



ARCHERY  
AUSTRALIA



# Strategic Plan 2022 – 2026



# FOREWORD

## **A message from the Archery Australia President and CEO:**

In February 2025 the Archery Australia (AA) Board met with the presidents or representatives of each Recognised Governing Body (RGB) and AA management for the Play Well and Win Well Strategic event.

Coming together provided a collaborative opportunity to review and reflect at the mid-way point of the Archery Australia 2022 - 2026 Strategic Plan and commit to how we work and support each other to activate the Play Well Participation strategy and Win Well High Performance (HP) Strategy.

The event provided an opportunity to share stories and successes and build relationships to learn from each other. The current work being done in each of the RGBs is inspiring. The developments in the Play Well (participation, engagement and development) was positively received, and there is anticipation building to implement the Win Well HP strategy on the appointment of new HP staff. Everyone involved left feeling enthusiastic and energized about the pathway forward and the opportunity for growth in the future for archery across Australia.



## Our Vision

**“Archery, a sport for all, for life”**



We exist to

**“Lead and support the archery community  
to access, enjoy, contribute to and succeed  
across all levels of the sport”**



## These are the attributes and behaviours we aspire to

Inclusiveness	We provide access and opportunities for everyone to engage in archery within a positive and welcoming environment.
Safety	We place the safety and wellbeing of our participants and people at the forefront of our decision making.
Unity	We work collectively with an aligned and collaborative direction and value the contribution of everyone involved in our sport.
Integrity	We are transparent, open, honest and accountable for our actions and decisions.
Innovation	We embrace new thinking, ideas and opportunities to grow our sport.



## Participation and Engagement

We will grow the sport and engage with current participants and new markets.

## Performance and Pathways

We will continue to support our athletes and staff to excel on the international stage.

## Governance and Structure

We will structure the sport for future success at all levels.

## Capacity and Capability

We will support and provide facilities and environments to develop our staff, coaches, judges and volunteers.



## 1. Participation and Engagement

**We will grow the sport and engage with current participants and new markets**

1. Develop, implement and communicate a Play Well strategy and supporting toolkits to grow participation, including from diverse under-represented communities.
2. Develop a professional Marketing and Promotional Strategy to improve the awareness and appeal of all disciplines of competitive and recreational archery amongst the broader community
3. Undertake a review of the current membership model and payment options to ensure the sport can capture new participants through more flexible formats and membership options.
4. Ensure the participant pathway and retention planning for athletes, officials and volunteers clearly articulates opportunities for recreational archers to stay engaged and develop in the sport for life
5. Review the national tournament and event schedule to provide more opportunities for archers at all levels and categories to compete.
6. Support coaching and officials with tools, training and education programs to enable them to grow with participation.



## 2. Performance and Pathways

**We will support our athletes and staff to excel on the international stage**

1. Implement, promote and review approved High Performance Strategy aligned to the Win Well Strategy. Including HP strategic pillars:
  - Performance Delivery
  - Athlete Performance Pathway
  - World Leading Knowledge and Practice
  - Outstanding people and organisations
2. Seek equitable support and funding for all categories of archers to access international competitions and events.
3. Work with ASC to plan and forecast Olympic cycle budget and funding resources



### 3. Governance and Structure

**We will structure the sport for future success at all levels**

1. Governance monitoring and establish a set of Governance Principles and standards that align with industry best practice (ASC) to be adopted and support implementation across all stakeholders.
2. Conduct a review of the AA staffing structure to optimise culture, capability and capacity to deliver the Strategic Plan and budget capabilities.
3. Develop and implement a formal framework (RACI) to guide the development of a Stakeholder Engagement and Communication Plan.
4. Review existing policies and procedures to ensure there is alignment and consistency to meet the requirements of RGBs and key external stakeholders.
5. Develop and communicate a financial strategy that guides financial movement, including over the high-performance Olympic cycle.



## 4. Capacity and Capability

**We will support and provide facilities and environments to develop our staff, coaches, officials and volunteers**

1. Develop and implement Revenue Strategy to ensure diversified revenue streams that support the implementation of the strategic plan.
2. Establish a set of Archery Facility Guidelines to support stakeholders in applying for grants and funding.
3. Develop, identify and roll-out an online toolkit and suite of resources to assist volunteers in their roles and ensure psychological and physical safety of all.
4. Implement a volunteer reward and recognition program that recognises outstanding contribution and service to the sport.
5. Continually review our IT platforms to ensure they are fit-for-purpose.
6. Support RGBs to understand requirements for facility upgrades and new club developments.



Archery Australia

P.O. Box 32  
Sydney Markets, 2129  
NSW Australia

P: 02 9772 2995

E: [info@archery.org.au](mailto:info@archery.org.au)

W: [www.archery.org.au](http://www.archery.org.au)

