



WCF Business Plan – 2018

Introduction

The purpose of this Business Plan is to highlight major items for attention in the year ahead. We re-state our vision, review our strengths and weaknesses, and identify realistic actions which will enable the WCF and croquet to move forward.

Vision

The WCF's vision, set out in WCF Statutes 103.1 remains its underlying purpose:

Vision

To make croquet a well-known, well-understood, well-respected and well-supported sport in countries throughout the world.

SWOT assessment of the WCF's current situation

Strengths	Weaknesses
<ul style="list-style-type: none"> • Vibrant event schedule • Strong demand from players • Increasing number of players in many Members • Growing popularity of GC • No age or gender barrier • Good financial reserves • Ready commitment from Members to host events • Active volunteer workforce • English language 	<ul style="list-style-type: none"> • Static Membership • Several Members have small and static playing populations • Few young players • Very limited representation in some regions such as Africa (apart from Egypt and South Africa), Asia and Central and South America • WCF events require a great deal of volunteer input, and this can be difficult to muster for some Members • Perception of croquet as an essentially Anglo-Saxon activity
Opportunities	Threats
<ul style="list-style-type: none"> • Find ways to ramp up development in smaller Members • Use TV to create a wider audience • Growing "over 50s" world population may expand pool of potential recruits • Develop croquet in schools and colleges • Promote GC to increase the number of young players • Encourage the formation of new Members in regions where is some form of croquet played • Attaining 40 Members is now feasible which may unlock participation in the World Games • Make greater use of the internet and social media • Make greater use of the WCF website to market the sport 	<ul style="list-style-type: none"> • Increasing trend to short-termism in all aspects of life, including sport and entertainment • Growth in internet gaming reducing the number of young people interested in a sport like croquet • Impact of GC on other croquet codes • Gateball may compete for attention and limit the growth of croquet • Obtaining significant event sponsorship remains difficult • Limited presence on the internet and social media with the e-mail based Nottingham List being the main discussion and debate network



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Activities

The work of the WCF falls into four main categories, namely:

- World Championships
- Development
- Communication with Members
- Administration and finance

1. WORLD CHAMPIONSHIPS

Completed goals in 2017

- Held successful GCWC and ACWTC.
- Published 10-year WCF Event Schedule to 2026.

Goals for 2018

- Hold successful ACWC and Over 50 GCWC.
- Extend 10-year WCF Event Schedule to 2027.

2. DEVELOPMENT

The main requirements for this important area are:

- The provision of an adequate budget.
- **Members coming forward with viable capital grant projects or other development concepts requiring assistance.**
- Volunteers willing to undertake development work such as the provision of coaching for players, referees and other coaches.
- An effective presence on the internet and social networks

Completed goals

- A coaching course for European Members was held at the Croquet Academy at Sussex County Croquet Club, England in May 2017.
- A Facebook presence has been developed for the WCF.

Goals for 2018

- Coaching
 - Hold or fund an international coaching training course.
 - Arrange further coaching trips to and for smaller Members.
 - Develop more qualified coaches and referees in Members able to benefit from this.
 - Develop video coaching material, focusing on refereeing.
- General marketing
 - Promote the World Croquet Day and/or National Croquet Days in 2018.
- Digital marketing
 - Develop a digital marketing brochure for use and translation by Members.
 - Develop the marketing and PR capabilities of the WCF website.
- Capital grants
 - Encourage viable projects to develop smaller Members' facilities



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- Investigate countries where some croquet is played and encourage them to develop croquet to a state where WCF Membership becomes feasible.

3. COMMUNICATION WITH MEMBERS

A healthy organization ensures that its Members are always fully informed about its activities and plans and, in the case of the WCF, of the current state of the future World Championship programme and planned development activities.

Completed goals

- The new WCF web-site has a capability for marketing the games as well as discharging its core function of providing essential information about World Championships and how the WCF operates.
- The newsletter to Members has been maintained.

Goals for 2018

- Make details of consultations and decisions available on the WCF web-site.
- Continue newsletter to Members
- Subject to Council approval, take over responsibility for the GC Rankings, implement Golf Croquet Ranking Review Committee recommendations and develop distributed input system.

4. ADMINISTRATION AND FINANCE

The Council e-mail based decision-making process is the sole method of Council decision-making. The MC makes considerable use of e-mail to hold discussions and take decisions between its Skype conference calls.

Completed goals

- The WCF Golf Croquet Rules Committee has been refreshed and has made substantial progress in revising the WCF Rules of Golf Croquet.
- The WCF Association Croquet Laws Committee has replaced the International Laws Committee and has begun work on revising the AC Laws.
- The WCF GCRC and ACLC have begun joint working on common areas.

Goals for 2018 and beyond

- Review and revise the Finance, Event and Sport Regulations.
- Re-launch the WCF Hall of Fame.
- Review and rationalize WCF and MC sub-committees.
- Continue joint working between the WCF ACLC and the WCF GCRC to maximise common approaches to appropriate aspects of the Laws and Rules.
- Establish a means of reducing the 'key person' risk for maintenance of both the AC and GC rankings.
- Negotiate a long-term agreement for www.croquetscores.com.
- Continue to analyse the effectiveness of the new four-year cycle budgeting.
- Ensure that the WCF web-site remains maintained and supported.

*The WCF Management Committee
March 2018*