

# Queensland Lacrosse Association Inc



**Strategic Plan 2017 – 2019**

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## Executive Summary

The 2017 – 2019 Queensland Lacrosse Association Inc (QLA) Strategic Plan seeks to continue the growth and development of the sport of lacrosse within Queensland and follows on from the completion of the 2014 – 2016 strategic plan. A component of the strategic planning was to review the performance of QLA against the key result areas adopted within the 2014 – 2016 strategic plan. This review included all areas of the previous strategic plan. From this review, the key result areas have been modified to key pillar areas to reflect the changing dynamics of the organization and to align with Australian Lacrosse Association's (ALA) strategic plan while maintaining a focus on the core of the sport relating to participation, events, competitions, marketing and promotion with an aim to greater increase the awareness of the sport and build the capacity of the organization to reflect a growing popularity within the general community.

The enclosed plan will set out the 2017 – 2019 vision, mission and values of the organization and key pillar areas broken down into endorsed sub categories, outcomes, broad strategies, time frames and included for this plan is a review and report to allow for the membership to gauge the progress of the plan and comment as needed.

The strategic plan was compiled based on the foundation set in the 2014 -2016 strategic plan, the ALA's Strategy for Lacrosse in Australia 2015-2018<sup>1</sup>, and in conjunction with the New South Wales Lacrosse League. A draft strategic plan was then submitted to the members of the management committee for review and their input. A forum was held to consider and incorporate the feedback from the Management committee and additional members of the organisation to finalise this strategy.

The focus of this strategic plan is to build on the outcomes achieved through the 2014 – 2016 plan cycle with a key emphasis being placed on creating a more consistent competition and growing member participation in the lacrosse community.

QLA will deliver on the outcomes agreed upon within the key pillar areas of the 2017 – 2019 strategic plan which is a manageable document with achievable outcomes that enhance and develop the sport of lacrosse within Queensland. Previously QLA was 'United in the challenge ahead', now, they will 'Prevail in the challenge ahead'.

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<sup>1</sup> <http://lacrosse.com.au/media/146469/strategy-for-lacrosse-in-australia-2015-2018.pdf>.

## Vision, Mission, and Values

### VISION

Provide lacrosse for the enjoyment and development of everyone at all levels of participation.

### MISSION

To be recognised as a successful state sporting organization through careful planning, management and development that delivers an increased participation in and greater awareness of the sport of lacrosse throughout Queensland. To maintain ongoing support from the national sporting organisation to create an increase pathways to national success

### VALUES

To provide a socially inclusive community focused sporting participation activity that encourages healthy, fun, safe and drug free participation for all players, coaches, officials and volunteers involved in the sport of lacrosse.

## Methodology

The QLA's strategic plan for 2017 to 2019 was designed to align with the ALA's Strategy for Lacrosse 2015 to 2018 and utilised their key pillar framework. The QLA has identified the key pillars required to achieve our vision, mission, and values over the next three years. These pillars are defined below and detailed in the preceding sections.

Pillars of Lacrosse	Build the organisation	Develop the best people	Provide opportunities to play lacrosse in Queensland	Marketing and Media	Provide opportunities to showcase our skill
Description	<ul style="list-style-type: none"> <li>• Governance and Management</li> <li>• Policy and procedure</li> </ul>	<ul style="list-style-type: none"> <li>• Players</li> <li>• Coaches</li> <li>• Officials,</li> <li>• Administrators,</li> <li>• Volunteers</li> <li>• Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Club based competitions</li> <li>• New participation programs</li> <li>• School, tertiary, social competitions</li> <li>• Learn Lacrosse program</li> </ul>	<ul style="list-style-type: none"> <li>• Media</li> <li>• Marketing</li> <li>• Promotion</li> <li>• Development of the Queensland Lacrosse "Brand"</li> </ul>	<ul style="list-style-type: none"> <li>• National competitions</li> <li>• International competitions</li> </ul>
Performance Measures through to 2019	<ul style="list-style-type: none"> <li>• Efficient, effective, transparent governance structure</li> <li>• Maintain good financial standing</li> <li>• Effective and utilised sub-committees</li> </ul>	<ul style="list-style-type: none"> <li>• Increased participation at all levels of lacrosse</li> <li>• Higher skilled lacrosse in Queensland</li> <li>• Head official role defined and utilised</li> <li>• Increase in accredited coaches</li> <li>• Increase in accredited officials</li> <li>• Efficient and organised administration of events</li> <li>• Awards for members</li> </ul>	<ul style="list-style-type: none"> <li>• Increased participation in the league competition for both men's and women's</li> <li>• Increased junior participation</li> <li>• Increased participation in the State Championship for both men's and women's</li> <li>• Increased number of lacrosse events</li> </ul>	<ul style="list-style-type: none"> <li>• Active online presence</li> <li>• Promotional materials</li> <li>• Streaming lacrosse games on-line</li> <li>• Active media contacts</li> <li>• Team apparel</li> </ul>	<ul style="list-style-type: none"> <li>• Increased National and International participation for members</li> </ul>

# Pillar 1 – Build the organisation

## Purpose:

Within the pillar area of **Building the organisation**, QLA will continue to deliver strong leadership through careful planning and management that includes input from all stakeholders. Having developed a strong management structure, the goals to be achieved through the next strategic plan will be to maintain this management and enhance the capacity of the organization to provide more support to all involved within the sport. The key areas of focus are:

- Board and Management Committee
- Policy and Procedure

## 1.1 Board and Management Committee

Objectives	Outcomes	Strategy	Timeframe
1.1.1 Constitution	Effective current constitution.	<ul style="list-style-type: none"> <li>• Management committee to continually review constitution effectiveness.</li> <li>• Develop amendments to constitution if required.</li> <li>• Engage professional assistance (if required).</li> <li>• Conduct member meetings to inform and advise on suggested amendments to constitution.</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• As necessary</li> <li>• If necessary</li> <li>• As required</li> </ul>
1.1.2 Governance Structure and Design	Effective and organised management structure.	<ul style="list-style-type: none"> <li>• Create Sub-Committees</li> <li>• Review current management structure and modify if required.</li> <li>• Review, amend and/or create management committee job descriptions.</li> </ul>	<ul style="list-style-type: none"> <li>• As required</li> <li>• 2017 and ongoing</li> <li>• Annually</li> </ul>
1.1.3 By-Laws	Effective and well developed by-laws	<ul style="list-style-type: none"> <li>• Management Committee to continually review By-Laws effectiveness and update as necessary</li> <li>• Management committee draft and define responsibilities of the Sub-committees</li> </ul>	<ul style="list-style-type: none"> <li>• Q1 2017 and ongoing</li> <li>• As required</li> </ul>
1.1.4 Administration	Improved administrative services to all stakeholders.	<ul style="list-style-type: none"> <li>• Conduct review of current administration procedures to incorporate the use of online technology for areas such as membership, newsletters, correspondence and payments</li> <li>• Collate and provide best practices currently being implemented in the clubs to other clubs to share learnings and improve efficiencies</li> <li>• Recruit, empower, and learn from people with high skill and experience in lacrosse administration</li> </ul>	<ul style="list-style-type: none"> <li>• January 2017 and ongoing</li> <li>• January 2017 and ongoing</li> <li>• Ongoing</li> </ul>

Objectives	Outcomes	Strategy	Timeframe
1.1.5 Communication	Improved levels of communication to all stakeholders	<ul style="list-style-type: none"> <li>• Source training and up-skilling courses and programs to improve administration delivery and efficiency to all stakeholders.</li> <li>• Continue to remain at the forefront of online communication with members through embracing and implementing enhanced online communication channels</li> <li>• Reviewing the current website to create a more user friendly site and embracing new forms of online communication with members</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> </ul>
1.1.6 Community Grant Funding	Funding for QLA operations and lacrosse development	<ul style="list-style-type: none"> <li>• Continue to source applicable grant funding at the organisational level and club level</li> <li>• Management committee to apply for all applicable grants at the organisational level</li> <li>• Communicate to and assist clubs with their grant application process for grants at the club level</li> <li>• Share successful grant application knowledge and tool kits</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> </ul>
1.1.6 Sponsorship	Maintain and increase of sponsorship to assist with development of lacrosse.	<ul style="list-style-type: none"> <li>• Develop the role of sponsorship coordinator including position description.</li> <li>• Create sponsorship templates for consistency and ease of access to sponsorship opportunities when they arise</li> <li>• Provide training for volunteers to undertake developing sponsorship proposals.</li> <li>• Increase the number of sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• 2017</li> <li>• Q1 2017</li> <li>• As necessary</li> <li>• 2017 and ongoing</li> </ul>

## 1.2 Policy and Guidelines

Objectives	Outcomes	Strategy	Timeframe
1.2.1 Financials	Financially responsible organisation	<ul style="list-style-type: none"> <li>• Continue to maintain clear, accountable and transparent financial management</li> <li>• Maintain all financial reporting as required by statutory bodies</li> <li>• Continue to prepare and maintain annual budgets</li> <li>• Review membership fees on an annual basis</li> <li>• Review all areas of operation on an annual basis</li> <li>• Upgrade financial reporting and provide relevant training as required</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Annually</li> <li>• Annually</li> <li>• Annually</li> <li>• Annually</li> <li>• Ongoing</li> </ul>
1.2.2 Code of Conduct for players, committee, officials, coaches, and volunteers	A respectful and welcoming lacrosse community in Queensland	<ul style="list-style-type: none"> <li>• Management Committee to continually review Code of Conduct effectiveness and update as necessary</li> <li>• Using the “Play by the Rules” initiative and the ASC as a guideline clearly define what we consider as acceptable behaviour and conduct for stakeholders. This should be visible on our website</li> </ul>	<ul style="list-style-type: none"> <li>• Annually and ongoing</li> <li>• Ongoing</li> </ul>
1.2.3 Child protection	A safe environment for participants under 18 years of age and peace of mind for their legal Guardians	<ul style="list-style-type: none"> <li>• Those members who are involved in the coaching, officiating or management of programs where under 18’s are involved, are required to have Working with Children Certifications</li> <li>• Ensure all clubs have a member protection officer</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> </ul>
1.2.4 Risk Management	Maintain review and update all policy and procedures on an annual basis	<ul style="list-style-type: none"> <li>• Conduct an annual review on all policies and procedures to ensure they are relevant and up to date</li> <li>• Update all policies and procedures on electronic media available for the use of clubs and members</li> <li>• Communicate with clubs to ensure relevant policies and procedures have been placed on club electronic media and are updated regularly</li> </ul>	<ul style="list-style-type: none"> <li>• 2017 and annually</li> <li>• 2017 and annually</li> <li>• 2017 and annually</li> </ul>
1.2.5 Complaints and Discipline	Complaints are dealt with appropriately, confidentially, and respectfully for everyone involved	<ul style="list-style-type: none"> <li>• Management Committee to continually review complaint process for effectiveness and update as necessary</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing and as required</li> </ul>



## Pillar 2 – Develop the best people

Purpose: Within the pillar area of **Develop the best people**, QLA is committed to creating a safe, active, and enjoyable environment for everyone by enhancing the skills and awareness of the people involved in the game of lacrosse in Queensland. These people would include:

- Officials
- Coaches
- Players
- Volunteers
- Others

### 2.1. Officials

Objectives	Outcomes	Strategy	Timeframe
2.1.1 Create and empower position of Referee coordinator	The Referee coordinator is responsible for the development and quality of lacrosse officiating in Queensland	<ul style="list-style-type: none"> <li>• The management committee will appoint a qualified official as Head Official</li> <li>• The management committee will review and update position responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Q1 2017</li> <li>• Ongoing</li> </ul>
2.1.2 Recruitment of officials	Continuously add capable officials to the QLA	<ul style="list-style-type: none"> <li>• Encouraging participants to attend officiating courses facilitated by the QLA</li> <li>• Recruit retired lacrosse players and other volunteers to official</li> </ul>	<ul style="list-style-type: none"> <li>• Annually</li> <li>• If available</li> </ul>
2.1.3 Skill Development	Continually increase the quality of officiating in Queensland	<ul style="list-style-type: none"> <li>• Identify and support officials to obtain national accreditation</li> <li>• Provide certified officiating course for new officials</li> <li>• Provide qualified officiating training courses annually to upskill existing referees</li> <li>• Encourage and support officials to referee at national tournaments for upskilling</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Annually</li> <li>• Annually</li> <li>• If available</li> </ul>
2.1.4 Rule Clarification	Clarification of rules to players, coaches, fans, and officials	<ul style="list-style-type: none"> <li>• Ensure clarification of certain rules and procedures are developed and improved</li> </ul>	<ul style="list-style-type: none"> <li>• Q1 2017 and annually</li> </ul>
2.1.6 Qualified Bench Officials	Bench officials for each club that understand the role and responsibilities of scorekeeping, timekeeping, penalties etc.	<ul style="list-style-type: none"> <li>• Facilitate upskilling bench official course</li> </ul>	<ul style="list-style-type: none"> <li>• Start of each season and then as necessary</li> </ul>

Objectives	Outcomes	Strategy	Timeframe
2.1.7 Feedback and Complaints	Allow for constructive feedback to the officials and standardise the quality of officiating in Queensland	<ul style="list-style-type: none"> <li>Facilitate a game officials feedback process</li> </ul>	<ul style="list-style-type: none"> <li>2017 and ongoing</li> </ul>

## 2.2. Coaches

Objectives	Outcomes	Strategy	Timeframe
2.2.1 Coach Recruitment	Add coaches to each club and move away from the current player/coach model	<ul style="list-style-type: none"> <li>Actively encourage the clubs to recruit retired players, parents, and volunteers to coach the clubs</li> </ul>	<ul style="list-style-type: none"> <li>2017 and ongoing</li> </ul>
2.2.2 Coach Upskilling	Continually advance the coaching skill and capability in Queensland	<ul style="list-style-type: none"> <li>Have a nationally accredited coaching instructor in Queensland that can certify new coaches</li> <li>Provide a certified coaching course within the National Coaching Accreditation Scheme</li> <li>Encourage guest coaching from ALA and other more established jurisdictions</li> <li>Encourage coaches to shadow and learn from other clubs as guest coaches</li> </ul>	<ul style="list-style-type: none"> <li>2017 and ongoing</li> <li>2017 and annually</li> <li>If available</li> <li>If available</li> </ul>
2.2.3 Elite Coaching Pathway	Establish a pathway for coaches to be involved at the national and international level	<ul style="list-style-type: none"> <li>Inform coaches of national and international vacancies and their requirements</li> <li>Promote the coaches to the Australian Lacrosse Association</li> </ul>	<ul style="list-style-type: none"> <li>As required</li> <li>As required</li> </ul>

## 2.3. Players

Objectives	Outcomes	Strategy	Timeframe
2.3.1 Players - Senior	Increased participation	<ul style="list-style-type: none"> <li>• Continue to provide low cost entry into lacrosse for member recruitment and sustainability</li> <li>• Encourage each club to partner with organisations associated with active lifestyles to increase participation people</li> <li>• Retain existing players by providing an annual feedback survey from the management committee to the players asking them to rate the season and management as well as provide thoughts on improvements</li> </ul>	<ul style="list-style-type: none"> <li>• 2017 and ongoing</li> <li>• 2017 and ongoing</li> <li>• Annually</li> </ul>
2.3.2 Players - Junior	Increased participation	<ul style="list-style-type: none"> <li>• Provide low cost entry into lacrosse for member recruitment and sustainability</li> <li>• Facilitate the “Learn Lacrosse” program to be executed through the clubs</li> <li>• Facilitate participant feedback</li> </ul>	<ul style="list-style-type: none"> <li>• 2017 and ongoing</li> <li>• 2017 and ongoing</li> <li>• 2017 and ongoing</li> </ul>
2.3.3 Player Upskilling	A more skilled game played in Queensland	<ul style="list-style-type: none"> <li>• Ensure qualified coaches are running club team practices</li> <li>• Ensure qualified referees are officiating games</li> <li>• Facilitate annual skill clinics with elite coaches from the ALA</li> <li>• Provide access to Queensland Academy for Sport for QLA participants</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> <li>• If available</li> <li>• If required</li> </ul>
2.3.4 Player Recognition	Reward players for their hard work and dedication	<ul style="list-style-type: none"> <li>• Annual player awards for QLA league competition</li> <li>• Annual player awards for the QLA State competition</li> <li>• QLA newsletter about accomplishments</li> </ul>	<ul style="list-style-type: none"> <li>• 2017 and ongoing</li> <li>• 2017 and ongoing</li> <li>• 2017 and as required</li> </ul>
2.3.5 Elite Player Pathways	Provide players the opportunity to play at an elite level lacrosse in Australia and Internationally	<ul style="list-style-type: none"> <li>• Provide information to clubs and players of upcoming opportunities for national and international competitions</li> <li>• Promote Queensland players to the ALA, coaches, and managers of these teams</li> </ul>	<ul style="list-style-type: none"> <li>• As required</li> <li>• As required</li> </ul>

## 2.4. Volunteers

Objectives	Outcomes	Strategy	Timeframe
2.4.1 Recruit Volunteers	Increased volunteer support in Queensland	<ul style="list-style-type: none"> <li>• Encourage clubs to recruit volunteers</li> <li>• Facilitate connections between the clubs and organisations that provide volunteers</li> <li>• Advertise for volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> <li>• As required</li> </ul>
2.4.2 Train Volunteers	Increased operational execution	<ul style="list-style-type: none"> <li>• Facilitate training and upskilling courses for the volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• As required</li> </ul>
2.4.3 Recognise Volunteers	The lacrosse community has a greater appreciation for the hard work and dedication of the Volunteers	<ul style="list-style-type: none"> <li>• Provide awards and recognition for volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Annually</li> </ul>
2.4.4 Volunteer Feedback	Understanding of the issues, concerns, and importance of the volunteer's opinions	<ul style="list-style-type: none"> <li>• Provide an annual feedback survey from the management committee</li> </ul>	<ul style="list-style-type: none"> <li>• Annually</li> </ul>

## 2.5. Others

Objectives	Outcomes	Strategy	Timeframe
2.5.1 Outside Lacrosse Recognition	Recognition beyond the Lacrosse community in Queensland and promotion of the game of Lacrosse in other circles	<ul style="list-style-type: none"> <li>• Support possible non-lacrosse related awards that members of the QLA may be qualified to have received</li> </ul>	<ul style="list-style-type: none"> <li>• As necessary</li> </ul>
2.5.2 Commonwealth Games Participation	Members with international games experience	<ul style="list-style-type: none"> <li>• Actively pursue opportunities to include QLA member's participation in both the operation and game play of the Commonwealth Games</li> </ul>	<ul style="list-style-type: none"> <li>• 2018</li> </ul>

## Pillar 3 – Provide opportunities to play lacrosse in Queensland

Purpose: Within the pillar area of **Provide opportunities to play lacrosse in Queensland**, QLA is committed to providing organised, safe, and engaging competitions and events for all participants in Queensland lacrosse.

### 3.1. Competitions

Objectives	Outcomes	Strategy	Timeframe
3.1.1 League Competition – Men’s and Women’s	Sustainable organised lacrosse played in Queensland to increase participation and the quality of lacrosse	<ul style="list-style-type: none"> <li>• Continue to promote, maintain, and improve a men’s and women’s competition for the Clubs</li> <li>• Ensure all clubs are provided with confirmed competition information in a timely manner</li> </ul>	<ul style="list-style-type: none"> <li>• 2017 and ongoing</li> <li>• Ongoing</li> </ul>
3.1.2 State Championship – Men’s and Women’s	Increase the number of members participating in the State Championship	<ul style="list-style-type: none"> <li>• Encourage and facilitate clubs from throughout Queensland to send teams to the State competition</li> <li>• Ensure all clubs are provided with confirmed competition information in a timely manner</li> <li>• Market and promote the tournament</li> </ul>	<ul style="list-style-type: none"> <li>• 2017 and ongoing</li> <li>• Annually</li> <li>• Annually</li> </ul>
3.1.3 School participation	Continued development of the inter-school competition	<ul style="list-style-type: none"> <li>• Link with SSC Knights to implement stage 1 of the participation program</li> <li>• Prepare 2018 participation program by contacting schools in Mt. Gravatt region</li> </ul>	<ul style="list-style-type: none"> <li>• 2017</li> <li>• Q4 2017</li> </ul>
3.1.4 Junior Competition	Increased Junior member participation	<ul style="list-style-type: none"> <li>• Establish and facilitate junior competition for 11 – 15 year-old participants capitalising on participation of the Learn Lacrosse program and inter-school competition</li> </ul>	<ul style="list-style-type: none"> <li>• 2017 and ongoing</li> </ul>
3.1.4 Australian National Championship	QLA teams competing in the National Championship Tournament	<ul style="list-style-type: none"> <li>• Source interest of members to play in National championships</li> <li>• Create and implement a National Team program framework</li> <li>• Fundraising for national teams to lower costs</li> <li>• Send teams to National Tournaments</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• 2017 and annually</li> <li>• 2017 and annually</li> <li>• 2017 and annually</li> </ul>

## 3.2. Events

Objectives	Outcomes	Strategy	Timeframe
3.2.1 East Coast Tournament	Opportunity for members to train for and engage in high-level lacrosse and promotion of the game in Queensland and New South Wales	<ul style="list-style-type: none"> <li>• Develop a “Queensland Team” culture for elite participants of lacrosse in QLD</li> <li>• Continue to send full men’s and women’s teams to compete in the tournament</li> <li>• Facilitate a State Team training and competition program</li> <li>• Communicate confirmed tournament information in a timely manner</li> <li>• Maintain ongoing communication with NSW and ALA Lacrosse</li> </ul>	<ul style="list-style-type: none"> <li>• 2017 and annually</li> <li>• 2017 and annually</li> <li>• 2017 and annually</li> <li>• 2017 and annually</li> <li>• 2017 and annually</li> </ul>
3.2.2 Club Events	Additional events for recruitment, upskilling, and building the lacrosse community in Queensland	<ul style="list-style-type: none"> <li>• Continue to promote the existing club events</li> <li>• Assist the club events by supporting the clubs with the administration, promotion, and lessons learned from prior events</li> </ul>	<ul style="list-style-type: none"> <li>• 2017 and annually</li> <li>• 2017 and annually</li> </ul>

## Pillar 4 – Marketing and Media

Purpose: Within the pillar area of **Marketing and Media**, QLA is committed to promoting and marketing the skills, benefits of playing, and overall entertainment value of the game of lacrosse in Queensland to increase awareness and participation.

Objectives	Outcomes	Strategy	Timeframe
4.1.1 Marketing	Increase awareness of the game of lacrosse in Queensland	<ul style="list-style-type: none"> <li>Appoint marketing and promotion coordinator</li> <li>Use of all forms of media to market events, players, and volunteers</li> <li>Management Committee establishes Commonwealth Games marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>2017 and annually</li> <li>As required for events and competitions</li> <li>Q3 2017</li> </ul>
4.1.2 Media	Actively maintain and seek opportunities to promote the sport of lacrosse throughout Queensland.	<ul style="list-style-type: none"> <li>Review and update content for promotional opportunities</li> <li>Improve communication to clubs about promotional opportunities</li> <li>Encourage the clubs to seek out non-traditional media opportunities</li> <li>Actively encourage the clubs to establish media connections with local media</li> <li>Support the clubs to contact, follow, and engage with relevant organisations in the media</li> <li>Online Stream of State Championship Games 2019</li> <li>Online Stream of East Coast Tournament Games 2018</li> </ul>	<ul style="list-style-type: none"> <li>2017 and ongoing</li> <li>2017 and ongoing</li> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> <li>2019</li> <li>2018</li> </ul>
4.1.3 Apparel	Symbols of Queensland lacrosse in the communities	<ul style="list-style-type: none"> <li>Encourage the Clubs to create team apparel</li> <li>Design QLD team uniforms for competitions</li> </ul>	<ul style="list-style-type: none"> <li>2017</li> <li>2018</li> </ul>

## Pillar 5 – Provide opportunities for our people to showcase our skills

Purpose: Within the pillar area of **Provide opportunities for our people to showcase our skills**, QLA is committed to providing access to competitions and events for Queensland lacrosse players, coaches, and officials to perform on the national and international stage.

Objectives	Outcomes	Strategy	Timeframe
5.1.1 National Tournaments	QLA players, coaches and officials competing at the National level	<ul style="list-style-type: none"> <li>Continue to facilitate individual participation in National events</li> <li>Recognise accomplishments at these tournaments</li> <li>Send QLA teams to Nationals from Junior through to Senior</li> </ul>	<ul style="list-style-type: none"> <li>2017 and ongoing</li> <li>2017 and ongoing</li> <li>2019</li> </ul>
5.1.2 International Tournaments	QLA players, coaches and officials competing at the International level	<ul style="list-style-type: none"> <li>Continue to inform and encourage participation in these tournaments</li> <li>Actively promote QLA members to the ALA</li> <li>Recognise accomplishments at these tournaments</li> </ul>	<ul style="list-style-type: none"> <li>2017 and ongoing</li> <li>2017 and ongoing</li> <li>2017 and ongoing</li> </ul>

## Summary

In isolation, each of the pillar areas of the 2017 – 2019 QLA Strategic Plan will not be able to achieve the success of growing and developing the sport of Lacrosse within Queensland. Each pillar area needs to work in unison with the other key pillar areas to achieve the desired outcomes of the QLA.



The challenge for the members of Queensland Lacrosse is to now bring the thoughts, ideas and suggestions that have been provided to create this strategic plan and use them to reach the outcomes agreed upon. Previously the QLA had been 'United in the Challenge Ahead'. Now the challenge is to be 'Prevail in the Challenge Ahead'.