Ultimate VICTORIA

Strategic Plan 2022 - 2025

Ultimate VICTORIA

Our Vision

That every Victorian has the opportunity to be regularly involved in Ultimate

Our Mission

Ultimate Victoria is passionately committed to providing an inclusive, healthy and active community through the sport of Ultimate.

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Our Values

Inclusivity

Our commitment to include those who might otherwise be excluded or marginalised.

Spirit of the Game

Competitive play is encouraged, but never at the expense of respect between players, adherence to the rules, and the basic joy of play.

Equality

To ensure equal access to resources and opportunities regardless of gender, age, orientation, race or religion or any other factor that may intervene.

Collaboration

Align with existing and new stakeholders to develop products and programs to encourage participation, inclusion and growth.

Progressive

To be a leader in driving social change through participation in Ultimate.

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Strategic Objectives

Organisational Sustainability

Engagement, Awareness and Recognition

Building Capacity

Growing Participation

Enabling Pathways

Organisational Sustainability

Follow principles of good governance, planning and transparency

- Develop strategic and operational plans to guide organisational priorities
- Increase opportunities for members to engage directly with board and staff
- Undertake regular reviews of policies to ensure they remain practical and relevant

Continual improvement of financial management practices

- Equip affiliated clubs with the knowledge and resources to develop consistent revenue generating activities at a local level
- Maintain best practice financial reporting and decision making procedures
- Seek out opportunities for diversified, consistent revenue streams
- Develop, adhere to, and review yearly budgets

Build sustainable participation programs and initiatives

- Seek funding grant opportunities to seed new participation programs and grow our active membership
- Establish and maintain working partnerships with other organisations to facilitate the delivery of new programs
- Review and develop resources to aid volunteers in the promotion, delivery and evaluation of new programs
- Improve state-wide participation data capture to inform evidence-based decision making

Engagement, Awareness & Recognition

Prioritise consistent marketing & communications planning

- Maintain regular communication with UV members and stakeholders through online newsletters, social media and forums
- Develop, execute and review marketing campaigns for UV owned events and participation opportunities
- Work with affiliated clubs to develop marketing plans for regularly held club-owned events

Create and maintain strategic partnerships with government organisations and community advocacy groups

- Identify and review gaps in our capacity to deliver programs in new areas
- Continue to utilise joint delivery processes with other organisations to facilitate participation growth, focussing on outer metropolitan areas

Engage former players to maintain involvement in ultimate through non-participatory roles

- Seek and identify opportunities for off-field events to maintain former players' connection to the ultimate community
- Empower sub-committees and working groups with decision making powers to guide existing and future UV initiatives

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Building Capacity

Enabling our Clubs to grow

- Promote the use of resources and operational support to run quality events, build local awareness, and recruit new members among affiliated clubs
- Support the governance of affiliated clubs through resources and education for new, returning and prospective club committee members
- Roll out new Club Affiliation framework to Victorian clubs

Enabling our Board to govern

- Skills-focused recruitment of new members
- Ensure that high-level training on key corporate governance concepts is provided for incoming board members
- Develop succession planning and handover processes for board members and subcommittee members
- Establish member-driven subcommittees with defined structure and responsibilities outlined by a clear terms of reference

Enabling our Staff to perform

- Conduct regular reviews of our staff's capacity to deliver organisational objectives
- Needs-based and skills-focused recruitment of new staff
- Continually update and maintain succession planning and handover processes

Enabling our Volunteers to contribute

- Identify key volunteer contributors to the sport, and ways to support them
- Create opportunities for volunteers to pursue their area of interest
- Recruit, educate, acknowledge and preserve volunteers for key roles

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Growing Participation

Identify and create opportunities for structured participation

- Identify and engage with partners to facilitate participation opportunities in population centres without an ultimate presence
- Provide assistance to individuals and groups interested in establishing new participation opportunities in regional areas
- Strengthen current and prospective playing opportunities to grow active membership by 15% per year over the next three years

Improve accessibility to the sport by prioritising participation opportunities for people in under-represented demographics

- For people living in lower socio-economic areas
- For less active people, including those over 50 years old
- For younger people (8-16 years old)

Increase the number of women playing ultimate

- Develop initiatives to improve participation experiences for women new to Ultimate
- Empower the Inclusive Practices subcommittee with meaningful input on strategic and operational planning across the organisation
- Develop, evaluate and update marketing plans for events and activities with a focus on women's participation
- Proactively provide training and development opportunities for women in coaching and committee roles

Enabling Pathways

Establish world-class youth development & athlete pathways

- Proactively encourage and assist Victorian clubs and coaches to develop their capacity to deliver youth programs in their local area
- Promote and deliver school-based participation programs and events so they align with the commencement of club participation programs
- Position our U18 and U22 state representative teams program as a prevalent and consistent pathway into national representative teams
- Facilitate a structured coaching pathway from in-school programs up to national team coaching

Increase opportunities to play in state-based competitions

- Develop operational and strategic plans for all UV managed competitions
- Develop initiatives to encourage more teams and participants entering club-owned and UV-owned events
- Develop strategies to overcome barriers to entering state-based events faced by regional clubs, teams & players
- Seek multi-year arrangements for tournament hosting to provide clubs with certainty needed to develop their own long-term plans

Get Involved

Ultimate Victoria welcomes any members or organisations who have ideas or want to contribute to any of our strategic objectives, either with us directly or with our affiliated clubs. Please reach out to us and we can talk about how we can work together!

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