



LACROSSE
NEW SOUTH WALES

2025-2028

STRATEGIC PLAN



OUR VISION

To establish Lacrosse NSW as a leading sporting organisation in New South Wales, fostering growth at all levels of the sport while increasing visibility and engagement across communities.

OUR MISSION

To foster the growth, participation, and recognition of lacrosse in New South Wales by providing innovative programs, strong leadership, and community engagement at all levels of the sport.

OUR VALUES

Inclusivity, Excellence, Community, Integrity, Passion.



Strategic Priority One: National Recognition



Strategies

Position Lacrosse NSW as a vital contributor to the growth of lacrosse in Australia.

1.1 Host a National Tournament

- Bid to host a Lacrosse Australia National Tournament or international exhibition matches in efforts to bring visibility to the state.
- Develop spectator-friendly events with entertainment, food, and community activities to attract diverse audiences.

1.2 Performance Excellence

- Increase participation in national tournaments, showcasing NSW talent and fostering competitive success.
- Establish a high-performance program to train elite players in preparation of national competitions.

1.3 Partnerships with Lacrosse Australia

- Advocate for NSW representation in national decision-making forums where possible.
- Collaborate with Lacrosse Australia to align talent development initiatives.

1.4 Advocacy

- Partner with other local sports organisations to advocate for shared resources and opportunities.



Strategic Priority Two: Growth in Membership



Strategies

Increase player participation.

2.1 Grassroots Development:

- Expand lacrosse in schools through Quick Stix with targeted outreach to schools in metropolitan and regional areas.
- Create community lacrosse hubs for casual participation and school competitions.

2.2 Community Engagement:

- Host free “Try Lacrosse” days in key communities, supported by ambassadors, players and coaches.
- Introduce flexible and family-friendly programs like mixed-gender leagues, casual play, and after-work competitions.

Key Metrics

	2024	2025	2026	2027	2028
Seniors	39	50	65	80	100
Juniors	5	10	20	30	40
Beginners		25	50	75	100

*Beginners are classified as individuals new to the sport, regardless of age.



Strategic Priority Three: Brand Expansion



Strategies

Elevate Lacrosse NSW's profile as a dynamic and growing sport organisation.

3.1 Merchandise:

- Develop a range of Lacrosse NSW-branded merchandise, including jerseys, apparel, and accessories, to generate revenue and increase visibility.

3.2 Marketing Campaigns:

- Launch a social media campaign highlighting the stories of players, teams, and lacrosse benefits.
- Leverage platforms like Instagram, TikTok, and YouTube to appeal to younger demographics.

3.3 Board Recruitment

- Conduct a skills gap analysis of the current board to identify areas requiring expertise (e.g., finance, marketing, governance, sports management).
- Set diversity targets to ensure gender, cultural, and professional representation on the board.
- Actively recruit individuals from underrepresented communities and backgrounds.
- Develop a "Board Member Prospectus" that outlines Lacrosse NSW's mission, vision, and the impact of board involvement.

3.4 Increase Staff

- Apply for government grants aimed at sport development and community engagement (e.g., Sport Australia's Sporting Schools Program).



Strategic Priority Three: Brand Expansion



Key Metrics

3.1 Expand Merchandise Sales by the Following Amounts:

2024	2025	2026	2027	2028
\$0	\$500	\$1000	\$2000	\$5000

3.2 Increase Social Media Followers to Have the Following:

2024	2025	2026	2027	2028
1,236	1,500	1,750	2,000	2,500

3.3 Recruit Additional Board Members to Have the Following:

2024	2025	2026	2027	2028
5	6	7	7	8

3.4 Increase Full Time Staff to Have the Following:

2024	2025	2026	2027	2028
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Strategic Priority Four: Growth in On-Field Officials



Strategies

Increase the number of trained referees and officials to support increasing participation and competition demands.

4.1 Recruitment Campaigns

- Promote officiating as a way to stay involved in lacrosse for former players and enthusiasts.
- Highlight the benefits of being an official, including leadership opportunities and skill development.

4.2 Training and Development

- Implement a mentorship program pairing novice referees with experienced officials.

4.3 Retention and Recognition

- Introduce a recognition program to celebrate outstanding officials (e.g., Official of the Season award).
- Provide clear pathways for advancement, including opportunities to officiate at national tournaments.