

UniSA Sport Action Plan

2019-2020



Introduction



This document is designed to inform our community and key stakeholders how we aim to create a more professional approach in relation to UniSA Sport involvement in club governance, facility management, placements, UniSport Australia and community events.

Who is UniSA Sport?

Established in 2013, UniSA Sport is the University of South Australia's home for all sport, fitness, aquatic and active recreation pursuits.

With a primary focus on student participation, UniSA Sport provides support to its affiliated and endorsed clubs to ensure their ongoing success and longevity.

UniSA Sport manages the sport and fitness facilities at each metropolitan campus working closely with both internal and external stakeholders to ensure the best possible sport and physical recreation opportunities are delivered to the University and broader communities.

UniSA Sport is also responsible for the delivery of student participation in intervarsity representative sport, on campus sport and community events.

UniSA Sport looks forward to an exciting future where current and prospective students, staff, alumni and the broader community share our passion for sport at the University of South Australia.

PARTICIPATION | PROFILE | PLACEMENT

Objective

To increase participation and engagement by students, staff, alumni and community in clubs, facilities and events.

Key Strategies

- Increase participation among specific population groups
- Create links and connections with key internal and external stakeholder groups
- Increase the promotion of benefits of participation in sport, fitness and recreation.
- Deliver programs/options across each campus to broaden and expand the scope of activities to cater for a diverse student population.



Key Actions

- Foster relationships with key UniSA groups and stakeholders with a view of increasing participation in UniSA Sport facilities, programs, clubs and events.
- Work with UniSA International to deliver an aquatic program aimed at improving the swimming capability and surf awareness of international students.
- UniSA Sport to have an involvement in Wellbeing Steering Committee.
- Develop promotional strategies to promote UniSA Sport to students of Cellusa, SAIBT and UniSA College.
- Develop and distribute an annual survey to determine customer satisfaction in relation to facilities, clubs and events.
- Work with the University's Schools and Units to deliver the VC Cup and structured and unstructured lunchtime sports programs.
- Deliver structured social sport competitions at Pridham Hall and Mawson Lakes stadiums.
- Deliver structured fitness & swimming classes at Pridham Hall and Magill and fitness classes at Mawson Lakes campus.
- Deliver unstructured sport & swimming participation opportunities at Pridham Hall.
- Work with existing clubs to expand opportunities within the sport i.e. social sport and competition streams.

Objective

To maximise opportunities for student placements across the university

Key Strategies

- Maximise student placements in health sciences and sport and recreation management settings
- Leverage from value add of placements in future student recruitment and value add to current members (facilities, clubs etc.)
- Market internal opportunities that UniSA sport can offer to relevant courses



Key Actions

- **Work with the Sport and Recreation Management course and attend the Industry Placement Forum with a view to developing a suite of placement opportunities in UniSA Sport facilities, clubs and events.**
- **Ensure consistency in the supervision of and feedback delivered to Health Sciences students by UniSA Sport staff (Gym Supervisors).**

Objective

To increase the awareness and profile of UniSA sport within the university and the broader community

Key Strategies

- Work in alignment of our comprehensive marketing and communications plan.
- Develop a proposal for the introduction of a consistent UniSport nickname and mascot
- Celebrate the achievements of UniSA Sport through the delivery of an Annual Awards Function
- Utilise available technologies to introduce online sales of facility memberships and merchandise



Key Actions

- **Develop a marketing and communications plan for 2019.**
- **Ensure all UniSA Sport staff have accurate and easily accessible information on all aspects of the teams' operations allowing for outstanding customer service.**
- **Delivery of a loyalty rewards system within UniSA Sport that acknowledges participation rates.**
- **Establish a fundraising program where clubs are rewarded financially for referring members that join UniSA Sport facilities.**
- **Educating staff to encourage facility users to make use of all facility opportunities (pools, group fitness, courts/social sport, squash, rock-climbing)**
- **Create UniSA Sport project plans for each event (O-Week, Campus Fair and Open Day).**
- **UniSA Sport staff to create an initial short list of three mascot options for further consideration.**
- **UniSA Sport staff to work with School of Design to develop uniform options for both representative and club sport.**
- **Coordinate and deliver the UniSA Sport Awards Night.**
- **Implement online sales.**