



Get going on...



Strategic Planning

What is strategic planning?

In simple terms, strategic planning is about deciding what your club/regional association wants to do (goals) and how it will get there (strategies). It's like organising a trip: deciding where you want to go, how you will get there, and what you will need. Essentially, it's a process of setting the future direction of an organisation and making decisions on how to reach these goals.

What is the best strategic planning option for your club?

This depends on what you are trying to achieve with your strategic planning. We have to remember that most people do not want to read a 20-page shiny document that they find intimidating, and subsequently, it is unlikely they will get involved. Strategic Planning for your club can be a simplified process that allows goals to be identified, strategies put in place and most importantly, gain club members' feedback and participation.

For a simplified Strategic Planning Process, use the following steps:

1. Use the Club Survey in the GAus Clubhouse to gain feedback from your membership, past members, and stakeholders.



2. Use the Club Health Check in the GAus Clubhouse to define your club's health. This can be completed by the committee as a whole or by individual members/committee for comparison.
3. Using all the information provided by the survey and health check evaluate the data to define what your membership and committee wants, wishes or needs. It is not uncommon for a committee to have differing opinions to the membership, or the membership to not always understand the governance requirements of the committee.

If you are unsure you can seek assistance from GAus Club Development cd@gliding.org.

4. Set your goals. Look at short-term, mid-term, or long-term objectives. Remember these need to be aspirational and ambitious but also realistic and achievable. This can be as simple as a Word document for easy access, readability, and updating.
5. Develop strategies. Once you have worked out your goals, you can send them to the membership for feedback. Once confirmed, develop strategies, which are the specific actions or means by which those goals will be achieved. These strategies need to be well planned and in line with the overall vision and commitment of the club.
6. Allocate Resources. Specify how resources, such as finances, personnel, and time, will be used to enable the implementation of the strategies. This may be allocated to a position, individual, group or subcommittee to complete.
7. Monitoring and Evaluation. Strategic Planning is a continuous process, not a single process, in a “living” document. Regularly monitor the progress towards the goals, assessing strategies and making necessary changes are important. Prioritised goals updates should be part of your committee meeting agenda.

Basically, strategic planning enables your club to make thorough decisions, invest resources properly, and attain your club's long-term goals.

Do not forget...

If you require a comprehensive plan for substantial grants or recognition, refer to the Strategic Planning Guidance Sheet in the Clubhouse. This plan will walk you through your planning and includes SWOT analysis, visions and key performance indicators.

Look out for...

Want to build on your strategic planning knowledge? Check the GAus Clubhouse for:

Club Survey

Club Health Check

Strategic Planning Guidance Sheet