

AUSTRALIAN SPORTING GOODS ASSOCIATION

2010/11 STRATEGIC DIRECTIONS



BACKGROUND

- In 2009 ASGA undertook an extensive review of its strategic plan
- The result was an overview document, 'United For Growth Strategic Directions 2009-2011'
- The ASGA Board has undertaken a review of this and has prepared the Association's strategic directions for 2010-11 many of which are well underway



The Board has grouped the Association's strategic priorities into three categories

- **Lead the Industry**
- **Promote and develop the industry**
- **Organisational Development and Member Services**



LEAD THE INDUSTRY

- Develop ASGA's advocacy platform – *'Fighting for Sport'* comprising;
- Sport in Schools and sports participation
- Open space and infrastructure
- Fair and transparent taxation and regulation of the Sporting Goods and Sports Industry
- A sustainable and responsible sporting goods industry

LEAD THE INDUSTRY

- Cultivate strategic partnerships with organisations whose goals and priorities align with ASGA's
- Increase ASGA's membership base through targeted membership drives
- Increase awareness of ASGA's achievements, relevance and benefits to the industry
- Monitor market intelligence and data patterns to better inform the priorities of ASGA in the representations it makes to government.



Sport in Schools and sports participation

- In *Australian Sport: The Pathway to success*, the Government's response to the Sports Panel Report (Crawford Report) it was announced that compulsory sport would be part of the National Curriculum.
- It was also announced that states would sign up to uniform rules and principles around the education and qualifications of physical education teachers in schools.
- ASGA believes these policy initiatives could make a significant impact...
- But the devil will be in the detail.
- ASGA will develop an industry position on what compulsory school sport should look like, and will represent the industry to Government, as it implements the practical elements behind the theoretical policy.



Sport in Schools and sports participation

- **ASGA'S POSITION:**
- Organised physical activity in schools is a preventative public health issue.
- Compulsory school sport should be organised and properly run.
- The compulsory element should not include break times, recess or lunch.
- School sport and physical education should be linked with organised clubs and then through NSOs through new or existing programs to ensure that compulsory physical education in schools leads to increased participation in organised sport outside of the compulsory curriculum element.
- A requirement of compulsory school sport in the curriculum must be matched with adequate resources and properly trained teachers to ensure its implementation

Open Space and Infrastructure

- ASGA believes that to ensure increased sports participation it must advocate for properly funded and well maintained sporting infrastructure for schools, grass roots and community sporting bodies.
- Appropriate allocation of funds by governments, (local, state and federal) to sports infrastructure will aid in an increased number of people being involved organised physical activity and participation sports.
- Incentives should be available to local and community sporting groups to make changes to sporting infrastructure to ensure infrastructure is environmentally and economically sustainable.
- ASGA will establish links with groups and organisations with an interest in this issue such as the Australian Local Government Association, Australian Sports Commission, NSO's and other sporting bodies.

Fair and transparent taxation and regulation of the Sporting Goods and Sports Industry

- ASGA will campaign for reform of the Low Value Importation Threshold
- ASGA will work with other industry bodies to build a campaign to governments and the community about the impact of 'Import Rorts'
- ASGA will work with other industry bodies on issues around retail leases
- ASGA will campaign for reform of the enforcement arrangements around brand protection and counterfeit products and brand protection

A sustainable and responsible sporting goods industry

- ASGA will work with the industry to promote sustainability, in particular ASGA will work to investigate the viability to two key projects;
 1. A set of industry wide sustainability principals for the Australian Sporting Goods Industry
 2. Investigate initiating the 're-use a shoe' program based on Nike's in the US, across the industry.

PROMOTE AND DEVELOP THE INDUSTRY

- Ensure that the *Careers in Sport* industry jobs management system is a beneficial tool to assist members in attracting and retaining the best and brightest talent in the industry.
- Co-ordinate one annual “all of Industry” Conference
- Host specific “workshops” with expert speakers in Melbourne, Sydney and Brisbane
- Host industry receptions inviting key stakeholders to participate to build relationships between our industry and the Government.



ORGANISATIONAL DEVELOPMENT AND MEMBER SERVICES

- Develop a clear business plan for the ASGA preferred supplier scheme and increase the number of ASGA's preferred suppliers offering members increased access to quality service providers
- Develop a business plan for the *Careers in Sport* jobs management system
- Further develop options for new income streams
- Develop ASGA's brand, through the development of brand strategy , incorporating ASGA's websites, (ASGA, Counterfeit Alert Network, and Careers in Sport), ASGA's brand proposition to it's members, stakeholders Government and the industry
- Increase awareness of ASGA's achievements, relevance and benefits to the industry
- Build our intelligence resources and continue to provide quality market intelligence to members

