



# Australian Sikh Games (ASG) Strategic Plan

February 2018

# Mission & Vision

## **Mission:**

- ANSSACC is national Sikh sporting and cultural organization that aims to promote the values of the Sikh faith, showcase Sikh culture and promote lifelong enjoyment of sports, while instilling the core values of discipline, teamwork, respect and integrity via the Annual Australian Sikh Games.

## **Vision for the Australian Sikh Games:**

- To be the premier annual sporting and cultural event for the Australian Sikh community that brings together the Sikh community to showcase their sporting and cultural talents
- To be recognised globally for keeping our future generations connected to the Sikh values & traditions
- Be recognised globally for our governance and administration practises
- To be an event that is recognised in the main stream Australian community and becomes an event that attracts more than 25% of spectators from the wider community to experience our Sikh culture
- To develop and promote elite sporting and cultural talent to an international standard

# Strategic Goals

ANSSACC has determined 5 key strategic goals/elements that will drive the organisation to achieve it's desired vision

Goal 1: Improve governance and administration procedures



Goal 2: Manage sports growth, improve standards, increase junior and women's participation and create elite pathways



Inspiring Sporting Excellence

Goal 3: Promote Sikh Faith, Heritage, Culture and Core Values



Goal 4: Develop long term partnerships with governments, councils, sports associations and sponsors



Goal 5: Create effective succession plans and develop our people



# Improve governance and administration procedures

Stream	Plan
Governance	Create and Review Policies - Media, Drug, Sports Gambling, Discipline, Membership, Sports Coordinator, Social Media (2018/19)
Governance	Establish Regional ANSSACC Bodies (2017-2020) Establish Constitution Review Sub - Committee (2019) Establish Sports Rule Sub - Committee (2019) Review ANSSACC Executive Committee Roles and Responsibilities (2019)
Administration	Online Registrations and Team Sheets (2018/19) Online Payments and Memberships (2019) Online Draws and Schedule (2020) Player ID System (2018 -2020) Website Revamp (2019-2020)
Administration	Drug Testing Procedures (2018) Risk Management (2019) Combined ANSSACC & Regional Body Public Liability Insurance (2019) Establish timings for ANSSACC post games activities (2019) Introduce quarterly Sikh Games Newsletter (2018)

# Manage sports growth, improve standards, increase junior and women's participation and create elite pathways

Stream	Plan
Sports Growth	Create 5 Year Plans for each sport that covers <ul style="list-style-type: none"> <li>• Managing Growth</li> <li>• Set draws and schedules</li> <li>• Minimum Referee Standards</li> <li>• Minimum Ground Standard</li> <li>• Review and update rules to reflect vision</li> <li>• Timing 2018 -2020</li> </ul>
Increase Junior and Women's Participation	Establish plans to drive growth of juniors - link to senior participation Continue Women's Participation Incentives Encourage Clubs to be multi-sport clubs as opposed to single sport/ single team
Improve Standards	Kabaddi - Introduction of national and international marquee player concept (2018) Soccer - Introduction of All Australian Team concept (2018/19) Soccer - Introduction of senior and junior touring teams (2020/2021) Soccer Introduction of regional qualifying system (2019) Introduce Coaching Accreditation Program (2020)
Create Elite Pathways	Establish Junior Academies (2019-2020) Establish sport specific scholarships (2020) Partner with sporting bodies for talent identification (2021) Establish year round league (2021-2022)

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# Promote Sikh Faith, Heritage, Culture and Core Values

Stream	Plan
Sikh Cultural Competition	Introduce competitive events for Sikh Cultural activities such as: <ul style="list-style-type: none"><li>- Turban Tying</li><li>- Gatka - Team and Individual</li><li>- Sikh Poem Recital</li><li>- Traditional Punjabi Music</li><li>- Timing Start demonstration event 2018</li><li>- Full competition start 2021</li></ul>
Kirtan Tour & Touch Relay	Annual Sikh Games Kirtan Tour across Australia (2018) Annual Sikh Games Touch Relay across Australia (2019) Annual Sikh Games Kids Camps across Australia (2020)
Sikh Forum	Increase participation in the Sikh Games Sikh Forum <ul style="list-style-type: none"><li>- Change timing and location to allow greater participation (2018/19)</li><li>- Live cast the Sikh Forum to increase viewership (2020)</li></ul>
Cultural Night	Continue to develop the Sikh Games Cultural Night as a showpiece for Punjabi dance, song, fashion and music

# Develop long term partnerships with governments, councils, sports associations and sponsor

Stream	Plan
National Sponsors	<p>Develop Win-Win Partnerships with Major National Sponsor</p> <ul style="list-style-type: none"><li>- Western Union</li><li>- Solis Tractors</li><li>- AFL</li><li>- Mann Farms</li></ul> <p>Develop packages to provide value to potential national sponsors</p> <ul style="list-style-type: none"><li>- Timing 2018/19</li></ul>
Business Partnerships	<p>Develop group buying partnerships with national businesses</p> <ul style="list-style-type: none"><li>- Target home loans, insurance, electricity and gas, agricultural supplies and transport</li><li>- Timing 2020/22</li></ul>
Federal & State Governments	<p>Establish lasting relationships with Federal and State Governments - (2018/21)</p> <p>Develop information packs to share with tourism commissions - (2018/19)</p>
Councils	<p>Develop relationships with local council to create long term agreements for grounds and facilities -(2020)</p>
Sports Associations	<p>Engage sports associations to develop coaching and player academies - (2019/21)</p> <p>Apply for sporting grants to establish elite facilities - (2020/2022)</p>



# Create effective succession plan and develop our people

Stream	Plan
Executive Committee Members	Develop skills and experience guidelines for each role in the executive committee - (2018/19) Develop guidelines for maximum term lengths for each executive role - (2018/19)
Succession Planning	Develop and maintain succession plan for each critical role on the executive committee - (2018/19) Identify list of candidates that have skills and experience to perform the executive role - (2018/19)
Sports Coordinator	Create a Lead National Sports Coordinator Role to manage the sports program - (2018/19) Create new national sport coordinator structure of Lead, Assistance and Local - (2017/18)
Specialist Skills	Introduce people with the following skills onto sub-committees to drive ANSSACC's strategic plan: <ul style="list-style-type: none"><li>- Marketing expert</li><li>- Government liaison</li><li>- Legal expert</li><li>- Timing 2018/19</li></ul>