

Gosnells Archers

Strategic Plan: 2022-26



RENAÎTRE DE SES
CENDRES



Our Mission

Our **Mission** is to provide a safe, inclusive, and caring environment which meets the needs of our members and our club.

We will make a positive difference in the wider community and the lives of our members by encouraging participation and engagement in our club and the sport of archery.

We believe that archery is accessible to anyone, and we welcome people of all ages, abilities, genders, sexual orientations, cultural, ethnic or religious backgrounds, or socio-economic status.

We want our members to achieve their highest potential and strive for mastery in the sport of archery.



Our Vision

Our **Vision** is to be recognised as a club where anyone can learn, participate, and enjoy the sport of archery in a safe and secure environment.

At our new world-class facility in the City of Gosnells we will host a wide range of accessible events including competitions, 'come-and-try' fun days, and other programs or courses for an equally wide range of established archers and newcomers.

Gosnells Archers will be able to host Target, Indoor, Field, and Clout events – one of very few clubs in the country with facilities able to do so. We want our events to be safe, well-organised, and fun. We will liaise and collaborate with other clubs and maintain good working relationships with Archery WA and the City of Gosnells to ensure good outcomes for archery and the community.

We want our club to be built around a team of active members where everyone contributes to the operation and maintenance of club facilities and equipment. We will be a connecting community built around a shared love of the sport of archery.



We are committed to these **Values** and actions in the operation of our club:

- **Safety & Professionalism**

Our club is a **safe** club where we emphasize the importance of range safety and adherence to shooting regulations. We embrace best practice, lead by example, and make informed decisions.

- **Engagement**

Our members take ownership of our club; we contribute to the success of our club when we all volunteer our talents and our time.

- **Health**

We foster a culture of wellbeing, promote personal development, encourage participation, and use our sport to improve the physical and mental health of our members.

- **Equality & Equity**

We treat everyone fairly. Everybody has an equal opportunity, and no one is treated differently or discriminated against because of their characteristics. We believe that diversity is about taking account of and celebrating the ways we're all different.

- **Inclusion**

We welcome everyone and actively facilitate access as much as we can so that our local community can participate in the sport of the archery.

- **Sustainability**

We reduce waste, re-use and recycle. We are innovative and curious, and always open to new ideas so that we can find practical ways to further reduce our club's environmental footprint.

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We will work with the City of Gosnells to deliver an **upgraded, accessible, sustainable archery-specific facility**. The club's move to these new premises will be a challenge and another rebirth; an exciting new beginning.

This will be a centre for archery in our region; capable of providing a wide range of introductory courses, club events, competitions, and community programs and activities. We will be the only club south of the river with the facilities to cater for all disciplines in competition. We will provide access to training, support, advice, and equipment to ensure the growth of archery in the region as a positive influence on our community.

Strategic Direction Facilities



Measures of our Success

Support is provided to the City of Gosnells during the design and development of the new archery-specific facility.

In partnership with the City of Gosnells, we complete the move to the new Gosnells Archers club facility.

We will maintain existing equipment, facilities and membership to ensure continuing local access to archery until the completion of the move.

We will host interclub events, and aim to eventually hold AWA and AA Registered tournaments, at the new location.

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We will grow our club's membership and **encourage community involvement in archery** through 'Come and Try' events, Beginners Programs, and participation in community events like fairs and markets.

The club will also **investigate other outreach avenues** like working with schools, local businesses, and other community groups.



Strategic Direction Community

Measures of our Success

Our club membership increases, and the number of members regularly participating in club events and activities also grows.

We develop an outreach strategy so that the club can identify the actions required to reach our goals, i.e., we would need more coaches and more learner equipment before we can meet our more ambitious targets.

A sub-committee will explore the equipment and budgetary needs associated with the planned outreach programs and the move to new premises.

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Our club grounds will be a **vibrant and lively place for our members**, not just where we socialise before and after a shoot, but where members come to **learn new things, share their skills, refine their abilities**, and **volunteer their time**.

All members will **contribute equally** to the effective operation of the club, so that the workload is shared among many people, across many shoulders.

Strategic Direction Engagement



Measures of our Success

The club Social Committee will be re-established in order to plan an active and varied social calendar for the club.

We will launch a series of workshops and tutorials to help our members achieve their highest potential.

The club website will be re-launched with a new forum to promote engagement within the club, increase social media activity, and improve awareness in the local community.

A 'participation and contribution' culture will encourage greater involvement of all club members in the operation and maintenance of club events, facilities, and equipment.