

Archery SA  
21ADL-0205  
5 October 2022

# Archery SA Strategic Plan

2022-2027

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# Archery SA Strategic Plan

5 October 2022

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## Document history and status

Revision	Date	Author	Reviewed	Details
V1 and V2	10/08/22	N. Halsey	Z. Hambour	Initiation of report
V3	15/09/22	N. Halsey	Archery SA	Final edits based on client review
V4	5/10/2022	Z. Hambour		Changes to plan structure

We acknowledge the Kaurna People as the Traditional Custodians of the land on which we work and pay respect to their Elders past, present and emerging.

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# 1. The Strategic Plan

This Strategic Plan identifies priority focus areas for Archery SA over the next 5 years. It seeks to provide leadership and support to continue to grow archery in South Australia as an inclusive, safe and enjoyable sport for all.

This Plan will assist Archery SA to drive action and track and evaluate what it is doing to advance archery in South Australia.

This Plan seeks to align Archery SA strategic directions with state and national directions for archery, and sport generally, to ensure it supports sustainable participation, culture, profile, facilities and funding. In particular, Archery SA has aligned this Plan with Archery Australia's Strategic Plan and the South Australian Government's initiative Game On.

## 1.1 Role of Archery SA

Archery SA is the peak body for archery in South Australia.

Our key roles are to:

- Advocate for our sport at a state and national level
- Promote our sport to ensure its continued success in South Australia
- Support South Australian archery clubs to be inclusive, safe and enjoyable sporting environments for all
- Provide education and development programs that enable pathways for beginners through to elite participants
- Be the communications channel with World Archery and other International Federations
- Be the communications channel with Federal, State and Local Governments
- Provide administrative support for Clubs
- Be recognised by the media as the official voice of Archery in South Australia
- Maintain policies and procedures, which provide consistency and transparency for all
- Provides clear and consistent Rules and Regulations by and under which the sport operates in South Australia
- Online event registration and recognition
- Operate a State Tournament Calendar
- Maintain standardised rules, regulations, policies and procedures
- Provide Instructor and Coach training and accreditation programs
- Provide judging training and accreditation program.

## 1.2 How has this Plan been developed?

This Plan has been developed through a series of engagement processes with South Australian archery clubs and the Archery SA Board as summarised below.



**Inception and Strategic Planning Workshops with the Board**



**Online survey with Archery clubs (198 responses)**



**Online workshop with club representatives (14 participants)**

### 1.2.1 What we heard

Key benefits of archery include the opportunities it offers for inclusivity across age, gender, (dis)abilities and cultural backgrounds. It is also an individual rather than team sport, and can be competitive and non-competitive depending on an individual's preferences which is also attractive to participants.

Key barriers to participation identified included a lack of awareness of how to participate, costs, intimidating and specialised equipment, and wait times and availability of beginner courses.

A number of key messages emerged from the engagement (refer below) and together with feedback gathered about the benefits of and barriers to participation, have been used to shape this Plan's priority areas.

#### Key messages from the engagement

Increase participation by attracting and retaining members, particularly those transitioning from beginners

Improve diversity of participants - in particular young people, women, people with disabilities and people from different cultural backgrounds

Increase volunteer numbers and improve the knowledge and capacity of volunteers

Improve communication and engagement between Archery SA and clubs

Greater promotion and awareness raising of the sport

Improve accessibility of venues for people of all physical abilities, ages, genders and backgrounds?

Provide a State/central shared facility

## 2. Archery SA Goals

To help focus Archery SA's efforts over the life of this Plan, 5 goals have been identified.

### Our 5 Goals

- 1 Inclusive clubs with diverse membership
- 2 Increased awareness, participation and younger members
- 3 Volunteers are valued and have capacity
- 4 Engaged clubs and members
- 5 Establishment of a State archery facility

## 2.1 Goal 1 - Inclusive clubs with diverse membership

### Why is this a goal?

Archery is a unique sport because people of different ages, genders and abilities can participate together, “on the line”. It is also a sport that is attractive to people from diverse cultures compared to many other mainstream sports. It can also be appealing to people as it is an individual pursuit rather than a team based sport, and can be done socially or competitively.

Being inclusive and improving the diversity of participants in archery provides benefits for clubs and participants and can help to grow participation in the sport more generally.

Inclusion and diversity are impacted by a lack of inclusive facilities (eg. female or accessible toilets and change rooms, accessible buildings or grounds), perceptions about who can/does participate in archery, the need to use intimidating and specialised equipment, or by (not) feeling welcome.

### How will we work towards this goal?

We will:

- Deliver promotion that encourages and targets participation of people of diverse backgrounds, gender, age and abilities
- Develop and implement an Access and Inclusion Policy
- Support clubs to improve the accessibility and inclusion of their facilities and programs.



## 2.2 Goal 2 – Increased awareness, participation and younger members

### Why is this a goal?

Archery is much loved by those people who are already participating in it, but many other people are not aware of it or how they can participate.

There is also a need to maintain and grow archery's presence because 'smaller', non-mainstream sports such as archery provide the diversity of opportunity that is critical to the ongoing sustainability of the sporting sector generally. Raising the profile of archery can attract participation of those not interested in mainstream team or competitive sport formats.

The more participants archery has, the more sustainable our sport will be. As numbers increase so too will the diversity, vibrancy, and viability of clubs. Increasing participation by young people is particularly important for the sustainability of the sport and succession planning in club operations.

We know that challenges to participation include costs, perceptions about specialised or intimidating equipment, not knowing others involved in the sport and a lack of awareness about opportunities to participate. A specific challenge experienced by clubs is the transition of people from beginner's courses to club membership and retention of people at this phase of their contact with archery.

### How will we work towards this goal?

We will:

- Improve the quality and reach of our communications and promotion of archery, especially to young people
- Advocate for the inclusion of archery in the school curriculum
- Enable events that encourage participation by people new to Archery, especially to young people
- Ensure people new to archery are supported and encouraged.

## 2.3 Goal 3 - Valuing and building the capacity of volunteers

### Why is this a goal?

Archery SA, clubs and our sport are reliant on volunteers to provide opportunities to shoot and participate in competitions. To be sustainable, archery needs volunteers that are capable, have the necessary skills and knowledge to undertake their role and feel valued without getting fatigued.

Like many sports, archery has challenges attracting, training, managing and retaining volunteers. Issues include competing time pressures or other priorities, a lack of or mismatched skills and knowledge for the volunteer role, a lack of support and training, not feeling appreciated or valued, and burnout.

### How will we work towards this goal?

We will:

- Identify new ways to attract volunteers to archery
- Develop and support the skills and capacity of volunteers
- Explore ways to recognise and value volunteers.

## 2.4 Goal 4 - Engagement with clubs and their members

### Why is this a goal?

As the peak body for archery in South Australia, one of Archery SA's key roles is to be there for our clubs and their members. Our Board and its members play a critical role in disseminating information and developing and maintaining connections and relationships with clubs and their members.

Through more regular and personalised engagement with clubs, we can strengthen our sport and create connections and relationships that further support clubs and our sport.

### How will we work towards this goal?

We will:

- Provide regular opportunities for clubs to interact with the Archery SA Board
- Build relationships and regularly reach out to clubs and members to understand what is important to them
- Keep clubs informed about events, grants and other opportunities.

## 2.5 Goal 5 - Establishment of a State archery facility

### Why is this a goal?

In South Australia we have long been without a suitable and accessible facility where we can hold state and national competitions. Establishing a new state facility could also create a 'centre for archery excellence' by providing space for holding training, events, large scale competitions and storage of equipment.

We recognise that there is a need to engage with the archery community in South Australia to understand the different needs and aspirations for such a facility.

### How will we work towards this goal?

We will:

- Engage with our members to understand what they want from a state facility and where it could be located
- Build relationships and partnerships with the Office for Recreation, Sport and Racing, councils, and others to advocate for and drive establishment of the facility.

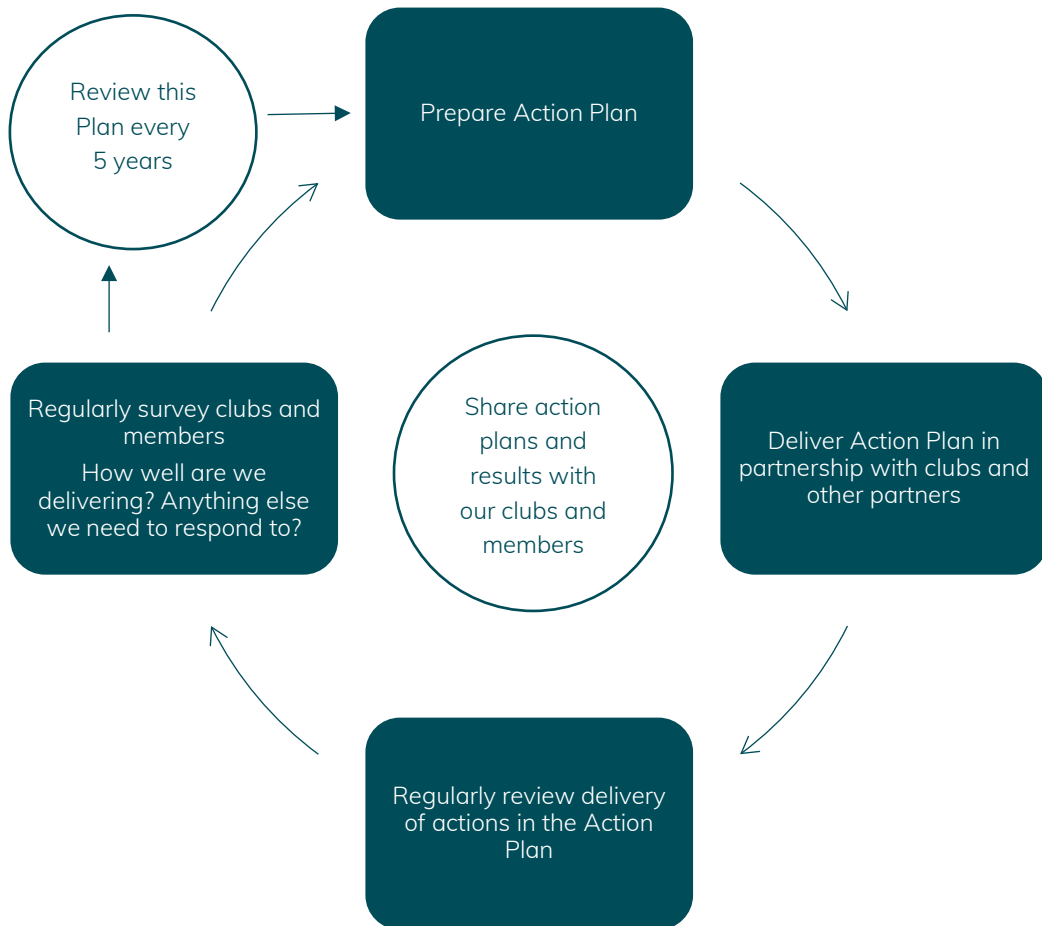
### 3. Delivering the Plan and measuring success

We will prepare an Action Plan each year to support the delivery of this Plan.

We will regularly review our progress in delivering the Action Plan by documenting the extent to which each action has been achieved. We will also regularly survey our clubs and members to understand how well they feel we are delivering the priorities of this Plan and to understand if there are any new issues or opportunities that we need to respond to.

The results of the reviews and surveys will be used to make regular updates to the Action Plan. In this way the Action Plan will be a “living” document.

We will share the results of the reviews and surveys and will publish the Action Plan (including updated versions) on the Archery SA website.



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