



Australian Eight-Ball Federation
Incorporated

**AUSTRALIAN
EIGHT BALL
FEDERATION
Incorporated**

Strategic Plan 2019 – 2023

<https://aebf.com.au/policy/AEBF-Strategic-Plan.pdf>
Version: 18/05/2019

Contents

Introduction	3
Our Name	3
Our Vision	3
Our Mission	3
Our Environment	4
Evaluation	5
Our Values	5
Goals	
Sport (Eight Ball) Development	6
People Development	6
Communication	7
Financial Management and Planning	7
Marketing and Sponsorship	8

Introduction

This Strategic Plan covers the period 2019-23. It sets the directions for the Australian Eight Ball Federation (AEBF) for that period and the broad framework and strategies that will allow AEBF to meet its goals and to achieve the outcomes it requires.

The Strategic Plan is a public statement of the AEBF's shared vision, mission, values, goals and directions. The key functions of the Plan are to:

- signal the directions and priorities of the AEBF to its stakeholders and identify strategies for meeting these;
- set critical result areas that link to the performance indicators against which AEBF reports to its stakeholders;
- identify areas in need of particular attention to ensure continued success; and
- guide internal management and operational planning activities, including:
 - setting priorities;
 - allocating resources;
 - monitoring performance and reporting processes; and
 - Maintaining accountability.

Our Name:

The Australian Eight Ball Federation for marketing purposes will be known as: -

EIGHT BALL AUSTRALIA

Our Vision:

To advance, promote, administer and develop the sport of Eight Ball Pool within Australia at all levels, with fairness and equity, for the enjoyment of all participants.

Our Mission:

As the governing body of Eight Ball in Australia, the AEBF supports the stated government aim of enriching the lives of all Australians through sport through:

- the continued development and maintenance of an effective national infrastructure for our sport;
- improving the participation of our members in national and international events; and
- supporting excellence in sports performance by participants in our sport.

We will work towards this mission by:

- providing leadership through the development of a national policy framework;
- coordinating and contributing to a national sporting network; and

- developing and conducting quality National events.

Our environment

The AEBF is affiliated with the World Eightball Pool Federation (WEPF). The WEPF is currently seeking recognition by the World Confederation of Billiard Sports through to the International Olympic Committee (IOC), General Association of International Sports Federation (GAISF) and other world sport organisations.

The winners of Men's, Women's, Masters (over 50) and Junior Australian Eightball Championships will participate in several World Championship events conducted by the WEPF over the course of this plan. This plan will assist in the preparation and competitiveness of Australian players in future international events.

Australia has a proud history in the sport over many years boasting players who have achieved success at the highest level of the sport. This planning phase will establish a sound footing to develop programs and services to deliver results in the international arena.

The Executive Committee of the AEBF is confident that this plan is an appropriate framework for program delivery and partnership development. The normal processes of review and adjustment will be maintained to maximise results.

Through our partnerships with affiliate members and associated cue sports organisations, we have established a successful network for the sport. This has resulted in a very high number of active participants and a solid base of the sport in the community.

In formulating this Plan, the AEBF has adopted the Australian sports delivery model and recognises all too well the reduction in funding levels from government sources and accepts the philosophy of competition, choice and self-help. It is therefore essential for national sporting organisations like ours to demonstrate the capacity and desire to attain self-sufficiency and to work with, while reducing dependency on, funding from government.

The major challenge for the AEBF is to introduce innovative programs to raise the operating base of our sport. The AEBF looks to the Sport Australia to provide leadership, direction and coordination to improve all levels of administration (local and national) and for assistance to strategically position the AEBF in the new commercialised and globalised sporting environment.

The Main aim of the AEBF is to provide the environment for:

- the ongoing improvement of performance in international events;
- the encouragement of more players into the sport;
- ensuring our sport is prepared to meet an increase in new participants;
- meeting the demands for new and innovative challenges;
- self-reliance in managing our sport;
- providing opportunities for activity which will enhance the quality of life of Australians irrespective of gender, age, disability, geographic or ethnic background.

The AEBF places great emphasis on promotion and participation opportunities provided through vehicles such as Active Australia and other nationally coordinated sporting programs. The AEBF seeks to maximise the opportunities presented by this integrated community-based approach to sport and physical activity. We will embrace the opportunity to work in partnership with all levels of government, communities and the sports industry to develop and deliver shared programs. Of course, the need for continued public sector funding of our sport will be needed to maintain a satisfactory level of involvement in the short to medium term.

The AEBF has been moderately successful in securing sponsorship arrangements but will need to progress national arrangements in order to meet the objectives of this plan. Apart from continuing to search for greater efficiencies and productivity in its own operations, the AEBF must examine opportunities across the whole organisation where a more commercial approach could generate greater revenue for our sport generally and vigorously seek corporate support. The overall objective being to reduce our reliance on government support to fund player development, equipment, facilities, coaching, dissemination of information, publicity and administrative costs. The AEBF will seek the assistance of the Commission to find effective ways to guide our sport to greater self-sufficiency.

Evaluation

The AEBF Strategic Plan will benefit from constant review at each meeting of the Executive to ensure its objectives and strategies continue to fulfil our stated Purpose and Vision. To develop our strategic approach, we have assessed the environment in which our sport will operate as we enter the next century. AEBF faces the situation where they must determine how to progress without losing control of the sport to commercial third parties.

Our Values:

In fulfilling our purpose, we will uphold our core values of: -

- equal opportunities for all participants regardless of age, sex or race
- integrity, fairness and accountability
- the respectability and safety of the sport

Goals:

1. Sport Development

Objectives

1. Ensure the development is broadly based.
2. Involve the schools.

Strategies

1. Maintain at all costs, the image of the sport, as a safe, user friendly, healthy and readily available family sport.
2. Liase closely with all relevant bodies capable of assisting eight ball to improve itself.
3. Increase media exposure at all levels across Australia.
4. Ensure appropriate standards of coaching and instruction for players and particularly for juniors.
5. Ensure as far as possible, safe playing environments.

Performance indicators

1. Participation of all State and Territories at National Championships.
2. Total numbers of registered players and officials.
3. Use of membership surveys to establish client's needs and service satisfaction.
4. Feedback from member associations and schools.
5. Success of National teams.

2. People Development

Objectives

1. Maximise the participation, enjoyment and effectiveness of administrators, coaches, umpires and volunteer workers.
2. Develop potential administrators, coaches, umpires and volunteer workers.
3. Retain existing officials and volunteer workers and ensure continuity in key roles, as far as possible.

Strategies

1. Raise the standard of officialdom through course and accreditation.
2. Increase the number of qualified coaches, umpires and sports administrators throughout Australia.
3. Maintain and manage a comprehensive member's database encompassing skill levels and qualifications.
4. Develop and maintain high quality coaching, umpiring and technical education programs and resources.
5. Ensure that all coaches and officials are working for the good of eight ball within Australia.
6. Provide necessary support and liaison to all affiliated associations.

Performance Indicators

1. Number of qualified officials by qualification, age, sex and association.
2. Public / sponsor perception of the way eightball competitions are conducted
3. Successful innovations and assistance to developing disadvantaged groups.
4. Number of complaints (if any).

3. Communication

Objectives

1. Determine the communication needs of internal and external stakeholders and develop an overall communication strategy to assure timely communication of essential information and ensure the successful implementation of the strategic plan.

Strategies

1. Develop an AEBF Communication Plan.
2. Ensure that the communication process is proactive and ongoing.
3. Obtain feedback on progress and member satisfaction.
4. Stress the need for proactive two-way communication.
5. Develop a philosophy of openness and consultation with members.

Performance indicators

1. Member survey about adequacy of information sent out to members.
2. Complaints register.
3. Quality of public documentation such as Strategic Plan, training and technical manuals etc.
4. Degree of acceptance by internal and external stakeholders and potential sponsors, of the public documentation.
5. User friendliness of the Constitution Rules and By-laws.

4. Financial Management and Planning

Objectives

1. Acknowledge that the budget is a financial planning document and produce professional budget documentation on a program basis.
2. Develop existing and additional funding and income sources.
3. Improve financial management and accountability procedures.
4. Formulate a marketing and investment strategy and ensure that returns are maximised.

Strategies

1. Produce and refine financial management reports including budgets, forecasts and cashflows.
2. Institute appropriate financial risk management policies.
3. Prepare quality submissions and ensure all accountability requirements are met.

Performance indicators

1. Financial reports.
2. Annual Reports.
3. External and Internal audits.
4. Satisfaction of sponsors regarding benefits obtained from sponsorship.
5. Variety and level of income sources.
6. Support of operational programs within the bounds of budgetary and accountability constraints.
7. Complaints from members (if any).

5. Marketing and Sponsorship

Objectives

1. To promote the sport to members and all levels of the public as a safe and healthy sport in which all members can compete.
2. Promote a variety of innovations to appeal to different age groups and different lifestyles.

Strategies

1. Instil the message that marketing best occurs at the personal level at the customer interface and that it is just as important not to bring the sport into disrepute in any way, as it is to sell the sport.
2. Maximise use of TV and media coverage at all levels.
3. Raise the level of marketing expertise in the organisation and outsource where necessary.
4. Build on the “winners are grinders” principle – Australia winning the World team title 1996, Mathew Franceschini World Junior Champion 1995, Ben Crawley World Junior Champion 1996, Quinten Hann World Singles Champion 1999 etc.
5. Develop a Sponsorship Policy with as broad a base as possible.
6. Gain and effectively service a raft of major and minor sponsors.

Performance Indicators

1. Quality and quantity of media coverage.
2. Quality and quantity of TV coverage.
3. Overall corporate involvement.
4. Amount of sponsorship obtained.
5. Amount of sponsorship retained.
6. Revenue from fundraising.
7. Merchandising ideas.
8. Merchandising sales and profit margins.
9. Distribution of promotional material.
10. Contact with schools.
11. Success in attracting international teams to play in Australia.
12. Performance of National teams.

Notes / Amendments:

Further enquiries regarding the AEBF Strategic Plan can be directed to:

The Secretary
Australian Eight Ball Federation
e-mail: secretary@aebf.com.au
