

# ShootingStars

Education through netball



An initiative of



## STRATEGIC PLAN 2016 - 2021



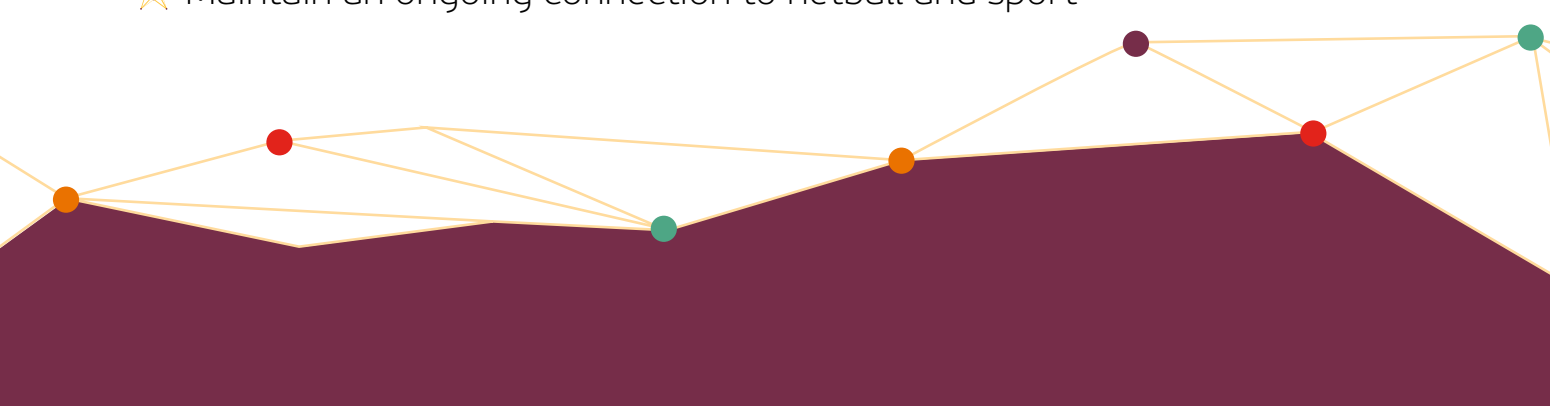
# EQUALITY EMPOWERMENT STRENGTH

Local communities empowered to lead social change

## Purpose

- ★ Provide support to Aboriginal communities across Australia via programs that drive social change, leading to sustainable communities;
- ★ Promote purposeful and healthy lifestyles amongst Aboriginal communities through localised collaboration;
- ★ Facilitate the provision of local support to Aboriginal youths; and
- ★ Encourage spiritual, emotional & physical engagement

## Goals

- ★ Lead innovation across all areas of the organisation, and throughout the delivery of our programs;
  - ★ Achieve a high rate of performance success in every Glass Jar program;
  - ★ Promote growth and engagement in local communities; and
  - ★ Maintain an ongoing connection to netball and sport
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## Key Outcomes

- » Grow the Indigenous workforce across all programs to greater than 50%
- » Seek to be recognised at all levels of government as delivering a leading strategy and outcomes for Indigenous employment
- » Develop and maintain a quality team by retaining 80% of the original team

## Objectives

***Drive the growth of all Glass Jar programs through a focus on retaining and developing our people.***

- » Achieve growth and retention in the number of Aboriginal employees, contractors and volunteers through both a reward and recognition program, and leadership development and succession plan
- » Identify employment pathways and provide opportunities for participants to seek meaningful employment
- » Provide opportunities for individuals from Aboriginal communities to fill senior positions within the program delivery

***Expand the reach and impact of Glass Jar programs through strong community partnerships.***

- » Identify and develop mentors for program participants, both locally and from the participating home communities

***Promote and deliver good governance practices that reflect the values of Glass Jar.***

- » Promote and lead best practice in governance with clear policies and procedures including adherence to Indigenous Strategy and Outcomes
- » Develop best practice evaluation, research and analysis processes across all programs

Our People



## Key Outcomes

- » Maintain a National footprint with programs operating in multiple states/territories
- » Increase the number of participating schools in Shooting Stars to 20, inclusive of part time and full time programs
- » Grow Shooting Stars online audience by 30% year on year
- » Grow Shooting Stars media exposure hits (through media tracking) by 30% year on year

## Objectives

***Become known as a leader in developing innovative initiatives that advance the prospects of Indigenous communities across Australia.***

- » Identify measures of success that can be promoted as achievements
- » Develop relationships with local media organisations to increase exposure of programs
- » Identify methods of recognition to use as a tool in developing and enhancing community

***Create strong and meaningful brands that support the delivery of Glass Jar programs into the community.***

- » Produce professional collateral and case studies that demonstrate the value and success of programs
- » Create effective communication channels across all stakeholders
- » Develop strategic marketing campaigns that leverage the reach of program partners and engage with local communities

# Our Programs

## Key Outcomes

- » Increase the overall number of participants in Shooting Stars to 1,000
- » Achieve recognition of programs via their promotion across 10 major partner organisations

## Objectives

***Develop and deliver a wide range of programs that strengthen Indigenous communities in Australia.***

- » Promote culturally appropriate awareness and create culturally appropriate pathways for participants
- » Create opportunities for case studies, key findings, qualitative and quantitative data sets to conduct longitudinal investigations
- » Provide support to Indigenous programs delivered by Netball Australia, Member Organisations and other netball entities
- » Identify new programs that capitalise on existing resources and reach to enhance the services of Glass Jar and enrich the broader Australian Community

***Establish Shooting Stars as a leading deliverer of Aboriginal education support in Australia***

- » Lead the development of the Shooting Stars program

## Key Outcomes

- » Improve Shooting Stars participants school attendance on average by 20% and achieve a collective attendance rate of 80% across the program
- » Increase the capacity in all programs delivered via engagement of 5 or more key community stakeholders across each site
- » Secure \$9 million in annual income for the delivery of Shooting Stars
- » Secure funding from the commercial sector equivalent to 50% of total income

## Objectives

***Deliver strong outcomes across every program, the organisation, our people and in the community.***

- » Set key performance indicators that drive the delivery of strong outcomes
- » Grow the organisation in line with our ability to meet program objectives

***Achieve sustained financial performance across the whole of organisation.***

- » Develop a model that defines sustainability for our programs and how it can be achieved
- » Secure fundraising and philanthropy revenue streams equivalent to Federal, State and Local Government funding
- » Develop a fundraising strategy that maximises opportunities in the philanthropic community
- » Establish strong Government relationships at Local, State and Federal levels
- » Secure corporate stakeholders to support the delivery of our programs
- » Grow internal, self generated revenue streams

# Our Performance



**ABN 609 851 283**

**A** 200 Selby St, JOLIMONT WA 6014

**P** +61 8 9380 3700

**W** [glassjar.com.au](http://glassjar.com.au)

*Shooting Stars is an initiative of Netball WA and Glass Jar Australia, is proudly supported by the Australian Government and is a registered charity of the Australian Charities and Not-for-profits Commission.*