

Strategic Plan 2021-2024



**Blind
Sports
Australia**

VISION

To be recognised as the local, national and international leader in blind sports and recreation not only in the visionally impaired and blind community but also in the wider disability sport and sporting communities as well as the general public. With a focus on growing participation and exposure through building awareness and interest in blind sports we will be the driving force in promoting the organisation's profile and creating opportunities for people who are blind or vision impaired to access sport and recreation in Australia and internationally.

MISSION

With the continued support from the Australian Sports Commission in the form of managerial expertise, financial assistance, and introduction to various networks; Blind Sports Australia will work with our members and key stakeholders to ensure that programs are delivered which are of the highest standard and meet the needs of our individual participants. As a result of our commitment to excellence and teamwork, and through the provision of the highest quality services, BSA aims to become the lead agency for people who are blind or vision impaired in relation to sports and recreation.

VALUES

Our Values articulate the guiding principles that drive and motivate us, help us achieve our goals and shape our future direction. Our Values form the cornerstone of our organisational culture and are to be upheld throughout our organisation. They are an extension of the BSA Values and Code of Conduct.

Commitment to Excellence – We will constantly strive to improve our performance through a commitment to excellence across all our areas of operations.

Fairness, Equity and Integrity – We will incorporate fairness, integrity and equity in our operations and decision making, promoting the highest behavioural and ethical standards.

Communication – We focus on effective internal and external exchange in an effort to communicate effectively with all of our stakeholders.

Organisational Management and Accountability – Good business depends on knowing what is required and being able to take action to achieve it. We are committed to operating smart and conducting our business in a knowledgeable way ensuring our practices are collaborative, transparent, flexible, supportive and accountable.

Strategic Partnerships – We will actively seek, develop and enhance partnerships with government, sporting institutions, commercial groups and the public to achieve our goals.

Sporting and Community Legacy – The organisation will provide a legacy to the sporting community and general public, to increase the reputation of BSA as a leading organisation for people with vision impairment.

Strategic Priorities



FINANCIAL STABILITY

What will we do?

- Ensure the ongoing viability of BSA.
- Develop a targeted fundraising program including grants and corporate sponsorship.
- Review all policies and procedures to ensure appropriate operations at the Board level.

How will we do it

- Board members to monitor BSA's financial position in line with cashflows and budgets on a month by month basis.
- Sharing services and collaborating with other similar not for profit organisations.
- Board to review policy/procedures on a quarterly basis.
- Through our Ambassador program, seek to secure 10 engagements annually with corporates and key organisations.
- Achieve \$100,000 per annum in funding from corporate sponsorship, donations and other fund raisers.
- Actively monitor government grant application opportunities

PARTICIPATION

What will we do?

- Increase participation rates in blind sport nationally.
- Assist member organisations with governance and administrative support.
- Reduce barriers to people participating in sport.

How will we do it?

- Baseline participation rates increase by 5%
- Number of new sports developed per two years = 1
- Support member organisation with hosting events.
- Conduct market research and survey members to understand potential barriers to participation.
- Members receive quarterly communication from BSA.
- Grow at least 1 new regional market per year

PROCESS FOCUS

What will we do?

- Ensure that the structure of the organisation meets the current and future needs of its members.
- Regular review of policies and adequately trained personnel to administer and monitor policies.

How will we do it?

- A Skills matrix is conducted annually and plans developed to address skill gaps.
- An Audit and Risk committee is established, meets regularly, and has a programme to regularly review the policies of the organisation

PROMOTION & ADVOCACY

What will we do?

- Promote Blind Sports Australia to the blind and vision impaired community nationally.
- Develop relationships with national support organisations and mainstream national sporting organisations

How will we do it?

- Number of enquiries from blind or vision impaired individuals and/or their families increases by 10%
- BSA logo and website re-developed and traffic to website increase by 10%