

AUSTRALIAN HANDBALL FEDERATION

Strategic Plan 2014-2018

(Under review)



Our Mission

To promote, advance and administer the sport of Handball in Australia. To do this by working together with the Member States, in mutual trust and maintaining and enhancing quality standards and reputation for the best interests of participants and the sport at all times.

Our Vision

Establish Handball, both indoor and Beach versions, as significant Australian sports by working collaboratively with State Members.



Overview

Handball has developed into a sport with two disciplines – Handball (Indoor) and Beach Handball (now included in the World Games). While Handball is an Olympic sport and played in over 180 countries, many of them professionally, Australian international and domestic competition is much newer and predominately player funded. Australia is the leading nation in the Oceania region having represented Oceania at World Championships since 1998 and is progressively working to improve its international standing. HA has been participating in the newer form of Beach Handball at World Championship level for the last four years with its Men. Our women's Beach team debuted in 2012 claiming 8th place.

Without the funding and the support structure many overseas nations have for their handball teams, Australian players need to self-fund a substantial part of their involvement, despite Australia's strong focus on Olympic participation generally and its solid relationship for administration and event management with the international federation. Handball is at a pivotal point in its development as stronger professionally based nations are pressing for the Oceania allocated spaces at World Championships. Australia needs to retain this spot in order to have access to high level competition for its development.

At grassroots level, Handball is becoming known as an inclusive sport that can be enjoyed with minimal equipment. Without a solid funding base, HA and the 'actioning' member States (who may receive some limited finding) are predominantly reliant on volunteers. HA and it's Member States

and are struggling to meet increased requests for coaching assistance from potential participants through Schools and community organisations. Given the goal is growth through increased participation, HA is grappling with this dichotomy and working toward developing local coaching and administration strategies to support this increasing demand and to grow awareness to increase participation further.

Our Goals

Handball Australia works collaboratively with its State/Territories members and affiliated clubs to foster growth and development via strategic subcommittees focusing on the following principles/goals.

- Increase participation at grassroots and through developing greater awareness of the sport
- Provide increased player pathways at elite level, with sustainable and continually developing player progression opportunities
- Developing and supporting officials and coaches with best practice accredited training and development pathways
- Ensuring continuing good governance principles for its administration
- Seeking to establish a solid financial base to significantly grow from - through its Member base, increased sponsorship opportunities and solid relationships with our international federation, government and related sporting organisations and venues.

Goal 1: To increase participation at grassroots and through developing greater awareness of the sport



Handball Australia' Grassroots (participation) Subcommittee works in conjunction with the State members who are the deliverers of our local competitions, Schools' competitions, junior development enrichment and community providers. With increasing demand for services and a limited volunteer base, HA is looking to connect more closely with Schools for junior development and player identification, while also liaising with Clubs to extend local competitions for all age players, including Men, Women and more regular junior opportunities. With limited funding constraints, HA is using Social Media as an awareness building and communication tool.

Responsibilities: Grass roots (development) Subcommittee
Media and PR (Sponsorship) Subcommittee

Target area	Strategy	Measurement
Supply Schools with resources and strategies for implementing Handball	Identify materials being used by successful States. Further develop resources and strategy materials to assist teachers and other volunteers with coaching and officiating	Increased participation and performance quality in State based Schools' competitions
Work with local schools to align with State based Schools competitions	Work with targeted schools for coaching and support and for player talent identification.	More schools participating in State based competitions More schools players transitioned to Club and State teams
Conduct Schools' targeted Competition events	Establish national Schools' Championship in 2015 to extend from existing State based competitions	More event players transitioned to regular club competition
Identify and connect with schools offering Handball outside of HA	Action data collection research project to find schools offering Handball.	Wider distribution of Schools resources. Greater player transition into schools' competitions and then local competitions.
Increase community awareness for the sport through PR	Further develop relationships with local media around schools' events Use social media to highlight events and build the further Handball community	Greater number of media stories published Increase in 'likes' on social media pages, hits on website and increased membership figures.

Goal 2: Provide increased player pathways at elite level, with sustainable and continually developing player progression opportunities



HA's High Performance Subcommittee is working to streamline HA's elite player pathways from junior to seniors - to support players, coaches and management with an identified consistent approach disseminated across the teams nationally, and with local supporting staff in each main State.

Responsibilities: High Performance Subcommittee

Target area	Strategy	Measurement
National development strategy and approach	Formalise and implement 'connected' National player development programs	Improved player pathways and consistent advice for participation and retention.
Underpinning support for coaching and officiating training (see Goal 3)	<p>Ensure good communication and shared coaching vision for player development and articulation pathways.</p> <p>Increase in technical skills and games strategy skills making the sport more appealing for participants</p>	Greater uniformity for players between junior and senior elite and therefore increased elite player retention.
Event management – more elite competition and training opportunities	<p>Establish Australian Club Championships as additional event to State represented National events</p> <p>Investigate Asian/Oceania elite participation competition opportunities</p>	<p>Increased elite opportunities for elite players with those at their own or higher skill level.</p> <p>Higher ranking at World Championships, including lower goal difference and decrease in team technical faults</p>

Goal 3: Developing and supporting its officials and coaches with best practice accredited training and development pathways



Given Handball has a long history overseas but is newer in Australia, there is always demand for the limited trained and experienced coaches and officials, even at junior levels where these roles would normally be undertaken by parents in other more well-known sports. HA needs more qualified coaches and presenters to deliver beginning level courses to meet demands from school and club based coaches.

Target area	Strategy	Measurement
Align current Handball specific courses and qualifications to new ASC training course structure	Redevelop Beginning and Intermediate Handball Coaching and Officiating courses into new (soon to be released) ASC templates	More standardised and qualified coaches and officials. Increase in technical skills and games strategy skills of players making the sport more appealing for participants.
	Redevelop Introductory Officiating course into new templates	Increased engagement of our migrant and expert cultural groups through inclusion and RPL of their handball skills knowledge and experience
	Develop streamlined RPL processes for Overseas trained Coaches and Officials to be recognized in Australia and gap training to familiarize and meet Australian specific requirements	
	Look for overseas mentoring opportunities for our highest level Coaches and Officials	Increased number of Referees and Officials participating at Oceania and international level

Goal 4: Ensuring continuing good governance principles for its administration



HA will be proactive in ensuring its professionalism and achieving of best practice in terms of dynamic and innovative management and sport development practices.

Handball Australia is the governing body for the sport of Handball in Australia, a member of the Oceania Continental Handball Federation (OCHF) and a nation member of the International Handball Federation. Handball Australia is a federated model, consisting of seven State/Territory Members, who in term have Club and Individual members.

Handball Australia’s Board structure has an elected President and three Directors, along with representative directors from each Member State/Territories and administered by a non-voting Secretary-General.

Responsibilities: Governance, Audit and Finance Subcommittee

Target area	Strategy	Measurement
Regularly review structure and policies	Conduct six-monthly spot check of policies, review annually and develop as new policy requirements are announced.	Policies developed as advised by the AOC, ASC and ASADA
Assist State members to support associated Clubs	Identify key information, tools and support for Clubs to ensure compliance and strong foundational structure for members.	Increased teams fielded by Clubs in local competitions
Model best practice	Identify and benchmark against a similar sporting/community organisation known for high quality services.	Structures and policies amended to meet any identified gaps.

Goal 5: To establish a solid financial base to significantly grow from - through its Member base, increased sponsorship opportunities and solid international federation, government and related sporting relationships

Handball Australia team's participate at state, national and international level. Handball is now at a pivotal point and in need further financial support to sustain its participation growth and to ensure its elite teams have the ability to compete competitively at international level. HA needs to be able to field its best teams at international competitions, not just the best team the players can afford at the time, and to sustain and retain players who have already made substantial investment in participation and competition experience. To do this we need to grow our financial base commercially, with our international federation, and to become a recognised and funded sport with the ASC.

Responsibilities: HA Board/Exec
Sponsorship, Media and PR Subcommittee

Target area	Strategy	Measurement
Sponsorship – value in-kind and financial input	Extend current sponsors, identify and woo new ones	Increased support – value in kind and financial base
	Further explore the Sports Foundation following changes in guidelines	
	Better articulate and present our marketable ‘assets’ and documentation	Increased sponsorship and revenue
International Federation (IHF) relationship	Identity development plan for region and seek support from international federation.	Endorsed and supported development plan
ASC relationship	Further build relationships with ASC	Attain Funded Sport status

Summary

Australian Handball has been subsisting with the support of its dedicated and solid volunteer base since the Sydney 2000 Olympic Games with incremental improvement periods. Given the sport is a player pays model means players leave the sport while they still have much to contribute but needing to face the realities of financial stability. Australian officials and administrators are well regarded overseas and by the International Federation (having run the London 2012 Olympic Games for LOCOG) and have an opportunity and window of access to work with the international federation to build and consolidate this Olympic sport in Australia. Handball Australia needs to be able to demonstrate the support and assistance of the ASC and AOC to do this and finally cement and grow its place in national and international sporting landscape.

