



# **Brisbane Metropolitan Touch Association**

**2024-2027 Strategic Plan**  
**People - Place - Performance**



## **OUR VISION**

**To deliver our members the best Touch Football experience in Australia, cultivating an enduring and meaningful connection between members, BMTA and our sport.**



## **OUR MISSION**

**Deliver high quality Touch Football experiences at a premium sporting facility while fostering a safe, inclusive and fun environment for all participants.**



## **OUR PRIORITIES**

**People - Place - Performance**

**We develop and support our people & invest in and enhance our place, which provides the best platform for everyone to perform.**



# **BMTA VALUES**

## **The Experience**

**We value delivery of not just a great Touch Football competition or program, but a great Touch Football experience and aim to deliver on all aspects that contribute to the overall BMTA experience.**

## **Our Culture**

**We foster a culture that promotes honesty, integrity and respect, ensuring that BMTA is a safe, inclusive and enjoyable environment for all members of our community.**

## **Responsible Leadership**

**We embrace the responsibility that comes with being a leading affiliate in our sport and ensure our decision making reflects not just what is best for BMTA, but also what is best for our sport.**

## **The Endless Pursuit of Improvement**

**We understand that providing the best Touch Football experience in Australia is not an end goal, but an eternal commitment to always striving to improve all aspects of the BMTA experience.**

# OUR HOW





# PEOPLE

## Enhance Member Experience

<ul style="list-style-type: none"> <li>• Foster club culture and a sense of community amongst members</li> </ul>	<ul style="list-style-type: none"> <li>• Review our Masters age groups and structure to allow for long term growth</li> </ul>
<ul style="list-style-type: none"> <li>• Develop coaching pathways and support at all levels</li> </ul>	<ul style="list-style-type: none"> <li>• Increase investment in referees and referee development at all levels</li> </ul>
<ul style="list-style-type: none"> <li>• Expand promotion of social and junior competitions and participants</li> </ul>	<ul style="list-style-type: none"> <li>• Have qualified first aid available on all nights of competition</li> </ul>

## Build Community Relationships

<ul style="list-style-type: none"> <li>• Invest in staff development and retention</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure a comprehensive launch of the strategic plan to all stakeholders</li> </ul>
<ul style="list-style-type: none"> <li>• Facilitate more regular recognition of and support for volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Launch a regular set of networking events for stakeholders to attend</li> </ul>
<ul style="list-style-type: none"> <li>• Increase the visual presence at the fields from BMTA staff/board</li> </ul>	<ul style="list-style-type: none"> <li>• Connect more staff/board with sponsors to strengthen relationships</li> </ul>



# PLACE

## Enhance our Sporting Facility

<ul style="list-style-type: none"><li>• Develop a plan to upgrade or address aging light poles</li></ul>	<ul style="list-style-type: none"><li>• Construct sub boxes and signage frames on all fields</li></ul>
<ul style="list-style-type: none"><li>• Plan for rebuilding of fields to ensure they meet international standards</li></ul>	<ul style="list-style-type: none"><li>• Install more spectator seating across the whole facility</li></ul>
<ul style="list-style-type: none"><li>• Address swale areas between fields and improve access</li></ul>	<ul style="list-style-type: none"><li>• Install a scoreboard to improve member and spectator experience</li></ul>

## Optimise Utilisation of our Facility

<ul style="list-style-type: none"><li>• Increase promotion of and patronage at the cafe</li></ul>	<ul style="list-style-type: none"><li>• Market the clubhouse to be a home for community utilisation/events</li></ul>
<ul style="list-style-type: none"><li>• Utilise our facility, the cafe and park to better market to the community</li></ul>	<ul style="list-style-type: none"><li>• Install signage and structures around the clubhouse to create a 'club feel'</li></ul>
<ul style="list-style-type: none"><li>• Showcase trophies, awards and representative achievements</li></ul>	<ul style="list-style-type: none"><li>• Host BMTA-wide themed rounds utilising the facility for promotion</li></ul>



# PERFORMANCE

## Build Capacity for Leaders

<ul style="list-style-type: none"><li>• Develop more resources to assist new and developing coaches</li></ul>	<ul style="list-style-type: none"><li>• Expand the referee coaching and mentoring program</li></ul>
<ul style="list-style-type: none"><li>• Develop an internship program</li></ul>	<ul style="list-style-type: none"><li>• Identify more opportunities for the board to connect with staff/members</li></ul>
<ul style="list-style-type: none"><li>• Put a greater focus on staff training and upskilling opportunities</li></ul>	<ul style="list-style-type: none"><li>• Promote our key priorities and values to all leaders within our club</li></ul>

## Develop Meaningful Measures of Success

<ul style="list-style-type: none"><li>• Clearly define/reinforce how success is measured for Junior Mustangs</li></ul>	<ul style="list-style-type: none"><li>• Complete regular performance reviews with staff</li></ul>
<ul style="list-style-type: none"><li>• Promote values and team culture over winning</li></ul>	<ul style="list-style-type: none"><li>• Ensure marketing initiatives can be measured by data and outcomes</li></ul>
<ul style="list-style-type: none"><li>• Improve year on year player experience rating in surveys</li></ul>	<ul style="list-style-type: none"><li>• Complete a 6-monthly progress report on achievement of strategic priorities</li></ul>



PEOPLE



PLACE



PERFORMANCE



CHAMPIONS