

PLANNING DEFINITIONS

Action Plan – Also called an annual plan, operational plan, or management plan. Focus on effectiveness (are we doing things right) and tend to be concerned with relatively short time frames. Lays out how the strategic goals will be accomplished. Often includes specifying objectives, or specific results, with each strategic goal, strategies, responsibilities, budgets and timelines.

Annual Plan – Also called an action plan, operational plan, or management plan. Refer definition above - Action Plan.

Business Plan – A combination of a marketing plan, strategic plan, operational/management plan and a financial plan. Development of the business plan helps to clarify the organisation's plans and direction.

Business Planning – The planning process conducted when starting or expanding a current organisation, product or service. Useful when working to improve the management of a current organisation, product or service.

Management Plan – Also called an action plan, annual plan, or operational plan. Refer definition above - Action Plan.

Operational Plan – Also called an action plan, annual plan, or management plan. Refer definition above - Action Plan.

Strategic Plan – Focuses on direction (are we doing the right things) and set out the broad directions of the organisation over a relatively long time frame. Usually includes a strategic analysis of the organisation's environment, then sets the organisation's strategic direction. Used as a management tool. An action plan is then produced from the strategic goals set out in the strategic plan.

Work Plan – Annual plans developed for each major function of the organisation eg. marketing plan, risk management plan, etc.

Definitions compiled using information from the VMP/CAMP "Club Planning" module and the Free Management Library (www.managementhelp.org).

For more information on planning, please contact the Club Development Coordinator for the Office of Sport and Recreation on toll free 1800 045 678.



OTHER USEFUL PLANNING DEFINITIONS

Environment – refers to the external forces that affect an organisation. Can be natural, political, technical, economical, etc.

Goals – Specific accomplishments that must be completed in order to achieve some larger, overall. Refer also objectives.

Key Performance Measures – Measures indicating the completion of a goal/action. Usually expressed as measures of quantity, quality, timeliness, etc.

Mission Statements – Brief written descriptions of the purpose of the organisation. Mission statements include a specific purpose statement that is part of the overall mission statement. Many people consider the values statement and vision statement to be part of the mission statement. Usually form part of an organisation's constitution.

Moral Values – Values that may be included in the organisation's value statement. Overall priorities in how people ought to act in the world eg. integrity, honesty, respect, etc.

Objectives – Specific accomplishments that must be completed to achieve the goals in the plan. Objectives are usually "milestones" along the way when implementing the strategies.

Operational Values – Values that may be included in the organisation's value statement. Overall priorities for the organisation eg. expand market, increase efficiency, etc.

Resources – Resources include the people, materials, technologies, money, etc., required to implement the strategies or processes. The costs of these resources are often depicted in the form of a budget.

Strategies – The methods or processes required in total, or in some combination, to achieve the goals.

Tasks – Various duties and jobs assigned to different people required to implement the plan. If the scope of the plan is very small, tasks and activities are often essentially the same.

Vision Statements – A compelling description of how the organisation will or should operate at some point in the future and how clients will benefit from the organisation's products and services. Can form part of the mission statement.

Values Statements - Lists the overall priorities in how the organisation will operate. Value statements may include moral values or operational values,

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