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|  **STRATEGY FOR INDOOR SPORTS VICTORIA 2022-2026** |
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| **Vision** | **To Grow indoor sports across Victoria.** |
| **Aspiration** | **No. 1 State in Australia for Indoor Cricket and Netball participation.** |
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| **Values** | **Honesty, Professionalism and Continuous Improvement.** |
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|  **Strategic Pillars** | **Put fans first** | **Produce the best teams, playersand officials in the Australia** | **Increase participationand inspire the next generationsof players**  | **Grow investment in the game** |
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| **Strategic Goal Interpretation** | **Maximise Victorians’ passion for indoor Sport** | **Develop the best players and officials in Australia** | **Increase participation and inspire the next generations of Victorian players, fans and volunteers** | **Grow investment in Victorian Indoor Sports** |
| **Objectives/Targets** | **Increase awareness of indoor cricket/netball to the broader cricket community;** | **Umpires to be affiliated with ISV/INA;****Victoria to win Junior and Open titles;****Victoria to produce 30% of all Australian players;****Victoria to produce female Coaches** | **5% increase in overall participation – juniors, seniors, females in Netball and Indoor Cricket post covid-19.** | **Create sustainable revenue streams/funding for the ongoing administration of indoor Sports Victoria** |
| **Main supporting strategies/actions** | Raise the profile of the Victorian State Indoor Cricket/netball Teams (Men/Women) through co-branding with CV/INA;Promote all year round participation of cricket and Netball through clinics via external providers and Area Managers in indoor sports centres;Lobby CA to push for TV broadcasting and CA/INA for ongoing support of live streaming National Championship tournaments, helping promote Victoria as the Victorian brand for indoor cricket and Netball.Promote indoor sports through ISV’s social media. | Develop junior competitions to underpin boys/girls Pathway Programmes;All umpires to achieve accreditation by 2024Umpire appointments Vicleague cricket and Netball superleague to be managed by ISV;Coaching courses and accreditation to be completed by Victoria indoor coaches for Juniors and Open; Women’s Super League season to commence in 2022. | Promote all year round participation through clinics/competitions via external providers, Area Managers in indoor sports centres;Women’s Super League season to commence in 2022;Commence indoor cricket competition for outdoor clubs in member centres by 2025;Indoor Netball superleague by 2024.Create relationships with outdoor clubs/Associations and centres to grow junior sport in member centres.Market our sports through social media to generate interest in centre domestic teams/Superleague and State teams. | Lobby CA for $$ investment into indoor cricket promotion and development, building participation growth;Find sponsorship to support the sport and Victoria State Teams;Sell indoor cricket products and apparel through the eCommerce facility on the new ISV website;Maintain and develop further government funding opportunities;Market our sports through social media to create sponsorship opportunities.  |