

# ANZSLA STRATEGIC PLAN: 2023 – 2025

	<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, webinars, hybrid events, mentoring programme 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 – ENGAGEMENT</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
<b>Activity highlights</b>	<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)</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>Engage with government, universities, sports organisations and international sports law organisations to raise awareness about ANZSLA and its activities</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> <li>Prudent investment of cash funds (currently held in Term Deposits).</li> </ul>
	<ul style="list-style-type: none"> <li>Stage a minimum number of webinars, hybrid/regional f2f events in each market</li> </ul>	<ul style="list-style-type: none"> <li>2 events per month,</li> <li>At least 1 f2f event in each capital city each 6 months</li> <li>Timely webinars providing updates on key cases</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>Alert ANZSLA members of government reviews</li> </ul>	<ul style="list-style-type: none"> <li>Make ANZSLA members aware of opportunities to respond to reviews (in an individual capacity, not representative of ANZSLA)</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> <li>Annual review of investments.</li> </ul>
	<ul style="list-style-type: none"> <li>Profile and acknowledge members</li> </ul> <hr/> Sports Law Scholarship	<ul style="list-style-type: none"> <li>Showcase a minimum of 5 members per annum at events</li> <li>Commentator acknowledgement of member achievements</li> </ul> <hr/> <ul style="list-style-type: none"> <li>Offer an annual Sports Law Scholarship grant to members</li> </ul> <hr/> <ul style="list-style-type: none"> <li>Recipient will produce a paper for the ANZSLA Journal and/or present at an ANZSLA event</li> </ul>	<ul style="list-style-type: none"> <li>Maintain regular communications with members</li> </ul> <hr/> <ul style="list-style-type: none"> <li>ANZSLA job board</li> </ul>	<ul style="list-style-type: none"> <li>60+ email communications with members annually</li> </ul> <hr/> <ul style="list-style-type: none"> <li>Alerting members to job opportunities via email</li> </ul>	<ul style="list-style-type: none"> <li>Include affiliated organisation key dates on the ANZSLA calendar</li> <li>Continue to raise awareness about ANZSLA through new and traditional media</li> </ul>	<ul style="list-style-type: none"> <li>Calendar incorporates international events</li> <li>Determine a way to create a baseline measure of awareness of ANZSLA</li> <li>Achieve year-on-year growth in awareness / profile (in accordance with the measure)</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> <li>Establish ANZSLA Board Intranet</li> </ul>
	<ul style="list-style-type: none"> <li>Offer an annual informal Mentoring Programme to members</li> </ul>	<ul style="list-style-type: none"> <li>Match mentors with mentees and conduct an evaluation at the programme’s conclusion</li> </ul>						
<b>Organisational priorities (short-term)</b>	<ul style="list-style-type: none"> <li>Present an annual Sports Law update at the conference (and regional events)</li> </ul>	<ul style="list-style-type: none"> <li>Continue annually at Conference</li> </ul>	Develop a social media strategy	Implement social media strategy	<ul style="list-style-type: none"> <li>Maintain a list of sports law courses on the ANZSLA website</li> </ul>	<ul style="list-style-type: none"> <li>Up-to-date list available on website</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>
	<ul style="list-style-type: none"> <li>Publish advance conference locations (3 years)</li> </ul>	<ul style="list-style-type: none"> <li>Conference locations published on website</li> </ul>			<ul style="list-style-type: none"> <li>Develop a strategy for a stronger social media presence</li> </ul>	<ul style="list-style-type: none"> <li>Implement social media strategy / policy in place</li> </ul>		
	<ul style="list-style-type: none"> <li>Identify members who will assist with organising webinars and regional events</li> </ul>	<ul style="list-style-type: none"> <li>Minimum of 4 members identified for each state</li> </ul>			<ul style="list-style-type: none"> <li>Create a more interactive Facebook, Twitter and LinkedIn feed (i.e. include photos and recaps of events; tag members)</li> </ul>	<ul style="list-style-type: none"> <li>Increased engagement by members with ANZSLA’s social media pages (more “tweets”, “shares”, “retweets”)</li> </ul>		
	<ul style="list-style-type: none"> <li>Contemplate an international element at each conference</li> </ul>	<ul style="list-style-type: none"> <li>Internationalising special conference content</li> <li>Hayden Opie Oration ANZSLA funded international speaker</li> </ul>						
<b>Organisational priorities (long-term)</b>	<ul style="list-style-type: none"> <li>Be the best attended sports law conference in Australia / NZ</li> </ul>	<ul style="list-style-type: none"> <li>Highest number of delegates</li> </ul>	<ul style="list-style-type: none"> <li>Deliver high quality consistent product throughout the year</li> </ul>	<ul style="list-style-type: none"> <li>Strong year-round calendar content</li> </ul>	<ul style="list-style-type: none"> <li>Achieve greater representation from State / Territory (and NZ) Sport Departments</li> </ul>	<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>
	<ul style="list-style-type: none"> <li>Increase the number of delegates (while still maintaining a surplus over 2 years)</li> </ul>	<ul style="list-style-type: none"> <li>250-300 within 10 years</li> </ul>	<ul style="list-style-type: none"> <li>Achieve year-on-year growth in membership numbers</li> </ul>	<ul style="list-style-type: none"> <li>No decrease in membership numbers and ideally 10% increase per year</li> </ul>				