



Volleyball Ireland

Feel the BUZZ

A strategic plan for growth,
inclusion and community
2023-2026



Contents

Introduction			
Foreword	1	Telling Our Stories	23
Feel the Buzz	2	Marketing & Promotion	25
Did You Know?	3	Events	26
Understanding Our Strategy	4	Connecting with our Community	27
Our Vision & Purpose	5	A Sustainable Organisation & Future	28
Measuring Success	6	Sustainable Growth	30
Our Top 10 Deliverables	7	Accessible Facilities	31
		Purposeful Impact	32
Our Community	8	Implementing the Plan	33
School Aged Children	10		
Talent Pathway Players	11		
Third Level, College & University Students	12		
National League Players	13		
Beach Tour Players	14		
National Team Athletes	15		
New, Social & Recreational Players	16		
Coaches & Teachers	17		
Referees & Officials	18		
Club Leaders & Volunteers	19		
People with a Disability	20		
Partners and Supporters	21		
Board & Commission Volunteers	22		

Foreword

We are honoured, excited and energised to present Volleyball Ireland's new strategic plan; *Feel the Buzz*.

The title encapsulates the feeling of excitement and anticipation that grows from within, every time we walk into a hall or onto the sand. It's a buzz. Volleyball has a buzz about it. Volleyball Ireland has a buzz about it.

We want everyone to experience that buzz. We don't care if you're a child spiking a balloon in primary school, a National team athlete blasting out Amhrán na bhFiann, or someone new to the country joining a fun session for the first time; we want you to be part of our community.

To play a role in growing and sustaining our brilliant sport, and making our community and our world a more inclusive, welcoming and sustainable place.

Over the last four years the sport has grown with a near doubling of players, teams and revenues. We've quadrupled the number of children playing in clubs and quintupled our online following. We will keep that forward momentum, grasp the enthusiasm that exists for our sport and harness the energy of our community, to bring Volleyball to a new level in Ireland.

This plan is about growth, but it's also about improving the experience of Volleyball for all of our members. Feel the Buzz is for our community. It's for our people.

We've purposefully laid out our plan by our constituents, our people. Because ultimately that's what our organisation is; a collective of dedicated volunteers, players, referees, coaches and supporters, connected by a shared love of the sport.

Each chapter outlines what we will focus on, and why. There are 58 hard targets and 150 initiatives we will undertake to ensure that we support, promote and grow our community in a sustainable and inclusive way, where everyone and anyone can feel the buzz of Volleyball.

Clodagh NicCanna, *President*
Gary Stewart, *Chief Executive*

Feel the Buzz



2

It's a buzz.
A different kinda buzz.
An exciting kinda buzz.

From the court on campus,
To a beach near you.
One net, one ball, game on.

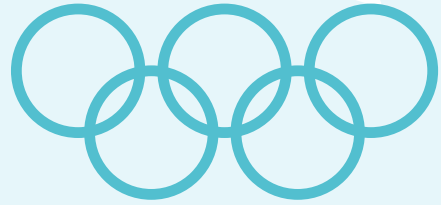
All sorts, from all over.
A melting pot of good people,
And one shared language.
Serve, pass, set, spike.

Big characters.
Big moments.
Bigger smiles.

There's nothing really like it.
Bold, competitive, fun.
And a welcome. For everyone.

Volleyball. Feel the buzz.

Did You know



Volleyball is the most watched team sport at the Olympic Games

800,000,000

There are 800million Volleyball fans across the globe



Volleyball is the fifth most participated sport in the world

71%

71% of Ireland's adult Volleyball players were born abroad



60% of our players are female



Volleyball Ireland is the 2022 Irish Sport NGB of the Year

Understanding our strategy

Vision



Our Vision is our North Star. This is our aspiration and the direction we are heading.

Measuring Success



Throughout our journey to the North Star, we will track progress along the way. Ten interconnected Key Performance Indicators will be monitored monthly. They are our scorecard and will measure the growth and health of our sport.

Our Community



This is our community. Each constituent has a chapter in our plan, that outlines what we'll do for them and why we'll be doing it. Each section in our plan is owned by a staff member and guided by a Commission.

Objectives



We are using the Objective + Key Results (OKR) system to deliver our plan. Each chapter in our strategy has a broad and inspiring objective, that if achieved will positively impact our community and sport.

Key Results



These are accountable hard targets that we are working towards. Each Key Result helps us measure progress towards our objective.

Initiatives



These are the actions that will help us achieve our Key Results, and deliver for our community.

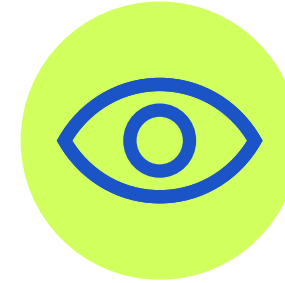
Our Vision/Our Purpose



Purpose

We love Volleyball.

With passion, energy and enthusiasm – we are here to support, promote and grow our sport and community in a sustainable way.



Vision

To be recognised as a leader in inclusion, whilst becoming the fastest-growing Volleyball federation in Europe.

Over the next four years we will;

- triple the number of players at all levels of our game
- double the number of active coaches & referees
- actively celebrate & promote our diversity

Measuring Success

We have established 10 ambitious Key Performance Indicators that will score our progress. These hard targets cover a multitude of areas that signify the health of our sport.

2018

834	Licensed Players
166	U18 Licensed Players
32	Affiliated Clubs
7	Clubs with Youth Sections
74	Licensed Coaches
81	Licensed Referees
790	School Teams
0	Intl. Medals
€335,000	Annual Revenues
2,891	Social Media Followers

2022

1637	Licensed Players
593	U18 Licensed Players
35	Affiliated Clubs
15	Clubs with Youth Sections
92	Licensed Coaches
83	Licensed Referees
923	School Teams
1	Intl. Medals
€721,000	Annual Revenues
11,011	Social Media Followers

2026

5000	Licensed Players
1500	U18 Licensed Players
50	Affiliated Clubs
30	Clubs with Youth Sections
150	Licensed Coaches
150	Licensed Referees
1250	School Teams
3	Intl. Medals
€1,000,000	Annual Revenues
30,000	Social Media Followers

Our Top 10 Deliverables

Our plan features 58 key results that will help grow our sport, contributing to our overarching KPIs. From those 58 key results, we've identified 10 significant deliverables that will have a major and lasting impact on the sport, ensuring the buzz for Volleyball is maintained throughout the next four years.

1. Host a major International Volleyball Event.
2. Host a major International Beach Volleyball Event.
3. Implement a new Coach Education framework and syllabus, aligning with global best practice.
4. Develop at least 50 outdoor Volleyball Courts on beaches and in parks across the community.
5. Implement a Referee centralisation system for the National League.
6. All National League clubs have youth sections.
7. Sign up to the UN Sports for Climate Action Framework with a commitment to reduce carbon emissions in half by 2030.
8. Relocate Volleyball Ireland HQ to the Sport Ireland Campus.
9. Win a Small Countries Association Championship Gold Medal.
10. Every affiliated Volleyball club has representation on a Volleyball Ireland Board or Committee.



Our

comm-

unity



Our Community

Our community is everything. Our strength is our people.

We will create an inclusive and diverse volleyball community, where anyone who wants to play, can play.

A community where everyone feels empowered and supported to contribute and grow in their own way.

Being part of the Volleyball Ireland community will mean something more than just playing a sport.



1. School Aged Children

Objective

We will embed the principles of Long-Term Player Development in all of our Youth competitions and programmes, growing participation, improving retention and ensuring that fun, exciting and age-appropriate activities are being delivered in schools and clubs.

Why

Young people are our future. To ensure a life-long love of the sport their experiences have to be enjoyable. By implementing globally approved and recognised principles of LTPD, we have the best chance of keeping children playing our sport and reaching their potential.

Owner

Development Manager

Commission

Youth Committee

Key Results

- 1,500 licensed players aged u18
- All National League clubs have youth sections
- The Volleyball Ireland Youth Council is active
- 50 Schools participate in the CEV Intro to Volley School Project

Initiatives

- Develop and implement more age-appropriate, programmes & competitions for junior players aligned with VLY.s LTPD programme
- Establish a Youth Volleyball Management Committee to advise on best practice
- Enhance and communicate the range of support resources that are available for youth programmes in schools and clubs.
- Continue to grow the Junior National League structure with regional leagues for boys & girls.
- Further grow the Jnr VLY Beach Tour with more events, training days and competitions at various age groups and including school competitions.
- Develop frameworks, resources and tool kits to support the development of youth clubs and school-club pathways
- Develop a Youth Club Director programme to educate and support key people within clubs
- Roll out a Player Development App to engage and support young people in the sport
- Continue to reward and incentivise Clubs that invest in Youth programmes

2. Talent Pathway Players

Objective

We will develop clear and ambitious player pathways in both formats of the game to improve our on court performance and give our young players the best chance of reaching their potential.

Why

To compete at the top level and to retain our young talents, we need a coherent pathway system that links participation to performance.

Owner

Pathways & Performance Manager

Commission

High Performance Commission

Key Results

- 100 players involved in the Regional Development Centre Programme
- Performance & Pathways Manager employed
- Youth Performance Coach employed

Initiatives

- Develop a well-defined talent pathway for players to progress from school and club teams to regional and national team programmes
- Ensure Pathway programmes are fully aligned with Volleyball Ireland's LTPD model
- Develop a range of educational programmes to develop players' personal skills such as resilience, leadership and teamwork
- Grow the Development Centre initiative to include at least 2 x new regions
- Develop a nationally coordinated 'extension' programme for players aged 10-13 years old who wish to avail of additional Volleyball Coaching on a monthly basis
- Support Development Centre Coaches with advanced education and training
- Identify appropriate international camps and tournaments for Development Centre players to attend
- Introduce an Athletic Development programme for young players
- Host talent transfer events for new players that excel in other sports, to try Volleyball
- Develop a performance-based transition year programme
- Expand our partnerships with world class National Federations, giving more opportunities to young people to experience high level Volleyball

3. Third Level, College & University Students

Objective

We will recognise and emphasise the role of Universities and Colleges in our mission to grow the sport, putting exciting participation & performance programmes in place, to get more people involved in the sport as players, coaches, referees and leaders.

Why

University is a key part of a player's journey. It is where many people try a new sport for the first time. Universities in Ireland have excellent facilities and performance sport departments that can support our elite players, whilst helping grow participation. There is great potential to develop our next generation of coaches and referees here.

Owner

Development Manager

Commission

University & College Sport Committee

Key Results

- Increase the number of Universities that affiliate with Volleyball Ireland from 14 to 20
- 16 Social Volley Activator programmes (DIVA) are established
- 8 players on Performance Scholarships

Initiatives

- Develop a University Volleyball action plan to specifically grow participation and partnerships within 3rd level institutions and colleges
- Work with Student Sport Ireland to enhance the competitive Volleyball offer, including the development of a Performance-based competition
- Work in partnership with Student Sport Ireland and colleges to develop an innovative mixed-sex competition programme
- Implement Coaching & Refereeing specific programmes in universities
- Expand and further enhance the DIVA programme
- Develop a Beach Volleyball InterVarsity event
- Create links with Colleges in the United States and other regions that offer performance scholarships for elite players
- Create a process for college players to license with Volleyball Ireland directly, allowing VLY to better track participation

4. National League Players

Objective

We will enhance our National League growing participation and raising standards off court and on. End of season events and finals will showcase the best of our sport.

Why

The National League is our flagship competition, where most of our members compete. A successful and well-run competition is vital for retention, recruitment and development of players.

Owner

Operations Manager

Commission

National League Management Committee

Key Results

- The number of National League teams increase from 63 to 79.
- Player satisfaction rating of 8/10 for the National League
- Electronic scoring is in place at National League level
- Centralised referee appointments are established

Initiatives

- Regionalise the National League from Division 2 level down, removing potential participation barriers such as travel.
- Work with commercial and media partners to promote the League and its teams
- Raise the profile of the League through the hosting of a Grand Finals style event
- Provide training and support for clubs to promote athletes and teams more widely
- Enhance the Game of the Week feature with commentary and more effective promotion
- Develop a National League player satisfaction rating to measure experiences of players, with subsequent improvement plans in place
- Deliver a number of player engagement workshops and forums to ensure that players are an active stakeholder in decision making

5. Beach Tour Players

Objective

We will enhance our National Beach Tour growing participation and raising standards off court and on. Vibrant Beach Tour events will be attractive to players, spectators and sponsors.

Why

Attention grabbing events and well-run tournaments will boost retention and grow the sport.

Owner

Operations Manager

Commission

Beach Tour Management Committee

Key Results

- 400 licensed Beach players compete on the VLY Beach Tour (v. 190 in 2022)
- Player satisfaction rating of 8/10 for the VLY Beach Tour
- Acquire a Beach Tour headline sponsor
- 4 Beach Volleyball Clubs are established
- Beach Volleyball Development Officer employed

Initiatives

- Improve the playing and event experience for players on the VLY Beach Tour increasing participation and satisfaction rates
- Introduce innovative tournament formats such as King & Queen of the Court
- Introduce a Beach VLY Club Championship for Beach Clubs with a pathway to new European Competition
- Work closely with Northern Ireland Volleyball and the Small Countries Association to develop collaborative Beach Tour events
- Introduce more regular Beach competitions and facilitate clubs to host events
- Grow Beach Volleyball clubs with a support packages and incentives
- Develop a camps and skills workshop programme for players of all abilities to enhance their playing level
- Develop social mid-week leagues and a new winter league competition
- Work closely with the Referees Management Group and Coaches Commission to support the development and training of officials and coaches
- Deliver Beach Tour events in a sustainable way
- Hold an end of season Beach Tour awards evening to celebrate our collective successes

6. National Team Athletes

Objective

We will better support and develop our National Team Performance programmes with increased investment and innovative partnerships to enhance our playing levels.

Why

Our National Teams are our flagship teams, literally our flag bearers. We need to support them to drive their performance levels for the next generation to aspire to.

Owner

Pathways & Performance Manager

Commission

High Performance Commission

Key Results

- Win a Small Countries Association Championship
- National Team programmes at u18, u20, u22 & Senior age groups
- Develop a player development partnership with a major National Federation
- Compete on the FIVB World Beach Futures Tour
- 12 players in Beach Volleyball Senior Performance Programme

Initiatives

- Identify and partner with other international federations and leverage these partnerships to provide training camps for National Team players, competitions, coach education opportunities and knowledge transfer activities
- Secure FIVB Empowerment funding to help recruit an expert Youth Coach
- Compete regularly in Small Countries Association events and CEV European Championships qualifiers
- Utilise the opportunity of hosting major events to qualify for an age group European Finals
- Support National Team Coaches with better education programmes
- Ensure that National Team programmes have expert support services available such as Strength & Condition coaches, Nutritionist, Statistician and Physio.
- Equip National team programmes with key tools such as high-end Coaching equipment and video analysis software
- Develop a 365 day Beach Volleyball Performance programme

7. New, Social & Recreational Players

Objective

We will ensure that Volleyball is accessible, inclusive and welcoming. We will have exciting participation opportunities in clubs and community settings through an expansion of recreational competitions and social programmes. We want lifelong participation in the sport. We will attract new players and retain existing ones by our progressive promotion of diversity, inclusion & equality.

Why

Participation is the foundation for our sport. We want to be a sport for everyone. To do that, we need tailor made opportunities for all.

Owner

Development Manager

Commission

Club Advisory Committee

Key Results

- 1,000 Social Volley Players are licensed to Volleyball Ireland
- We have a network of 40 active Social Volley Activators working in communities across Ireland

Initiatives

- Provide a range of supports to help groups and clubs grow Social Volley activities
- Introduce a Social Volley Beach programme
- Develop a master's competition programme
- Develop a clear support programme to enable clubs and groups to host recreational and social tournaments, expanding the current programme to new areas
- Work with Sporting Pride and other organisations to ensure that Volleyball leads as one of the most open and welcoming sports in Ireland
- Develop a transgender participation policy for programmes and competitions
- Promote a business/corporate social volleyball competition
- Put players, coaches and referees from all backgrounds at the forefront of our sport celebrating Volleyball's diversity and inclusivity

8. Coaches & Teachers

Objective

A new Coach Education Framework and syllabus will provide modern and appropriate supports for Coaches and Teachers at all levels of the game, incorporating up-to-date coaching methods and in line with the internationally accepted Long Term Player Development (LTPD) best practice. The syllabus and programmes will support, inspire and prepare coaches to develop players of all ages.

Why

To recruit and retain coaches we need top class Coach Education. Without good coaches, we cannot produce good players nor sustain continued player retention and participation growth.

Owner

Development Manager

Commission

Education & Training Commission

Key Results

- 150 licensed and active Coaches operating in Schools, Clubs & Community settings
- Launch a new Coach Education Framework & Syllabus

Initiatives

- Introduce Level 2 & Level 3 Coaching qualifications
- Implement a Coach Licensing system ensuring that Coaches are regularly upskilling and are suitably supported for the level they are coaching at
- Introduce Beach Volleyball specific Coaching courses
- Develop a Parents Volleyball qualification as an entry point to coaching & club volunteering
- Further develop the VLY. Live Education & Training weekend bringing world class tutors to Ireland.
- Promote the sharing of learning content such as books, online video and blogs.
- Develop a coach education mentor and peer support group.
- Develop a new Women in Sport Action plan to ensure that female Coaches are progressing through the pathways

9. Referees & Officials

Objective

We will invest in our Referees and Officials, developing training and support resources that inspires more Referees to take up the whistle. We will keep existing Referees active for longer and progressing through a pathway, in both formats of the game.

Why

Without Referees we have no game. It's that simple.

Owner

Development Manager

Commission

Referees Management Committee

Key Results

- 54 Active Referees (officiating at least 10 National League matches per season, up 50% from 36 referees in 2022).
- 150 Referees have a license by 2026.

Initiatives

- Review the current recruitment and pathway programme to ensure there are enough referees to meet the demands of the sport, whilst establishing and driving a campaign for former players to become referees.
- Introduce a new Referee mentor scheme to progress Referees through the pathway.
- Champion and promote our Referees through an ongoing digital campaign raising awareness of the positive impact they have on the sport.
- Continue to support International Beach Volleyball and Volleyball Referees to officiate in global competitions
- Introduce a Scorekeeper training programme
- Utilise modern technology and online systems as best we can to enhance the level of Refereeing and Officiating
- Utilise the National League centralised appointments system to create a clear development pathway for Referees
- Implement knowledge transfer programmes with other National Federations and International Referees
- Develop a new Women in Sport Action plan to ensure that female Referees are progressing through the pathways
- Develop a Beach Referee Training and Qualification syllabus

10. Club Leaders & Volunteers

Objective

We will increase our efforts to provide support and incentives to help grow clubs and support their volunteers, especially those with youth sections and/or an inclusive ethos.

Why

Clubs are where our sport truly lives and grows. We need to support our volunteers within the club sector better, so they can increase capacity and grow participation in a sustainable way.

Owner

Development Manager

Commission

Club Advisory Committee

Key Results

- 50 member clubs actively playing Volleyball
- €150,000 of funding distributed to member clubs through grant schemes

Initiatives

- Develop a comprehensive and easy to use club framework hub with documents and resources to help better support clubs
- Develop club management training programmes to help and support club committee members
- Continue to acquire grants for clubs through the Sports Capital scheme and other avenues
- Provide a range of appropriate education programmes to help clubs develop off-court capacity, in areas such as digital marketing, volunteer recruitment and planning
- Develop a knowledge transfer scheme between member clubs to help club secretaries, chairpersons and other key people learn from each other and share solutions to common problems
- Expand the number of Development Officers readily available to support and help clubs
- Host quarterly club engagement sessions in a range of topics to ensure Volleyball Ireland is well connected to issues at club level
- Support the development of Beach Volleyball Clubs
- Develop a recognition scheme for celebrate our club and community volunteers

11. People with a Disability

Objective

We will ensure that Volleyball is accessible, inclusive and welcoming, adapting game formats and creating new ones to ensure that everyone can enjoy our sport.

Why

Because our community and sport is for everyone.

Owner

Development Manager

Commission

Inclusion & Diversity Working Group

Key Results

- 100 people with a disability licensed to Volleyball Ireland
- 3 Sitting Volleyball teams active in Ireland

Initiatives

- Work closely with CARA to deliver a range of education programmes for Coaches, Clubs and Volunteers to improve the inclusion of people with a disability in our sport
- Re-launch the Sitting Volleyball programme developing clubs in key regions
- Work with Irish Wheelchair Association, Local Sports Partnerships and disability groups to grow the ChairVolleyInc project in Multi-Sports Clubs and community settings
- Utilise the sensory benefits of Beach Volleyball to develop a programme for children with intellectual disabilities and/or those that are neuro-divergent

12. Partners & Supporters

Objective

We will launch a series of promotional campaigns to help bring parents of players and supporters into the Volleyball community, whilst developing key partnerships to support our work.

Why

Our partners and supporters are a key part of the community that often have transferable skills that can support the Volleyball community adding value in all areas of the game. As we build the profile of our athletes, clubs and national teams, supporters can play a key role in creating a thriving and vibrant sport.

Owner

Chief Executive

Commission

Marketing & Commercial

Key Results

- 50 Volleyball 'parents' complete a new online parents intro-to-volleyball course.
- 1,000+ supporters attend a Volleyball match in Ireland
- 4 development agreements in place with Local Sports Partnerships

Initiatives

- Create content and learning opportunities that involve and educate Volleyball parents and supporters about the sport.
- Provide better and more frequent content for National Team and club supporters to engage with players.
- Develop Volunteer workshops to encourage non-players and supporters to get involved with the Volleyball community
- Work with retail partners to promote Volleyball equipment and merchandise in mainstream shops with a more visible online presence
- Identify a range of innovative partnerships to enhance our sport
- Work with partners such as Local Sports Partnerships and schools to deliver programmes and improve facilities

13. Board & Commission Volunteers

Objective

We will provide training and support to ensure that being on a Volleyball committee is fun, rewarding and your time and expertise is being used effectively to govern and grow the sport. Our committees and commissions will reflect our diverse membership.

Why

Having quality people involved in the strategic and operational development of our sport is vital if we are to develop and grow.

Owner

Chief Executive

Commission

Board

Key Results

- Minimum 40% of each gender is represented on every Committee.
- 25% of Committee members were born abroad (up from 18%)
- Achieve an 8/10 score for Governance & Leadership in the Annual stakeholder Survey.
- Achieve Type C Governance Code status
- Every Volleyball club is represented on a Committee.

Initiatives

- Put in place a comprehensive menu of training and resources to support Board & Commission members carry out their roles
- Host an annual team building day for Committee members, board and VLY. Staff
- Develop a thorough and useful induction programme for new committee members
- Implement letters of appointments and term limits for all volunteers in committee decision making positions
- Develop succession plans for all committees
- Deliver annual Committee effectiveness reviews and action plans
- Develop strategic frameworks for each Committee outlining key targets and initiatives to help Commissions deliver the strategic plan
- Nominate and support members to be elected to International committees

Telling

our

stories



Telling Our Stories



Connect people within and with our sport.

The beauty of the Volleyball community is its close connection with each other. We will nurture that feeling within the huddle.

We will connect & engage people with and within our sport, showcasing & promoting the brilliance of our game to new audiences to grow participation and raise our profile, whilst championing the great people stories that make our community truly unique.

Major International events and enhanced domestic Cup finals will bring Volleyball into the media and the public's imagination, inspiring the next generation.

Marketing & Promotion

Objective

We will connect & engage people with and within our sport, showcasing & promoting the brilliance of our game to new audiences to grow participation and raise our profile, whilst championing the great people stories that make our community truly unique.

Why

Increased visibility leads to an increase in participation. Better promoting of our programmes we help build capacity for our sport. More eyeballs on the game leads to more investment.

Owner

Chief Executive (until a marketing resource is appointed in 2025)

Commission

Commercial & Marketing

Key Results

- 30,000 Social Media Channel Followers
- 3,000 Monster Block Newsletter Subscribers with an open rate of 5%
- 200 matches live streamed each year

Initiatives

- Create exciting educational content to help recruit players, coaches & officials to the sport
- Develop a content creation plan that tells the stories of our members
- Develop a VLY TY live stream service to showcase National League, Schools & Beach matches
- Identify opportunities to partner with more media organisations creating increased visibility of the sport
- Continue to expand the annual stakeholder survey
- Develop a VLY App to better engage playing members in Volleyball activities and programmes
- Develop effective media partnerships to promote the sport to new markets
- Re-structure the Volleyball Ireland website improving functionality and better promoting participation opportunities

Events

Objective

Host major International events and enhance the delivery of domestic Cup finals, putting Volleyball firmly on the Irish sporting map.

Why

Hosting major International and quality domestic events gives our players a higher challenge and spectators a positive experience of the sport, whilst gaining all important media attention.

Owner

Operations Manager

Commission

Event specific

Key Results

- Host a Major International age-group Volleyball Event
- Host an International Beach Volleyball Tournament

Initiatives

- Bid for major international events at European and World level
- Build strong development and legacy programmes around all International events
- Ensure that all events and VLY managed matches are well branded with a professional look and consistent VLY feel
- Introduce a National League Grand Finals style event to best showcase club Volleyball creating 'athlete experiences' for players at all levels

Connecting with our People

Objective

We will nurture that feeling within the huddle by being honest, open and transparent with our members and stakeholders, engaging regularly to develop our community.

Why

To grow our sport sustainably and inclusively, we need to bring everyone on the journey and share our collective expertise.

Owner

Chief Executive (until a marketing resource is appointed in 2025)

Commission

Commercial & Marketing

Key Results

- Net Promoter Score of +50 by 2026.
- Stakeholder Survey responses increase from 67 to over 200

Initiatives

- Host quarterly 'town halls' to share plans and ideas with members
- Introduce a better IT communication process for engaging with clubs, committees and volunteers
- Continue to expand the annual stakeholder survey
- Publish board meeting minutes
- Publish monthly strategy scorecard updates and activity reports
- Continue to publish a comprehensive and award winning annual report
- Introduce a weekly vLog to complement the Monster Block newsletter

A

**Sustain-
able**

Organisation

& Future



A Sustainable Organisation & Future

Our communities growth will be underpinned by a progressive organisation that leads in a sustainable way.

We will advocate for our sport in Ireland and promote our values internationally.

We understand we are guardians of the sport and are motivated to leave Volleyball Ireland in a stronger place than we found it.



Sustainable Growth

Objective

To continue our participation and performance growth we will generate new and sustainable revenues that can be reinvested in to the sport.

Why

Our growth must be pursued in a fiscally responsible way, mindful of VLY's resources and challenges. As guardians of Volleyball in Ireland, we want to leave the sport in a better place than where we found it.

Owner

Chief Executive

Commission

Commercial & Marketing Committee

Key Results

- Achieve annual revenues of €1,000,000 in one year
- Generate €50,000 through the Patrons of Development scheme
- Acquire a headline sponsor

Initiatives

- Develop strong rights packages and enter the sponsorship market
- Review and re-launch our retail shop offering with enhanced stock products
- Increase our portfolio of grants both domestically and from International sources
- Re-launch the Patrons of Development fund to support young athletes and Irish teams compete
- Review all current business lines and sources of operational income

Accessible Facilities

Objective

To continue our growth and improve the experience for our members, we must increase and improve the facilities available to the Volleyball community.

Why

Without access to sports halls and courts we cannot grow our game.

Owner

Chief Executive

Commission

Board

Key Results

- 50 free-to-use accessible courts are open in parks & beaches across Ireland
- Relocate Volleyball Ireland to the Sport Ireland Campus

Initiatives

- Develop a facilities improvement action plan to upgrade community indoor courts & equipment
- Launch a volleyball benefits campaign to encourage councils and schools to include Volleyball in their facility development plans
- Work with partners to explore the feasibility of an Indoor beach volleyball centre
- Work with partners to identify a potential National training and match home for Volleyball Ireland
- Develop metrics that measure the quality & number of available volleyball facilities across the community

Purposeful Impact

Objective

We will work to understand how our sport positively impacts our players, supporters and communities. This extends to the places where we play, and its surrounding environment helping contribute to the UN's 2030 Sustainable Development Goals.

Why

We exist because we love Volleyball. But in doing so, we can fulfil a broader social and environmental purpose on and off the court and help our people, communities and surroundings thrive.

Owner

Chief Executive

Commission

Board

Key Results

- Publish VLY's Diversity, Inclusion & Equality policy
- Sign up to the UN Sports for Climate Action Framework
- Sign up to the Sports for Nature Framework
- Carbon positive hosting of a major event

Initiatives

- Be one of the first Irish NGBs to publish a sustainability strategy, identifying VLY's core social and environmental considerations and actions.
- Develop a sustainability committee to deliver VLY's sustainability strategy.
- Establish benchmarks for club and member engagement around VLY's core sustainability objectives and actions.
- Embed key sustainability considerations into VLY hosted events.
- Develop a comprehensive diversity, inclusion and equality policy for VLY.
- Evaluate VLY's carbon emissions baseline.
- Set VLY's action plan to achieve 50% carbon emissions by 2030 and net zero by 2040.
- Evaluate how VLY can support national biodiversity targets (with focus on beach volleyball).

Implementing

The

Plan



Implementing The Plan



Now the hard work begins. It's one thing having a plan but it's another bringing it to life.

From a Governance perspective, the strategic plan is overseen by the Board, with our Chief Executive accountable for its delivery. All of our community will contribute to helping us achieve the targets and Key Performance Indicators we've set.

Each chapter in the strategy has a Volleyball Ireland staff department responsible for driving forward progress. They'll be guided by our network of commissions and committees, who'll use their experience and expertise to devise annual operational work plans related to the strategy. Of course, things change and we'll take a flexible and pragmatic approach to amending the plan as we see fit.

The KPI scorecard will be updated and presented to the Board each month. This will be published on Volleyball Ireland's website with a highlights update for each chapter. A comprehensive progress report with detailed commentary on each target and action will be published at the Annual General Meeting.

Feel

the

buzz





Volleyball Ireland

Feel the BUZZ

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