

Zoom Meeting Link: <https://zoom.us/j/314619974>

Meeting ID: 314-619-974

Waiting for participants to show up...

Alison: I manage strategy and planning for a living for a Sydney health service, so I thought I would offer my expertise. I approached Nora to act as a consultant, and I will be facilitating today's session. Welcome and thanks for coming! Nora has written a background to what we are doing, and hopefully we will get a better understanding by the end of the day. We value your input and this is important for QA. Thank you to AJ for getting the venue. There is no right and wrong, it is important you are honest throughout the process.

Acknowledgement to country by Jamie Turbet

Alison: We are preparing Quidditch Australia for moving Quidditch forward in the next 5 years. The output of this will be a strategic plan, a document with a mission and vision, which will be distributed widely. QA has grown quite significantly in the last 7 years, so we need to look out where it goes from here. It is important for setting the scene for AUs Quidditch, it is a requirement document for recognition with Sports Australia. That's why we're here. Any questions?

2020 Vision

Good strategic plans and organisations know why they do what they do. People usually start with the what, but not think about why we're doing it. This is important for growing an organisation.

Look back to when you first got involved in Quidditch. Why did you get involved, and what kept you coming back? Think for a moment, and then share with the group. Anyone can start.

It provided a great sense of community, an inclusive atmosphere. It's a great game, social life is integrated with the sport.

I wanted a sport that wasn't boring, and something people were good at sport wouldn't play. Kept coming back because it's exactly what I wanted. People pushed me forward and encouraged me to be a better player. Fun, inclusive and striving to be better. Easy way to socialise.

Following on with that, you stay for the people, and that's something that's super important. It's challenging and physical, good balance of full contact, intense, people don't expect that. You see it being played for the first time, and thought it was way more intense than expected. But you start playing and stay for the people. You immediately have 200 friends, not usual in a sporting environment

Same as everyone else, I was a HP fan. I could connect with people a lot more. I thought I wouldn't come back, but became invested and joined exec and tried to keep it alive
Similar points, HP the main aspect. It is something you can be good at because it is less competitive, other sports are very jockish, toxic masculinity vibe. Quidditch is very different, people are happy to teach you things.

I joined because I wanted my sister to get into fitness. Went to a HP society thing, and heard about quidditch. Didn't sound competitive, perfect for my sister. But I found it also had a competitive side which worked for me as well. Love the community of quidditch, last few years have been difficult, and my team is my support and family.

Similar to most other people, interested because of Harry Potter. Thought this looks intense, but not for me. I was convinced to come to the first training to talk HP, then forced to play and really enjoyed it. I've been a huge soccer fan, but haven't played in 5 years because quidditch is engaging and fun, great community.

Jamie - I got into it because I saw usyd advertising quidditch on TV so I wanted to go to uni and play quidditch. I stuck around because I missed the creativity of dance in soccer but in quidditch especially as a beater there's a lot more creativity and critical thinking involved; at ANU it was more about thinking about what you're doing rather than running blindly

I was interested in volleyball, but UON didn't have it. Found quidditch, and made fun of it with my friends. Found quidditch people, and didn't have many friends since I moved from Italy. Liked the volleyball, and liked being able to be in the way of people, and I was fine with that. It was something I could contribute to. The club also needed some direction, and so I stuck around to use my experience to help them

Mixed gender is really hard to find, this forces us to work with people and encourage that community which was cool.

Mixed gender that is full contact is also hard to find, women aren't treated as fragile. Usually contact is removed when mixed gender comes into it.

Rules don't demean women, which is really good

Online: He joined in 2011, and stayed because of the community.

Alison: We are hearing common threads about community, quidditch being different, and inclusiveness of the sport regarding gender. This comes back to our values. If we want to continue to maintain and grow, we can't lose these qualities that kept everyone around. It is important to maintain these values for a strategic plan. We will now move to a brainstorming activity.

What are the important values that you want to see continued and reflected in our strategic plan?

- Supporting individual player growth, and the ability to play competitively. Not just through state and international, but as a way to allow for people to maintain fitness in a supportive environment. Competitiveness is important for lower levels of quidditch. Allow for personal improvement and goals. Quidditch is an important part of their mental health, training is important for something to look forward to, it's important to support that as well.
- Acceptance of these points is also important - not about winning the competition, but about achieving peoples goals.
- A founding values of quidditch is inclusivity, it is written into the rules and community attitude, and any contribution to the sport is valuable.
- Inclusivity of gender and skill.
- We are the only sport that recognises all genders, this is important to highlight. We play on a max, not a minimum gender representation on pitch.
- Player safety is important, but hasn't necessarily being at the level we could be at. We need to promote an environment where everyone is comfortable with contact (and general safety)
- We have a young player base, some are shy, and are then in leadership roles. See character development, which is valuable to the sport.
- Attitude is important, needs more emphasise. Everyone has a place, understand why they are there. Good sports, honest, safe.
- Accessible leadership opportunities, and the ability to make changes. We can improve transparency and accountability, but it's easy to change the board. Members have a lot more input.
- Spirit of quidditch is also important off pitch, people chip in to set up fields, we get volunteers, exchange students. Collaboration is important
- Similar point (**online**) quidditch has a difference between welcoming and tolerating, which is important.
- We are understanding of people struggling to play, people are on board with working with new players.
- Mental health inclusivity is important. Other sports aren't accepting of mental health problems, but quidditch is different.
- Affordability of the sport is important. This is important for people on exchange - we are accessible to them because it is not that expensive, we give them a community.

Alison: Values identify with the IQA:

- Inclusivity, activity encourages participation of different backgrounds
- Integrity, hold yourself to high morals
- Accessibility to differing abilities

Organisational values

- Openness with the community, communication with our members
- Opening and welcome, able to engage with
- Empowering people within the community to be the best they can

These are the type of values statement that goes into our strategic plan. It comes back to the statement I made earlier, successful organisations have clear values, and speak to the heart

of what we are trying to do. We want to make sure that as quidditch develops this is carried forward.

Moving onto vision

Think 5-10 years from now and you've created what you wanted, and achieved what you wanted. What would the image of Australian quidditch look like in states, country and world. We will create a vision statement after brainstorming.

- More teams spread over a wider region
- More even spread of competitiveness, more teams at similar levels
- Focused development across the competitive levels (no lower development opportunities) - development of different player styles (achievable if you have trained coaches)
- Sports Australia recognition
- Established youth leagues (maybe in schools) - have a wider age range (keep the word quidditch for kids, find a different name for adult leagues) - this can create a disconnection between the leagues
- Public perception of quidditch as a sport, rather than uni hobby. Seriously taken
- Removal of HP perception, not a nerdy sport (best friend but worse enemy, contributes to our success but is a stigma put on our sport, we need to find a middle ground)
- More females in leadership roles on and off the pitch (keepers, refs, snitches, coaches, etc.)
- Volunteers a more expected aspect of the sport (CONTROVERSY - I would want paid people beyond 10 years) - can get hard to maintain affordability
- More accessible to spectators - advertising schedules, clear presentation of rules
- Coach development (and officials)
- Improve upon gender and racial equality
- Fantasy tournaments are important, as well as open trainings, interacting with people beyond your team - strong community experience (increase opportunities for teams who are geographically isolated)
- Competitiveness, people enjoy striving for success

Strategic challenge is to move away from HP whilst maintaining roots

Coming back to a vision:

Examples of other organisations:

- Microsoft: "A computer on every desktop."
- Nike: "To bring inspiration and innovation to every athlete in the world."
- Apple: "A computer in the hands of everyday people."
- Disney: "Make people happy."

•Google: "To provide access to the world's information in one click."

In simple words, what is the vision of quidditch. What should quidditch be aiming for in the next 5 years.

Try making a tagline (hashtag)

- 'Championing diversity through sport' - are we a sport or platform?
- 'A sport for everyone' - add something to say you don't need to be winning to be included - reflect community as well - own goals
- 'Championing sport through diversity'
- 'All genders, all abilities, all welcome' (USYD) - age, minorities etc. not present
- 'A sport for everyone to join/improve' - putting in own words narrows down
- 'A goal for everyone'
- 'Not just a sport'
- 'A sport for everyone, everyone for all'
- 'Make quidditch better'
- 'Make quidditch great again'
- 'All for one, one for all'
- 'A challenge for all'
- 'A sport for everyone - your goals, your SOMETHING, your people'
- 'Your sport, your goals, your people'
- 'Join for the sport, stay for the people'
- 'Your challenge, your goals, your people' (challenge and goals too similar?)
- 'Your league?'
- 'You can always set a higher goal'

Visions tell everyone about the organisation - sport aspect is important to include. How do we capture spirit and community? Instead of sport, competition, challenge

'Farther, higher, stronger' - olympics, v good. Triplets v good. Primary bi line, secondary biline. Building comradery into it could be nice

It's important to keep this in mind to keep reminding people about where we want to go - also marketable

BREAK (started 10:20, will end 10:40am)

Resume: 10:40

Open Space

1. Finding ways to get more referees without relying on people who aren't confident
2. Changing the name of the sport
3. Making money - figuring out how to bring more money into the sport while maintaining affordability
4. Recruitment - Developing a youth league / expanding beyond the HP fan base

5. Providing more resources to support aspects of the sport like referees, snitches, coaches, etc.

CHANGE THE NAME

- Does it affect the relationship with IQA
 - Ditch the name, ditch everything. Quaffle, etc would be under copyright
 - Telling everyone you'll play quidditch ...finally getting quidditch ...changing the name...better marketing and rebranding strategies before changing name.
 - "Sportsball" wouldn't have looked up, sought out.....really clear, we are quidditch we've changed the name.
 - Anything that is closely similar but sue – they would win.
 - 10 years and come from grass roots...
 - Added to the dictionary – does it affect
 - Not for Profit.....
 - When 000 until large enough following.....until we get the influx from Harry potter ...when....
 - IQA – if a company knows that the name is being used and hasn't taken action in a long ...existed for 10 years why didn't see,,,,,
 - Don't change the name – contact Warner Bros and liaise with them.....
 - Should consider that "ultimate Frisbee" association is Flying Disc Association
 - Talk to Flying Disc Association. And lawyers.
 - Get us known as quidditch
 - Not having establishing "that's a new sport"
 - Colloquially call quidditch.
 - Attracting kids is important – will join as quidditch...
- Concerns changing name.....mostly lowers recognition gained – impact of recruitment.....don't know legally and significant.....when we get to a point when comfortable – ask community do we want to change the name ...Warner Bros and see ifRegister as Sports Australia ...not available.....

THE NAME

Does it affect relationship w/ IQA?

PROBS NOT
BUT IT WOULD CREATE A BARRIER

AUSTRALIA BALL?

COPYRIGHT

IS IT JUST THE NAME
OR ALSO BALLS, POSITIONS?
IT'S ALSO BALLS etc

CHANGING THE NAME

LOWERS OR ELIMINATES THE RECOGNITION WE GAINED
& THIS LOWERS RECRUITMENT

UNLESS WE MAKE IT OVERLY CLEAR
& HAVE CLEAR STRATEGY

QUIDBALL PROBS NOT OKAY

CAPITALISM
IS
BAD

CONTACT WB

WE CANNOT
HAVE SPONSORS

"WHEN TO CHANGE?"

ASK FRISBEE
PEOPLE

might be a > relevant @
because changing might be
inevitable

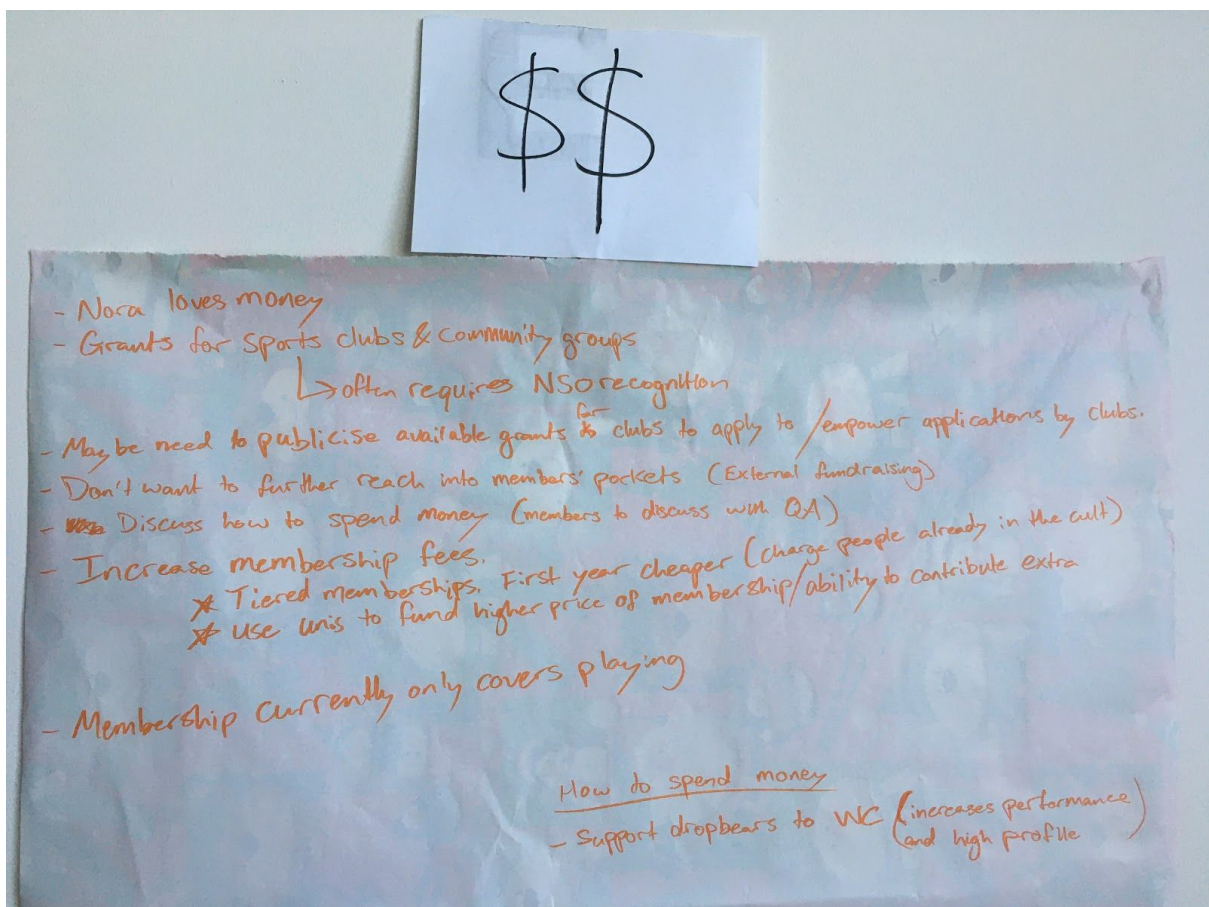
but we can do it after we
have enough people
so it may not matter

get us known, first
so we then have RECOGN

\$\$\$:

- Recognition as a sport
- Teams in marginal seats
- Promote to clubs to work on locally

- Ressources to tell clubs how they can access grants.
 - If individual clubs aren't struggling to buy equipments etc...contribute....
 - Universities can access funds
 - Getting other people to pay is best option.
 - If club gets a grant – provide resources on how to get a grant.....what do you want us to do with the money.....contributing to development days..... QA having a strategic plan re if we get more money, do we want a nicer quality livestream or more....
 - Couldn't afford to US – not tryout.....elite way of spending...high visibility....
 - Membership fees are too low.....Soccer rego is \$300 for 6 month....\$40 a year too cheap.....
 - UTS – uni will cover registration fees --- \$40...\$80 registration fees.
 - Tier system --- \$30 first year, newbies..... \$90 later once hooked.....
 - Practical aspect of enforcement.....
 - Strategic forums every year – out of an admin fee....
 - Increase the cost and still have it be the cheapest sport around..... ANU \$80-90 years to be a member, extra \$120 for community and pricing structure same....
- Ways for raising money ...back on clubs with resources to apply for grants ...when have the money, QA have overarching how do we want to spend moneys.....Increase in membership (a) good idea? (b) tiered system (c) uni offset community teams.



RECRUITMENT: Youth, Non-Uni Adults
Parents pay....

School sports funds.
Holiday camps...
Birthday parties...reach out clubs to do this....
? TV Ad - Sunrise.... Publicity...
Creating a document – every club – send – doing in your PE sessions, here's a list of things you can do...drill..... easy things to do ...videos --- we can't send out but send out resources....
Marketing document
Clubs – why don't you do that.....
Sometimes hard to do birthday events due to full time jobs, students.
Corporate team building for --- hard to do regularly, volunteering.....logistics gear, skills, experience to do it well.....
At NQL -- run a birthday party for other birthday parties – during AQL days to demonstrate.....to equip them with the skills....
City running --- join events ...going to Comic cons, Mardi Gra, diverse events ...Newcastle Harmony Day....
Video game bar, pubs and clubs.....local businesses....
Include equipment, costs, how to build include in document for schools.
USQ has a quidditch resource on their website.
Youth leagues in Europe.
Working with children checks ...volunteer it is free.....QA apply for Working with Childrens check is free – how to make as simple as possible.
(Maria – run through uni and Cumberland Council ...document exists ...won't be hard to collate ...what have you already....)...crowdsourcing and collating.
Non-uni adults....
After work sport/lunchtime sport....
Go to schools for teachers.....one day per week, and then teach kids.... Teacher's league....
Canberra has social sports association.....tell them how to run quidditch, tell them how to run quidditch and then they come to us.....
Translate MERC into a 8 or 10 week league ...multiple businesses Casual...socialise with friends....
Adult and children at same time.....
Public Service Departments.....division Christmas party ...target the adult equivalent of birthday party, corporate events.....
Quidditch hen nights.
Gym junkies.... Gym people....
Don't run it ...create can running self.....
AirBNB experiences of quidditch....
Wrapping it – Youth League happening, get out into school, getting kids moving into adult kids ...resource...marketing staff in QA ...working group.....
Adults – reaching to social sports, corporate events....
Biggest challenge – man, woman, non-binary.....

YOUTH

PARENTS PAY
(higher fees).

School sports funds

Holiday camps

Birthday Parties

Corporate functions.

Clubs encouraged to reach out to their own communities.
(time constraints/responsibilities)

Reaching out to schools.

Marketing & program - ^(generic.) document to send out
- drills/equipment/simplified rules.
Reach out for this - films/infographics.

Reliant on volunteers/logistics.

NQL - session on "how to" run these programs
(events/schools)

FB posts/marketing from teams.

Participation in city/town events.

- pub & clubs/local businesses.
eg - comcon, mardi gras
sports conventions?

YOUTH LEAGUES in EURUS
showcase @ worldcup/state.

demogame - not just volunteering
getting game time.

Certification of demonstrators - wccc / anaphylaxis
first aid

ADULTS

Afterwork/Lunchtime sport

Target Teachers? — they can take back to school.

URBAN REC sports./social sports — 10 week competition associations. — MERC

"Bring your kids" — have adult & kid comps running together.

- corporate events./xmas/team building

QA → Document to outline

GYM JUNKIES — group classes/boot camps

Lending equipment / KITS specifically for this.
(deposit \$\$\$)

- GOOGLE MAPS training grounds.

BIGGEST CHALLENGE — MAN/WOMAN

- Financial reimbursement

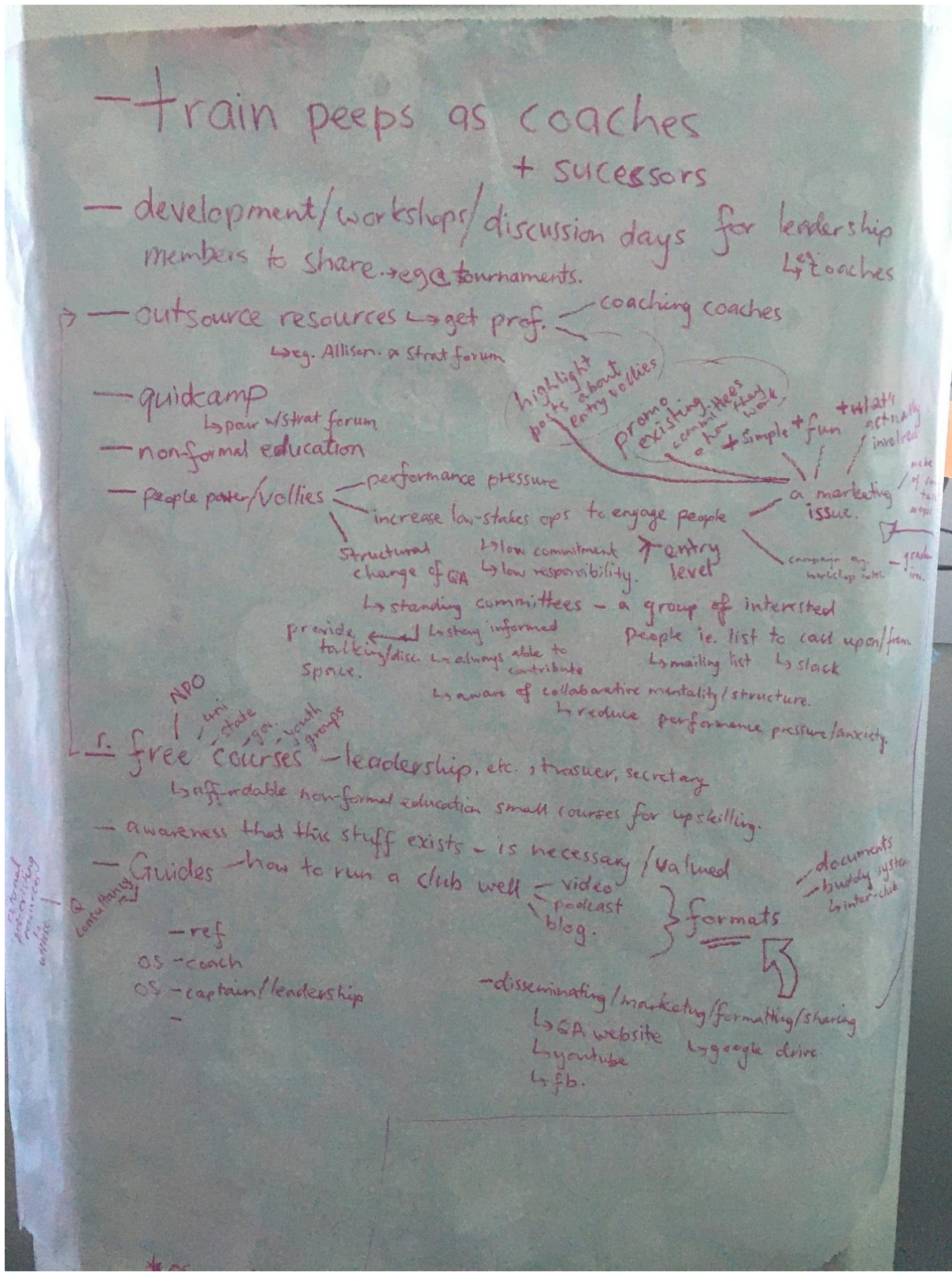
MARKETING staff
in QA?

power / NB

RESOURCES:

- Players to be coaches.
- Having single day — workshops actually getting together how they coach and want to coach ...Development day run drills and come up with programs....

- Outsourcing our resources ...sourcing from other people who do same or similar ...coaching national teams or have experience coaching coaches.
- Bring back quid camp was great....
- Macarthur fantasy -- head refs ...don't ...increasing opportunities...on pitch....
- Marketing thing --- administrative volunteers --
- Standing Committee system --- soft contributor.....interested in events.....
- Campaign managementfrom conference.....Courtney to sure....
- Entry level volunteer opportunities.....
- Every QA Board member has assistant.....gameplay committees.....
- Committees already exist in certain ways ...other volunteering.....
- State bodies ? Local interest group....
- Free courses for people to learn skills.....
- How to run a club well ? AJ.... (Q Consultancy – European basedrunning quidditch or different aspects)
- Coaching etc upskilling....
- How do we disseminate ...links, where is the best repository ...most accessible and inviting....



Wrap Up

- Development for a lot of different areas.....outsourcing...bring people together (quidcamp and strategic forum same time).....volunteering and engaging people marketing and communication and how to engage people....

Refereeing

- Potential issues with people refereeing who aren't super confident, or who know the rules in theory but are practically not super experienced in refereeing
- Compulsory ref feedback
- Potential dangers of new/inexperienced refs.
- Creates drama + politics when teams don't really want one particular ref.
- Rookie ref of the year.
- Macarthur Fantasy Shadow refs: really valuable
- QA's compulsory head ref requirement
good but needs expansion - the refs need to have head experience
- Team response about refereeing: Teams are OK with providing refs, but ~~not~~ complain with less experienced refs.
- Snitch/Ref certification changes focusing on practical experience
- 'Most improved ref'
- 'Field testing' rubric: day workshop: similar to other sports
- Expand Macarthur Fantasy system: quidditch fantasy.
- Create an experienced HR group to talk about the more 'up-to-interpretation' rules. - a 'Rules + Regulations' group

- Move from 3 → 4 AR's
- HR's being confident to provide expectations to the AR's.
- AR's to watch bludger play primarily. - keep this as the standard.
- Need to develop HR's first - if they are strong enough they can work with + train AR teams
- Projection training for AR's.
- Co-hiring potentially (as alternative/addition to 'buddy system')
- 'Lead/Assistant referee' system.

BREAK UNTIL 1PM

Developing a strategic plan is like a puzzle. Need Dropbears and Board workshops. Online presence was managed.

The value in being together cannot be underestimated. So there will be other opportunities.

Flying disc association is a good example that we can learn from.

They have a fairly typical strategic plan - they have a vision, mission, pillars of their direction. They also have enablers, not a strategic priority and assist in achieving their goals. They outline priorities to achieve their strategic pillars.

The board is expected to monitor this as well as the outcomes, and look at how we can improve the next year.

It is an accountability tool.

Everyone involved should understand what quidditch Australia is about and what they are trying to achieve - this is what a strategic plan is.

A planning technique for formal analysis - SWOT/SOAR. Positive psychology approach

- Strengths - good and present
- Weakness - bad and present
- Opportunities - good and future
- Threats - bad and future

SOAR

- Strengths - what are we proud of? How does that reflect our strengths?
- Opportunities - Top 3 priorities? How can challenges be exciting opportunities?
- Aspirations - What are we passionate about?
- Results - What can be used as a measurable results?

Scenario: Recruitment

Split university and community recruitment

Community

Strengths <ul style="list-style-type: none">● More one on one attention to develop individual players● Everyone knows what they're doing● Not competing with other teams	Weaknesses <ul style="list-style-type: none">● Adults who work full time cannot always go to trainings/games<ul style="list-style-type: none">○ Tackle this by turning quidditch into fitness and socialising○ Sometimes a strength, more stable timetable
Opportunities	Threats

- Partner with local businesses
- Fantasy tournaments where you need to bring a new person who hasn't played quidditch
- Do dinner/trivia after training

- Dry up of uni graduates (no uni team to community flow)
 - Not growing the sport with relying on this
 - Important distinction between graduate and grassroots teams

S Community

- bigger pool of people who think they can join the team.
- older players more appealing to older people/newbies
- a place to extend your quidd career \rightarrow high work time
- exp. players \rightarrow passionate \rightarrow knowledgeable \rightarrow capable.
- fitness + social life combined
- less bureaucracy
- deeper pockets of players \rightarrow USUALLY
- MAY HAVE CAPTIVE AUDIENCE TOO

depends which team we are considering

- lack of place to easily source players \rightarrow must be word-of-mouth typically \rightarrow lie uni or o-week
- workers, not students = less time, more commitments
- financial cost/pressure/inaccessibility
- transport + storage of gear. \checkmark
- pick-up quidditch is hard.
- We have exhausted our friends
- perception as a "real" sport
- scary for newbies: being the only new person there is hard
- relying on own governance
- not as many grants

MINDSET

- o dry-up of uni graduates \checkmark (no "uni \rightarrow comm. team" flow)
- o older people have more \leftarrow variety \leftarrow of commitments. \leftarrow work \leftarrow friends \leftarrow fam/kids
- o teams filled w/ uni grads who are close tight-knit players \checkmark

BUT NO UNI

easier to budget time without UNI esp if UNI + WORK

- encourage more unis to have quidd \checkmark so a few years down the line there are graduates moving into community teams. creating.
- STRENGTHS are also OPPORTUNITIES
- competitive development at high levels (not just teaching first years every year)
- partner w/ clubs/businesses for recruitment (WITHOUT LIMITATIONS)
- ~~kid~~ kid/parent friendly (helps encourage women especially) \checkmark
- old/emerging team mentoring \checkmark
- comm team players show up for their old uni teams to aid recruitment \checkmark
- fantasy tournament w/ broadly exp o newbies \rightarrow Valentine's Cup watch! sign-ups. \checkmark
- local council put hoops in parks to provide infrastructure. \checkmark
- advertise exhibition matches @ N&S etc for spectator engagement/public awareness. \checkmark

University

Strengths

Weaknesses

<ul style="list-style-type: none"> ● Governing body (uni system) - complaint structure, grant system ● Convenience of training sessions (before/after class) ● Hosting lunch time events 	<ul style="list-style-type: none"> ● Governing body (code of conduct, bureaucracy) - creating restrictions on how to function, funding restrictions, changing image, getting approval for stuff, not always clear communication ● Gap of experience - constantly teaching new players simple things ● University timetables (can be mitigated by planning around them) ● Newbies are turned off by smaller trainings ● Development of player skills can be slower
<p>Opportunities</p> <ul style="list-style-type: none"> ● State wide open training sessions for new players ● 	<p>Threats</p> <ul style="list-style-type: none"> ● University timetables (can be mitigated by planning around them) ● Poaching (voluntary & actively)

UNI TEAMS

S HOLD EVENTS ANY TIME BK PEOPLE ARE ON CAMPUS
 CAPTIVE AUDIENCE - PEOPLE ACTUALLY FEEL YOU
 DEDICATED RECRUITMENT EVENTS
 RESOURCES & SUPPORT
 BRANDNG & LEGITIMACY
 EASIER MARKETING - MORE AUDIABLE MEDIA
 GOVERNANCE OVERSIGHT
 CONVENIENCE OF BEING RIGHT THERE

PITCHES

O PEERH BLOOD
 OTHER SOCIETIES COULD
 FREE ADVERTISING
 SPONSORS & MEDIA
 FUNDRAISING
 ON-CAMPUS UNI STUDENTS ARE EVEN MORE COGNITIVE
 OPPORTUNITY FOR UPKILUNG + EXTRA TRAINING
 New person trainings - combine w/ other classes.
 to teach basic foundations - find 1 time that works for all to do 1 big session.
 ↳ w/ sparkles of exp. players showcasing potential to work up to workshops at tournaments to lift all players in the state

N Repeat same beginner training sessions
 Nannies turned off by small trainings
 (It's not the social thing they wanted, no community) ↳
 ↳ and no one is getting interested from it)

PARENTAL FEES + TOO MUCH STRUCTURE
 COMPETITION
 TURNOVER
 GAP IN EXPERIENCE
 BREAKS & UNI SCHEDULE
 BAD IMAGE MAY SPREAD MORE EASILY
 CODE OF CONDUCT - EXTRA POWERS TO ADHERE TO
 MORE EXPENSIVE TO JOIN IF NON-STUDENTS
 PITCHES LOWERS IMAGE

T FUNDING VARIABILITY & INSECURITY
 POSSIBILITY OF GETTING A BAD APPLE
 UNSKILLED LEADERSHIP & COACH - INMATUREITY
 POACHING
 LOWERING INTEREST IN CURBS
 ↳ *gilt and Develop team/family culture*
 ↳ *support + people's decision to leave to keep family culture*
 ↳ *make sure teams efforts reflect what the team wants*
 ↳ *more v. competitive*
 ↳ *more story*

Create self-sufficient funding. Encourage club to be heard on issues of funding.
 Create some sort of grievance system. Fall back on governing body's policy/reach out to them for legitimacy and backing
 Create succession plan. Allocate responsibility based on experience
 Cross-over period for training - Get committee support from governing body.

Sometimes you just need to explore the threat and be aware of it.

There are a lot of relevant ideas and strategies that can be developed at state and national level.

Don't need to use this strategy formally - but can take these elements into consideration

END OF DAY

DAY TWO

Recap of Day One

Statement: your goals, your place, your people?

Values:

- Player growth and wellbeing (inclusive of more than just player skill)
 - Support to achieve their goals and sense of wellbeing, competitively, supportive environment, physical and emotional wellbeing
 - Could use personal instead of player
- Inclusivity
 - Gender, diversity, different skill level. All genders, abilities and personal goals
 - Promoting safe and comfortable contact within the game. Skill development and encourage safe practices
 - Contact will be a problem with kids
 - What is defined as full contact? We can provide definitions in the document
- Quidditch spirit
 - Collaboration on and off the pitch - respect, honesty, integrity. Opportunities to contribute
- Affordability and accessibility
 - Fitness, sport and community - consider the affordability
 - Focus on winning is prevalent, less focus on recruitment, meaning less accessible - so it's important to have

Change of Name Conclusion

- Better marketing/rebranding needed if we do
- Don't want to change the elements of the name
- Build a big following first
- Good changing, liaise with WB
- Consider examples like Ultimate Frisbee/Flying Disc

Don't put this in the strategic plan, but keep this conversation on record - outcome of strat forum document?

Strategic Priorities & Goals

- Recruiting and retaining participants
 - Increase school aged children/youth league
 - Adult opportunities
 - Strengthen uni, grad & community teams
- Developing our people
 - Coaching
 - Referees
 - Admin roles
 - Suggestion: developing female players
- Resources and Finances
 - Support grant applications

- Distribute funds across clubs
- Sport recognition
- Improve communication and marketing tools
 - Suggestion: Recruitment

Example Strategies

Priority: Recruitment and retaining participants

Goal: Increase participation of school aged children and youth league

- Provide teacher resources
- Apply for working for children checks
- Birthday parties
- Teacher comp
- Youth league
- Hold spectator friendly commentary
 - Suggestion: Shoalhaven superheroes do a kids league

Priority: Recruiting and retaining participants

Goal: Provide opportunities for adults not previously involved in quidditch to participate

- Corporate team building sessions
- Existing events, eg. Mardi Gras, local council documents
- Promote simplified versions for small events (lunches, christmas parties etc)
- Provide demonstrations and guidelines to social sports associations and community organisations

Priority: Developing our people

Goal: Develop coaching skills and techniques

- Sourcing external coaches who have experience in coaching coaches
- Have workshops

Priority: Developing our people

Goal: Improve referee's practical skills and confidence

- Formalise shadow referees
- Ref and snitch certification
- Recognise refs at peak games
- Award rookie ref of the year
- Trial lead assistant referee role on sideline to assist Head ref
 - Suggestion: formalise feedback after games/ tournaments (states do each others feedback?)
 - Feedback from other refs as well as players

Priority: Resources and finances

Goal: provide clubs with resource to support applications

- Grant opportunity directory
- Guideline on how to apply for a grant

- Examples of successful grant applications

How to follow up?

- Complete detailed analysis
- Further workshops beyond NSW
 - Online workshops? Could get higher participation rates
 - What will people take responsibility of?
- Online surveys
- What are others planning internationally
- Draft documents
- Distributing drafts