



STRATEGIC PLAN

2016 / 2020

CONTENTS

03

- PURPOSE

04

- VISION

05

- POSITION

07

- CULTURE

LEADERSHIP

UNITY

COURAGE

INTEGRITY

EXCELLENCE

08

- BUSINESS MODEL

ENABLE SUSTAINED
HIGH PERFORMANCE
OUTCOMES

ACHIEVE THE HIGHEST
STANDARD OF
GOVERNANCE AND
ADMINISTRATION
ACROSS THE WHOLE
OF SPORT

PROMOTE TARGET
SHOOTING SPORTS

CREATE FINANCIAL
SECURITY

09

- GROWTH STRATEGY

FINANCIAL
SUSTAINABILITY

ALIGNMENT

GROWTH

PERFORMANCE

PURPOSE

To enable Australian athletes to be **World's Best**.



VISION

Collectively driven sustained international **Podium Success**.



POSITION

Shooting Australia is the peak body responsible for leading the growth, sustainability and success of target shooting sports in Australia.



CULTURE

LEADERSHIP

Be Accountable
 Great Attitude, Great Behaviour
 Lead by Example

UNITY

Be on the same page
 Great people working as one
 Care about our people

COURAGE

Be brave to make bold decisions
 Think the Unthinkable, Speak the Unspeakable
 Raise the bar

INTEGRITY

Open and Honest Relationships
 Do the right thing
 Respect Ourselves, Respect Others

EXCELLENCE

Good is never enough
 Enjoy the Journey
 Embrace the Challenge

STRATEGIC PLAN

2016 / 2020

PURPOSE

To enable Australian athletes to be World's best

VISION

Collectively driven sustained International Podium Success



POSITION

Shooting Australia is the peak body responsible for leading the growth, sustainability and success of target shooting sports in Australia

CULTURE

LEADERSHIP UNITY COURAGE INTEGRITY EXCELLENCE

BUSINESS MODEL

ENABLE SUSTAINED HIGH PERFORMANCE OUTCOMES

Effective Athlete and Coach Pathways

- Medals at Events that Matter
- More People Participating More Often

ACHIEVE THE HIGHEST STANDARD OF GOVERNANCE AND ADMINISTRATION ACROSS THE WHOLE OF SPORT

Key Strategic Partnerships are Sought, Developed and Maintained

- Effective and Efficient Whole of Sport Administration
- Whole of Sport Governance is led by Best Practice

PROMOTE TARGET SHOOTING SPORTS

A Positive Public Image

- Shooting Australia is Positioned as a Leading National Sporting Organisation
- Media Opportunities Maximised

CREATE FINANCIAL SECURITY

New Income Streams Generated

- Commercial Opportunities Developed and Delivered

BUSINESS MODEL

Enable Sustained High Performance Outcomes

- Achieve the Highest Standard of Governance and Administration across the whole of sport

- Promote Target Shooting Sports

- Create Financial Security

GROWTH STRATEGY

Financial Sustainability

- Alignment

- Growth

- Performance

GROWTH STRATEGY

FINANCIAL

SUSTAINABILITY

Positioning,
Resourcing and
Capacity Building

ALIGNMENT

Establish an
Effective Framework
of Culture, Systems
and People

GROWTH

Recruit, Retain and
Develop People, to
Create a Healthier
Sport

PERFORMANCE

Championing a
Whole of Sport
System towards
Success

w w w . s h o o t i n g a u s t r a l i a . o r g

P r i n c i p a l S p o n s o r



Australian Government

Australian Sports Commission