



STRATEGIC PLAN  
July 2021 to June 2024

# Strategic Plan 2021-2024

Our **Vision** is to be the premier diving program in Australia

Our **Mission** is to grow the participation and reputation of diving in SA as a fun, healthy and inclusive sport, while encouraging personal development, growth and achievement for everyone involved

## Key Strategic Pillars

### Sport Development

### Performance

### Governance & Management

#### Key Pillar Activities

- **Participation:** Grow diving in South Australia through participation programs and marketing
- **Coach Development:** Invest in our coaches development
- **Facilities:** Enhance utilisation of existing facility and expand diving programs in other facilities around the state
- **Diver Retention:** Support divers in their chosen pathway and promote lifelong participation

- **Pathways:** Provide clear pathways and proactively support advancement
- **Competitions:** Provide opportunities for progression through competitions
- **Support:** Support divers, coaches and officials to reach their full potential
- **Relationships:** Support the pathways to high performance by building effective working relationships with DA & SASI

- **Structure:** Identify and implement the best structure for DSA
- **Financial:** Deliver financially sustainable programs and ensure the financial viability of the organisation
- **Relationship Management:** Develop effective working relationships with all stakeholders
- **Volunteer Management:** Support and grow the Volunteer Workforce

#### Deliverables

- Develop and implement a marketing and promotional plan (external focus)
- Increase participation in Come and Try sessions
- Identify and engage with new stakeholders to promote diving opportunities
- Develop a succession and acquisition plan for coaches

- Clearly articulate pathways and progression criteria and promote to members regularly
- Support divers to attend national competitions
- Implement an annual review and development calendar covering divers, coaches and officials
- Clearly define roles and responsibilities of the organisations involved in diving in SA, and build collaborative working arrangements

- Investigate the sustainability of the current structure (State Sporting Organisation and Club operating as one organisation)
- Review and update the constitution and other governance documentation
- Create new revenue streams and grant funding
- Develop and implement a communication and engagement plan (internal focus) to build a more connected culture, including volunteers

#### Measures

- 20% increase in Come'n'Try participants annually
- 5% growth in membership 6-monthly (compared to same time previous year)
- 2 new relationships built annually
- Provide an annual development calendar for coaches
- Increase current usage of SAALC by 10%
- 75% retention of recreational divers each year
- 85% retention of competitive divers each year

- Run at least 2 state competitions a year
- At least 70% of SA divers achieve a personal best, and 50% achieve a podium position at National level competitions
- At least 1 SA coach is recognised in the Coach of the year awards
- At least 90% athletes competing in state competitions qualify for national competitions
- DA, SASI and DSA to meet at least 6 times a year

- Gain approval from members on the future structure of Diving SA
- All policies and guidelines are up to date
- Develop financial and performance KPIs to ensure financial sustainability
- Engage at least one major and one minor sponsor
- Annual stakeholder satisfaction rating increase, and achieve at least 90% by 2024
- Increase number of volunteers by 30%