Vision
Sasrapid Inc. provide people with integration difficulties the opportunity to pursue their sporting and recreation interests while accessing the same facilities and benefits as the rest of the Australian community, focusing on the ability and choice of the individual.

Introduction
For 30 years, Sasrapid has been a successful leader in inclusive sport and recreation for people with integration difficulties in South Australia. In order to continue this success, the organisation must renew itself and ensure long term sustainability. It is with this sustainability in mind that Sasrapid has developed is Strategic Plan, 2013 – 2016 titled “Growth and Renewal”.

Sasrapid believes in changing lives using sport and recreation as a tool for social inclusion. We believe the inclusion of a person with an integration difficulty into a community sport competition or program is a vital step in their sense of belonging. A community sport competition or program can teach social norms, life skills and at the same time increasing physical and mental wellbeing. It provides participants and their families a place within their local community where they are accepted as a person first and foremost.

Through consultation and planning, Sasrapid has developed six key areas of focus for the next three years. The six Strategic Priorities each have a similar theme of renewing the organisation, its professionalism and branding to better position the organisation for long term sustainability.

It is important to note however, that although there is no Strategic Priority for increasing service provision, increases to our services are always considered part of our core business. The shift in focus is due to the organisation running at capacity of its current resources. For the organisation to grow in its service provision, it must first ensure it has the resources to achieve this.

The sustainability of an organisation is based on its partnerships and strong business practices. SASRAPID has made it a Strategic Priority to maintain its current relationships and built new partnerships.

With the new Strategic Priorities geared towards building a strong professional business foundation, it is important that the organisation maximises all opportunities for brand awareness. An increased brand awareness and profile will lead to greater opportunities for strong partnerships and support from Government and Corporate alike.

One of the greatest challenges the organisation has set for itself is to change the culture of sport and recreation. Our vision is to train, guide and teach sport to become so inclusive that a person with an integration difficulty is always welcome to participate to the best of their ability and made to feel a part of their club or group.

John Cranwell
Chief Executive Officer
Stakeholders
The Stakeholders of Sasrapid play a vital role in achieving The organisations Strategic Priorities. Stakeholders include funding bodies, supporters, sporting bodies, our participants and their families. These include, but are not limited to:

- Department of Communities and Social Inclusion
- Office for Recreation and Sport
- Phoenix Society
- State Sporting Organisations
- Sasrapid Members, Participants and their Families
- Disability Services
- Sasrapid Board of Directors and Staff

Strategic Priorities
The Strategic Priorities for ‘Growth and Renewal’ were developed in consultation with Staff, Directors and Stakeholders. Six Strategic Priorities were chosen to form the basis of the 2013-16 Plan with a key focus on sustainability and professionalism across all priorities.

1. Professionally Market the organisation.
2. Be a Leader in Inclusive Sport education.
3. Administer the organisation professionally and efficiently.
4. Build a sustainable Membership base.
5. Create and foster strong Partnerships.

10 Key Targets by January 1, 2016

1. Positive brand recognition by the Sport and Disability communities over 60%
2. Position Sasrapid as an Inclusive Sport training organisation
3. 80% satisfaction rating of the Sasrapid Administration by Members and Stakeholders
4. Maintain a surplus Budget each year
5. Sustainable Membership income by ensuring a net Membership surplus each year
6. Membership to exceed 700 Active Members, 50 Supporter Members and 30 Organisation Members
7. Develop 15 Formal Partnerships with appropriate organisations
8. Maintain 80% of Partnerships each year
9. Increase total funding to $350,000
10. Donations to exceed $50,000 p.a.
Strategic Priority 1.
“Professionally Market the Organisation”

Strategies
1.1. Develop a professional Marketing Plan that covers the whole organisation
1.2. Develop appealing and recognisable branding
1.3. Develop and implement an Ambassadors program
1.4. Effective promotion of the Organisation to Media

Key Targets
1. Positive brand recognition by the Sport and Disability communities over 60%

Strategic Priority 2.
“Be a Leader in Inclusive Sport Training in South Australia”

Strategies
2.1. Work with Universities and TAFE SA by placing students within Sasrapid programs
2.2. Develop Staff and Volunteers by maximising professional development opportunities
2.3. Develop and deliver an Inclusive Sport training program

Key Targets
2. Position Sasrapid as an Inclusive Sport training organisation

Strategic Priority 3.
“Professionally and Efficiently Administer the Organisation”

Strategies
3.1. Support a Professional working environment
3.2. Ensure administration tools and practices are up to date
3.3. Cultivate the sustainability of staff and volunteers

Key Targets
3. 80% satisfaction rating of the Sasrapid Administration by Members and Stakeholders
4. Maintain a surplus Budget each year

“Growth and Renewal”
Strategic Priority 4.
“Build a Sustainable Membership Base”

Strategies
4.1. Develop appropriate membership categories and benefits
4.2. Promote the benefits of membership to SASRAPID
4.3. Build the membership base and corresponding income

Key Targets
5. Sustainable Membership income by ensuring a net surplus each year
6. Membership to exceed 700 Active Members, 50 Supporter Members and 30 Organisation Members

Strategic Priority 5.
“Develop and Foster Strong Partnerships”

Strategies
5.1. Formalise partnership within the Sport/Recreation and Disability sectors
5.2. Appropriate recognition and support to Partners
5.3. Develop new Corporate partnerships
5.4. Maintain strong relationships with current partners

Key Targets
7. Develop 15 Partnerships with appropriate organisations
8. Maintain 80% of Partnerships each year

Strategic Priority 6.
“Future Proof the Organisation with Sustainable Funding”

Strategies
6.1. Maintain current funding partnerships
6.2. Seek new funding Partners
6.3. Develop a sustainable fundraising program
6.4. Develop new income streams

Key Targets
9. Increase total funding to $350,000
10. Donations to exceed $50,000 p.a.

“Growth and Renewal”