

# ODNADATTA RACING AND HORSE SPORTS CLUB

## Strategic Plan 2020 - 2023



### Vision

To help develop cohesiveness within the community and provide opportunities for future generations.

### Mission

- Raise money for charity, provide events for community a further afar for social wellbeing
- Put money back into the community
- Advertise existence for events
- Upgrading and maintaining facilities

We will provide:

- a fun day for family members in a small but large district
- a financial future for success in years to come
- a safe and tidy site for the event each year
- safe and friendly environment for its competitors and stakeholders
- effective equipment for the event.



## **Profile**

Records exist of a race meeting in Oodnadatta first being held in 1891, one year after the town was founded. Oodnadatta Racing and Horse Sports Club is run by volunteers from the town and nearby cattle stations. The Club want to provide good social gatherings which bring the community together.

Each year the club plays host to three major events:

- 20/20 cricket match in March: Town vs Stations
- Races in May: the longest running picnic race meeting in Australia
- Campdraft and Bronco Branding in July

**Stakeholders:** Committee, Competitors, Volunteers, Spectators, Juniors, Parents, Sponsors, Entertainers, Charities, Locals, Businesses, Visitors, Suppliers.

## **SWOT Analysis**

**Strengths:** Good volunteers, Welcoming Environment, Good Financial position, Low cost sport, Motivated Committee, Good promotion, safe and competitive area

**Weaknesses:** Weather conditions can affect the day, Travel to location, Toilets and Showers need to be improved and expanded,

**Opportunities:** Increase Committee membership, New website, Facebook, Undertake Starclub program, Junior Coaching, More Grants for equipment, facilities and events.

**Threats:** Losing Volunteers and Committee, Older volunteers, Losing Juniors,

**Values:** Respect, efficiency, contributing to charities, giving visitors a unique experience, showcase our area, a family club, non-threatening environment, friendly.



## 1. Governance/ Volunteers

To ensure Oodnadatta Racing and Horse Sports Club has effective management to provide a sustainable organisation and aims to foster good governance in the competition.

- Conduct a Committee meeting every 6 months during the year when events occur.
- Undertake the Starclub program.

Objective	Strategy	Who	By When	Resources	Achieved
To improve the Governance of the club	Conduct a Committee meeting every 6 months during the year.	Secretary to arrange	Feb and November	Nil	
	Undertake the Starclub program	Committee	Complete 25-point checklist by 2020	Proformas and checklists	
	Develop a risk management Policy to protect participants and volunteers (Starclub) and ensure that insurance is adequate	Committee	June 2020	Template	
	Review constitution every 3 years to ensure it is suitable (Starclub)	Committee	2020	\$200	
	Provide volunteers and staff with induction information on the club and their responsibilities when dealing with children. (Starclub)	Committee	2020	Proformas	
	Develop a volunteer policy for those involved with managing the competition and appoint a volunteer co-ordinator. (Starclub)	Committee	2020	Templates	
	Develop a recognition program for volunteers within the club (Starclub)	Committee	2020	Templates	
	Encourage young people to take up leadership roles in the club including committee. (Starclub)	Committee	2020	Templates	
	Develop a succession plan for when people move away from the area (Starclub)	Committee	2020	Templates	Yes

## 2. Communication and Marketing

- Set up Social media for the event, including Facebook.
- Promotion of starting dates on Noticeboards, Flyers developed.



Objective	Strategy	Who	By When	Resources	Achieved
To improve the clubs marketing and promotion	Continue to set up Social media for the event including Facebook and appoint an officer to maintain.	Secretary. Starclub Officer	Races in March Bronco Branding in May	Nil	
	Promotion of starting dates on Facebook and Social Media, Select dates 2 years in advance and send out Save our Dates to interested parties. Flyer developed	Secretary and Starclub	Races in March Bronco Branding in May	Nil	

## 3. Pathways for Officials

- Continue to support other Gymkhanas at William Creek, Burra, Marree, Blinman, Northern Areas and Quorn.

Objective	Strategy	Who	By When	Resources	Achieved
To improve pathways for officials	Develop a code of behaviour for stewards and officials to abide by. (Starclub)	Committee	2020	Nil	
	Ensure that First Aid Officers are available at the event and a First Aid kit is available.	Committee	2020	Nil	Yes
	Investigate the subsidising of travel costs for officials to training courses if applicable.	Committee	2020	Nil	



## 4. Fundraising/ Social/ Welcoming/ Membership

Continue the fundraising effort on the day through the regular activities organised including:

- Sales of drinks and food
- Sponsorship/ Raffles
- Provide a welcoming environment for new participants
- Increase membership each year to ensure competition sustainability



Objective	Strategy	Who	By When	Resources	Achieved
Improve the fundraising effort	Maintain and increase sales of drinks at the event and entry fees.	Committee	2020	Cost of goods	
	Maintain and improve Sponsorship. Letters to go out to potential sponsors 6 months before event	Committee	Feb each year	Nil	
	Develop a raffle and auction for each year	Committee	2020	Nil	
Provide a welcoming environment for new volunteers	Ensure that the club complies with the Equal Opportunity principles to ensure no person is discriminated against. (Starclub)	Committee	2020	Nil	
	Ensure that the club treats people for all cultural backgrounds fairly and with respect (Starclub)	Committee	2020	Nil	
	Develop a code of conduct for the behaviour of and spectators. (Starclub)	Committee	2020	Nil	
	Develop a complaints policy to deal with incidents of harassment, discrimination, bullying or abuse. (Starclub)	Committee	2020	Nil	
	Develop a Child safe policy to ensure the club complies with the Children's Protection Act 1993 (Starclub)	Committee	2020	Nil	
	Appoint a Child Safe officer and ensure training is provided. (Starclub)	Committee	2020	Nil	
	Promote the "Play by the Rules" online training and ensure that coaches, officials and participants are encouraged to complete. (Starclub)	Committee	2020	Nil	
	Develop a hot/extreme weather policy that will be followed by club officials (Starclub)	Committee	2020	Nil	
	Promote a positive, drug and alcohol-free junior sport environment and develop a policy (Starclub)	Committee	2020	Nil	

## 5. Suitable Equipment and grounds

Maintain the equipment to a standard required of a professional Gymkhana club.

- Ensure the club has enough suitable equipment for the event.
- Appoint an Officer whose role it is to maintain equipment.
- Organise regular busy bees to complete maintenance projects within the club.



Objective	Strategy	Who	By When	Resources	Achieved
Maintain the equipment and grounds to a standard required	Ensure the club has enough suitable equipment for competitor use	Committee	Ongoing	\$200	
	The Committee has the role of maintaining grounds equipment and repair if required.	Committee	Ongoing	Ongoing	
	Investigate fencing and softfall for the playground	Committee	Ongoing	\$10,000	
	Ensure that dogs are not allowed at events	Committee	Ongoing	Nil	
	Purchase ablation block at the Race Club to ensure adequate facilities at the grounds	Committee	Ongoing	\$70,000	

