

# ANZSLA STRATEGIC PLAN: 2019 – 2021

	<b>Goal 1 – EDUCATION AND NETWORKING</b> <b>Conduct national and regional sports law events</b> ANZSLA organises high quality conferences for its members and supports sports law regional education sessions, forums and networking functions throughout Australia and New Zealand each year		<b>Goal 2 – PUBLICATIONS</b> <b>Create high quality sports law publications</b> ANZSLA produces high quality publications for its members		<b>Goal 3 – ADVOCACY</b> <b>Grow ANZSLA's profile through stakeholder engagement activities</b> ANZSLA engages with government, universities, sports associations and international sports law associations as a means to grow its membership, to increase the internal, national and international profile of ANZSLA and its members, and to increase the industry's understanding of legal issues		<b>Goal 4 – SUSTAINABILITY</b> <b>Ensure ANZSLA remains a sustainable organisation</b> ANZSLA adopts best practice governance arrangements to ensure the organisation remains relevant and sustainable	
	Activities	Success measures	Activities	Success measures	Activities	Success measures	Activities	Success measures
Activity highlights	<ul style="list-style-type: none"> <li>Organise a major national conference annually for members and non-members</li> </ul>	<ul style="list-style-type: none"> <li>Number of delegates</li> <li>Positive delegate feedback</li> <li>Sponsorship outcomes (\$)</li> <li>\$ surplus (as a means to generate other activities of ANZSLA), i.e. minimum no loss per delegate</li> <li>Ensure:                             <ul style="list-style-type: none"> <li>Quality content</li> <li>Internationalised content</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Publish an academic journal for members</li> </ul>	<ul style="list-style-type: none"> <li>1 edition annually</li> </ul>	<ul style="list-style-type: none"> <li>Continue to conduct engagement activities with government, universities, sports organisations and international sports law organisations</li> </ul>	<ul style="list-style-type: none"> <li>Year-on-year growth in membership numbers in all categories</li> <li>Year-on-year growth in membership from international sports law organisations and attendance by members of international affiliates at ANZSLA conferences and regional events</li> </ul>	<ul style="list-style-type: none"> <li>Exercise good financial management</li> </ul>	<ul style="list-style-type: none"> <li>Achieve budgeted outcomes</li> </ul>
	<ul style="list-style-type: none"> <li>Stage a minimum number of regional events in each market</li> </ul>	<ul style="list-style-type: none"> <li>2-3 events per annum in each major market, plus a Christmas function</li> </ul>	<ul style="list-style-type: none"> <li>Publish <i>The Commentator</i></li> </ul>	<ul style="list-style-type: none"> <li>3 editions annually</li> <li>Improvements in year-on-year clickthrough rates</li> </ul>	<ul style="list-style-type: none"> <li>Identify government networks and key contacts in sports departments, events bodies and sports commissions</li> </ul>	<ul style="list-style-type: none"> <li>A board member is assigned to each key contact with responsibility for relationship management</li> </ul>	<ul style="list-style-type: none"> <li>Ensure ANZSLA has a sound financial base</li> </ul>	<ul style="list-style-type: none"> <li>Compliance with Board approved Finance Policy and financial controls</li> </ul>
	<ul style="list-style-type: none"> <li>Profile and acknowledge members</li> </ul>	<ul style="list-style-type: none"> <li>Showcase a minimum of 5 members per annum at regional events</li> <li>Commentator acknowledgement of member achievements</li> </ul>	<ul style="list-style-type: none"> <li>Maintain regular communications with members</li> </ul>	<ul style="list-style-type: none"> <li>60+ email communications with members annually</li> </ul>	<ul style="list-style-type: none"> <li>Assign budget to relationship management activities</li> </ul>	<ul style="list-style-type: none"> <li>Budget is assigned for maintaining connections, seeking sponsorship support and enlisting members</li> </ul>	<ul style="list-style-type: none"> <li>Exercise good governance</li> </ul>	<ul style="list-style-type: none"> <li>Organisation structure is fit for purpose</li> <li>Board has the requisite skills and experience</li> <li>Succession planning conducted annually</li> </ul>
Organisational priorities (short-term)	1. Present an annual Sports Law update at the conference (and regional events)	<ul style="list-style-type: none"> <li>Sports Law update piloted in 2015; continue annually + 5 top international cases</li> </ul>	Develop a social media strategy	Social media strategy in place	1. Build the NSIU relationship	<ul style="list-style-type: none"> <li>Initiate joint events and speaking opportunities</li> </ul>	Explore opportunities to reduce financial reliance on conferences	<ul style="list-style-type: none"> <li>5% year-on-year growth of income from non-conference sources</li> </ul>
	2. Publish an annual calendar of events	<ul style="list-style-type: none"> <li>Calendar published for 2020 in Nov/Dec 2019</li> </ul>			2. Maintain a list of sports law courses on the ANZSLA website	<ul style="list-style-type: none"> <li>Up-to-date list available on website</li> </ul>		
	3. Explore the concept of having ad hoc committee support in each state	<ul style="list-style-type: none"> <li>Minimum of 4 members identified in each state</li> </ul>			3. Develop a strategy for a stronger social media presence	<ul style="list-style-type: none"> <li>Social media strategy / policy in place</li> </ul>		
	4. Contemplate an international element at each conference	<ul style="list-style-type: none"> <li>Internationalising special conference content</li> </ul>			4. Create a more interactive Facebook and LinkedIn feed (i.e. include photos and recaps of events; tag members)	<ul style="list-style-type: none"> <li>Increased engagement by members with ANZSLA's social media pages (more "tweets", "shares", "retweets")</li> </ul>		
Organisational priorities (long-term)	1. Be the best attended sports law conference in Australia / NZ	<ul style="list-style-type: none"> <li>Highest number of delegates</li> </ul>	1. Deliver high quality consistent product throughout the year	<ul style="list-style-type: none"> <li>Strong year-round calendar content</li> </ul>	1. Achieve greater representation from State / Territory (and NZ) Sport Departments	<ul style="list-style-type: none"> <li>Membership is held by each State / Territory (and NZ) Sport Department</li> </ul>	Conduct annual succession planning exercise	<ul style="list-style-type: none"> <li>Succession plan in place and updated annually</li> </ul>
	2. Increase the number of delegates (while still maintaining a surplus over 2 years)	<ul style="list-style-type: none"> <li>250-300 within 10 years</li> </ul>	2. Achieve year-on-year growth in membership numbers	<ul style="list-style-type: none"> <li>No decrease in membership numbers and ideally 10% increase per year</li> </ul>	2. Provide a scholarship opportunity for young student to take on scholarly research (prioritising ANZSLA journal)	<ul style="list-style-type: none"> <li>Scholarship programme in place</li> </ul>		