise the use of current day technologies to communicate with members in a timely and strategic manner.

COMMUNITY
ENCOURAGE AND FOSTER COMMUNITY PARTICIPATION

Table Tennis South Australia will:

- proactively promote opportunities for all South Australians to be involved in Table Tennis
- communicate opportunities for members to be actively involved in AWD and CALD programs
- review the currency of its membership structure
- provide children with a positive introduction to Table Tennis that encourages their ongoing participation
- strengthen ties with local agencies, servicing the areas of disability, active ageing, and social inclusion SA
- establish an understanding of Table Tennis groups operating in SA.

This will be achieved when:

- conferences are established to consider key issues facing clubs and provide feedback on the discussions from club conferences
- record of participants are captured and reported
- a pathway is created to enable participants to become active players
- community groups opportunities are identified and engaged
- membership structure is reviewed and benchmarked against other like sized sporting organisations
- increase participation and competition opportunities for segments including Para Athletes and Culturally and Linguistically Diverse (CALD) populations
- develop an engaging competition and development opportunities for school aged participants
- build productive relationships with schools, teachers, and administrators
- formalise a model to deliver coaching clinics to community groups
- opportunities are identified for clubs to provide school coaching and after school opportunities.

CONTINUOUS IMPROVEMENT
STRIVE TO ACHIEVE EXCELLENCE IN ALL THINGS UNDERTAKEN

Table Tennis South Australia will:

- develop and communicate a clear positive direction for Table Tennis in South Australia
- develop a sustainable pathway for all participants
- develop and enhance the skills of the Board of Management
- maximise the impact of High Performance athletes at National events
- advocate for increased assistance from external bodies including the SA Sports Institute and Table Tennis Australia to assist in the development of talented athletes
- seek out and evaluate new ideas for programs, competitions, and events
- engage and be open to feedback from members and embrace change.

This will be achieved when:

- a self-funded TTSA Junior Grand Prix Circuit is created
- a Development Squad is introduced to increase the number of high performing junior athletes
- regional squads are introduced to provide a pathway for country athletes
- training camps are implemented to provide information and resources necessary for the achievement of a high performance culture
- state team culture and cohesion is enhanced through centrally coordinated travel and accommodation arrangements
- an annual development forum is conducted to gather ideas from members, athletes, and coaches about the future of junior recruitment and retention initiatives
- explore the option of implementing regular informal competitions at club venues to engage social participants and provide more competition opportunities for registered participants.

Launch and Review

Launch of the 2014 – 2017 Strategic Plan

The 2014 – 2017 Strategic Plan will be launched at the 2014 Annual General Meeting to all participants.

Board Members will actively promote and, where relevant, launch the 2014 – 2017 Strategic Plan with Members through a co-ordinated implementation plan.

This Strategic Plan will be placed on TTSA's website and sent to all affiliates.

Review of the 2014 – 2017 Strategic Plan

The agenda of Table Tennis South Australia Board meetings will be structured to include the Strategic Plan as a standing Agenda item.

The 2014 – 2017 Strategic Plan will be reviewed at least annually by the Board.

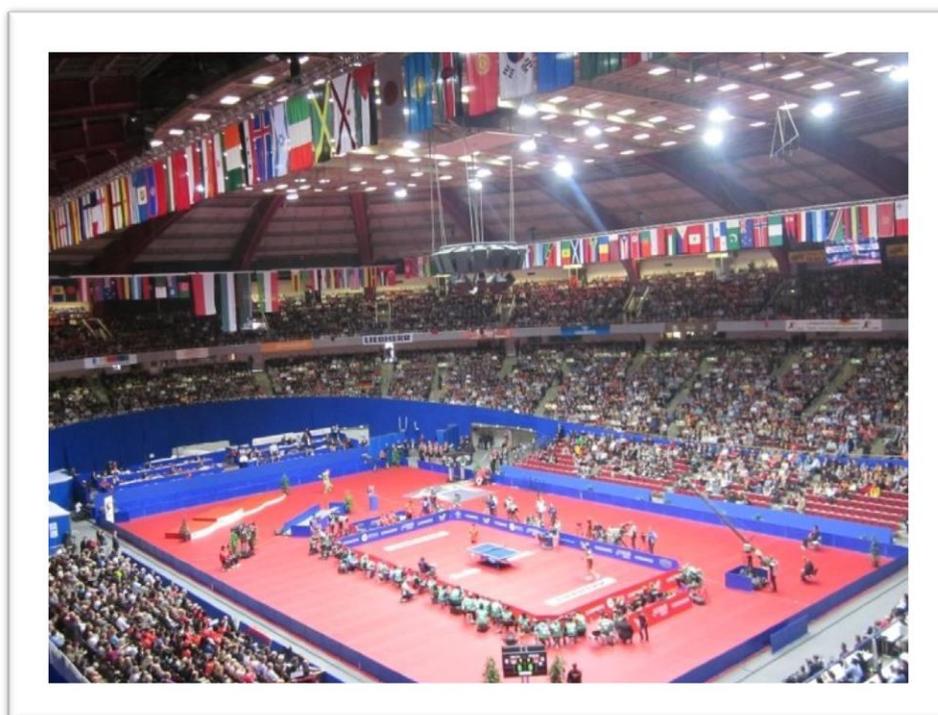
The 2014 – 2017 Strategic Plan will be an agenda item at scheduled Conferences.

Supporting Plans and Structures

A Business Plan underpins the strategic priorities contained in this Strategic Plan which details activities associated with each Board member portfolio.

The Business Plan is aligned to individual Strategic Priorities and Directorship portfolios.

Directors will report against each activity in monthly updates to the Board.



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