



**SKATE**  
AUSTRALIA

---

# 20<sup>13</sup><sub>— TO —</sub>16

---

## STRATEGIC PLAN

---



Australian Government  
Australian Sports Commission

**SKATEAUSTRALIA.ORG.AU**  
**SBA.ORG.AU**

# INTRODUCTION

This Strategic Plan outlines the ***Vision, Formula for Success, Core Values, Strategic Priority Areas, Key Results Areas, & Broad Strategies*** for key Skate Australia (SA) activities for the 2013 – 2016 strategic period.

This document has been developed after extensive consultation and input from a broad cross section of key stakeholders.



## OUR VISION

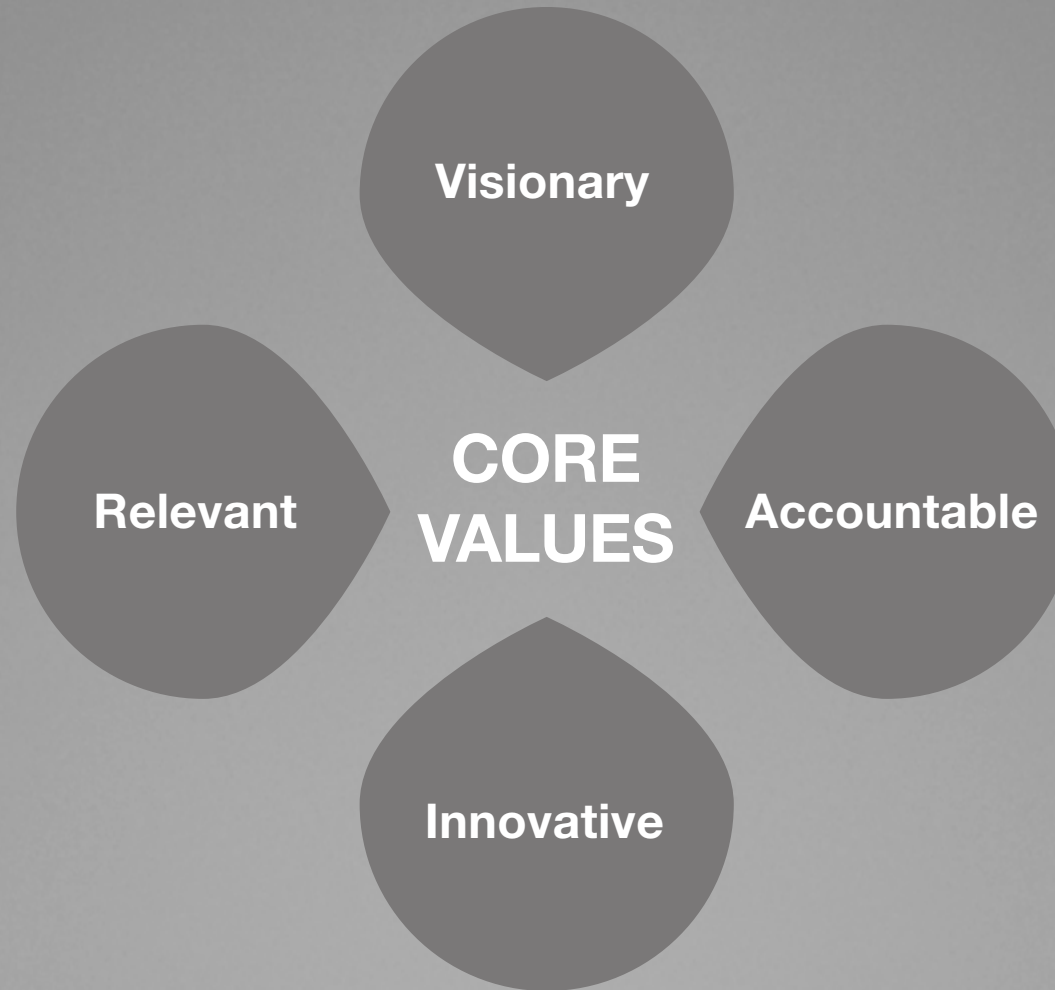
“To promote and support the growth and development of skating at all levels”



## OUR FORMULA FOR SUCCESS

**We will build Skate Australia's position as a mainstream Australian sporting and lifestyle activity through:**

- Astute and planned management
- Productive working relationships with our partners
- Innovative thinking
- Achievements of our high performance athletes
- The delivery of industry leading Skate Development Programs



## OUR CORE VALUES

Our core values help us to clearly identify and communicate how we will **operate, behave, challenge, encourage and support** each other on a daily basis.

We want all Skate Australia partners to be able to state that ***"this is our way"***.



1.1

# STRATEGIC PRIORITY AREAS

1

## Planning & Strategy

Best practice governance for leadership.

2

## Branding & Marketing

Profile for reach and engagement

3

## Support Services

Providing assistance and resources to stakeholders

4

## Activation & Operations

Pathway and participation opportunities

5

## Business Development

Sustainability

### Skate Australia Strategic Priority Areas

The 2013-2016 Strategic Plan has been structured to reflect responsibilities and accountability in 5 Strategic Priority Areas and their associated Key Result Areas.



# 1. PLANNING & STRATEGY

- 1.1 Governance
- 1.2 Strategic Planning
- 1.3 Financial Planning
- 1.4 Reporting
- 1.5 Government Partnerships



## 2. BRANDING & MARKETING

- 2.1 Online Platforms & Social Media
- 2.2 Communications & Brand Management
- 2.3 Marketing
- 2.4 Public Relations



## 3. SUPPORT SERVICES

- 3.1 Member Services & Administration
- 3.2 Database
- 3.3 Insurance
- 3.4 National Branches
- 3.5 States/Club/Leagues
- 3.6 International Team & Event Support
- 3.7 International Events

## 4. ACTIVATION & OPERATIONS

- 4.1 National Participation Products
- 4.2 Skateboard Hubs
- 4.3 Major Events
- 4.4 Coaching & Officials Development
- 4.5 Facilities





## 5. BUSINESS DEVELOPMENT

- 5.1 Grants
- 5.2 Commercial Partnerships
- 5.3 New Projects



# DELIVERING OUR FUTURE

SA has made significant progress in assisting Skate Sports to develop and expand. Our job is not done however, and we are very excited about our future and the improvements we can still make. We will offer ever better products and services, and seek to sustainably grow Skating and Skate Australia.

The detailed SA 2013-2016 Strategic Plan builds on our past successes and presents a pathway to achieve our future goals. It outlines the tasks that will ensure we achieve our strategic priorities in the timeline allowed. We will coordinate closely with our partners as we take each step on this path and our execution will always be consistent with our core values.

This plan is a rolling strategic plan and will be updated annually. It provides the framework for our operational plan and is the basis from which we will assess our own performance regularly.

For more information please visit our websites or contact a staff member today.

[www.skateaustralia.org.au](http://www.skateaustralia.org.au) | [www.sba.org.au](http://www.sba.org.au)



Australian Government  
Australian Sports Commission