VBSA

STRATEGY

SHAPING THE FUTURE OF CUE SPORTS IN VICTORIA

Content to be designed

AGENDA

1 Our Vision
2 Mission Statement
3 Our Strategy
4 Achievements & Future Initiatives
5 Sponsorship categories

OUR VISION

◆

Create a vibrant & inclusive community that fosters a love for the game, promotes excellence in skill, and ensures the continued growth and popularity of billiards and snooker in Victoria.

- We provide a welcoming and supportive environment.
- We aim to inspire individuals of all ages & background.
- We aim to nurture a sense of camaraderie & sportsmanship. sportsmanship.

◆

Through strategic partnerships, innovative initiatives, and technologies we expand our reach, attracting new players and a and a strong and sustainable future for our sport.

◆

In partnership with other states and the National body we have a have a large and growing membership base.
Nationally Victorian billiards and snooker is becoming the leading leading state and the epitome of a widely enjoyed experience. experience.

MISSION STATEMENT

◆

We are committed to creating a thriving community that embraces players of all ages and ages and skill levels and to providing opportunities opportunities for growth, learning, and achievement within the sport.

◆

We aim to enhance the skills and knowledge of our players, while also raising awareness and appreciation for billiards and snooker in the wider community.

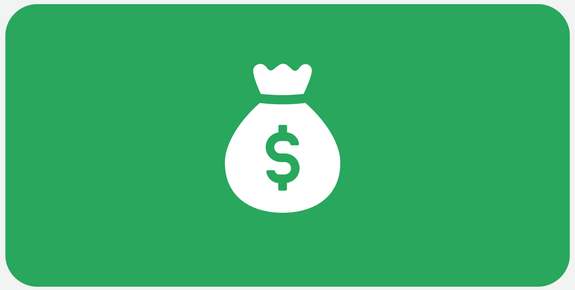
◆

Our mission is to foster a culture of sportsmanship, integrity, and respect, ensuring that every member and sponsor feels valued and supported.

◆

Together we strive to uphold the traditions and heritage of cue sports while embracing innovation and progress to secure a bright future for the VBSA

OUR STRATEGY



Financial strength

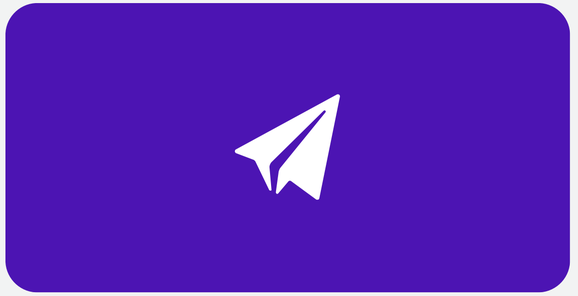
Reduce costs. Grow revenue through through stronger alignment with with national & commercial organisations & our members.

Increased Participation

Build women, juniors, able bodied game. New competitions & formats & ways to engage. Increase number & variety of events.

Add Value

Distribute rewards across a wider range of players. New incentives & recognition to clubs & members. Make dealing with us easier Increase collaboration with clubs.



Agility

Use technology to drive interest & & participation e.g., streaming, social social media. Better services by learning from members, other states states & other cue sports.

2023 AGM - *At the AGM, the President presented the strategy & how to execute it.*

Financial strength

Increased Participation

Add Value

Agility

As a team we achieved the following …..

2023-2024 HIGHLIGHTS - *We have achieved more than what we ever thought we could*

- ✓Strongest budget in many years
- ✓Reduced cost of operations by ~$20k
- ✓Record Grants & Sponsorship ~$22k more
- ✓Record increased membership up by 87%
- ✓Free women and Junior membership to increase competition entries
- ✓Improved accounting tracking & transparency
- ✓Rebrand launch
- ✓Sponsorship packs
- ✓Media packs

- ✓Victoria now the largest state in the country ~21% growth
- ✓Record Tournament entries in 3 major events
- ✓Capacity reached in 3 out of 3 major tournaments
- ✓3 new Junior competitions
- ✓Free junior workshops
- ✓Free Women's billiards clinics
- ✓WPBSA disability program started
- ✓Developing schools' program
- ✓New affiliate model (helping clubs, affiliates & the VBSA)

- ✓Gift Vouchers for pennant finalists
- ✓New ranking lists for juniors & women
- ✓Improved Billiards pennant tiering
- ✓18 WPBSA certified coaches across Australia
- ✓Re affiliated to the IBSF so players can represent Australia again

- ✓Streaming & commentary
- ✓Podcasts
- ✓Most active social media presence in VBSA history.
  - ✓Facebook visits up 144%
  - ✓Facebook follows up 87%
  - ✓Reach up 102%
  - ✓Interactions up 345%
  - ✓Link clicks up 216%
- ✓More accessible & responsive to our members
- ✓Modernized Pennant team registration
- ✓Automating pennant scoring
- ✓Developing live Tournaments scoring system
- ✓New website program developed

OVERVIEW

Reach a targeted audience, sponsors can connect with an audience audience that is highly engaged in our sport.

Increase brand exposure. Sponsorship in our association offers offers extensive brand exposure through various channels such as such as tournaments, events, online platforms. Sponsors can benefit can benefit from prominent logo placement, signage, digital digital advertisement and media streaming coverage maximizing maximizing their brands reach and visibility

Engage with a diverse demographic and create unique marketing marketing activations

Support community development; Sponsoring our association allows association allows sponsors to contribute to the growth and and development of billiards and snooker within the Victorian Victorian community. By supporting training programs, events, and events, and grassroots initiatives, sponsors demonstrate their their commitment to nurturing talent and promoting the sport at all sport at all levels

Enhance your brand image; by associating with the VBSA. Sponsors have the chance to enhance their brands reputation and image. The association is known for its commitment to fair play, sportsmanship, and integrity, values that sponsors can align themselves with to reinforce their own brand identity and values.

ACHIEVEMENTS & FUTURE INITIATIVES

As we look ahead, our focus remains on innovation and growth. Our future Our future initiatives are designed to drive progress, expand our horizons, and horizons, and shape a brighter future for our sport.

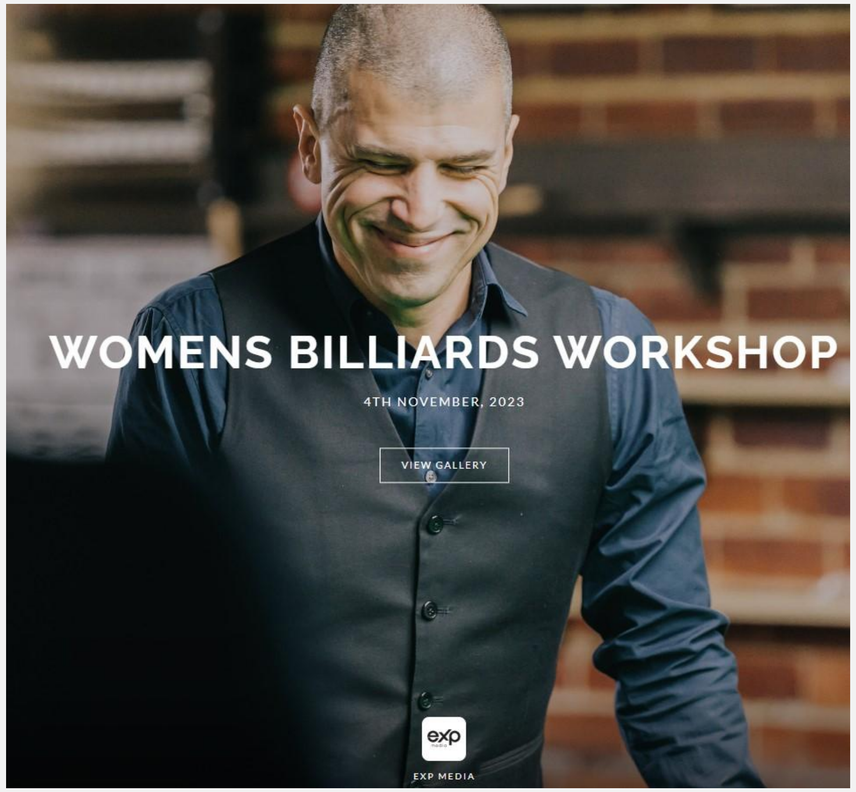
INITIATIVES & ACHIEVEMENTS

- Created new Vic Women’s & Junior rankings
- National coaching program in 2024
- Schools program in 2024
- Increased Junior participation
- Added more women’s & Junior Tournaments
- Added more ranking Tournament's
- Developing regional Victorian venues
- Indigenous program in 2025
- Secured sporting grants
- Disability program in 2025
- Junior Coaching workshops
- Rebrand launch in 2024
- New Website in 2024
- Junior centre of excellence in 2024

VBSA

WOMENS

Free coaching from the State & National champions



Fun workshops to help beginners

2019 FINALISTS
GOVERNORS AWARD VICTORIAN FEMALE ATHLETE OF THE YEAR

WOMENS CHAMPIONS

JUNIOR DEVELOPMENT

Junior Center

A regular place with all the required support & facilities to encourage juniors to play, practice & improve

Schools program

Reignite current and build new schools' programs. Use VBSA Governor Patronage & current juniors to promote.

Coaching

Certified coaching program. Newly certified coaches. Transition from workshops to skills-based assessment and improvement.

Competition

Significantly increase competitions. Recognize and celebrate improvements.

Junior Workshops

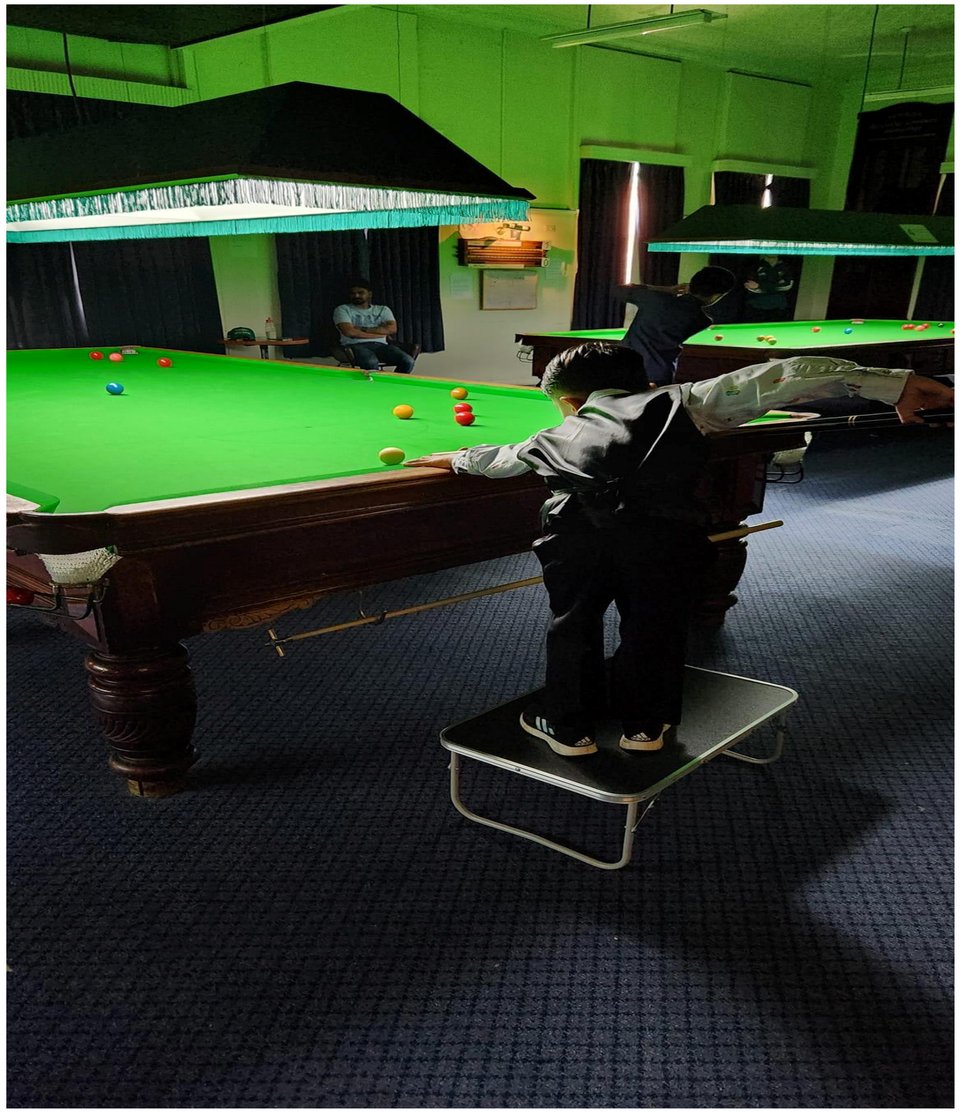
Free fun workshops with experts to help build networks and skills

Social & Sponsorship

Social networks, provide apps, and achievement ladders on the web e.g., Cues stars, Snooker Coach 147. Link juniors to sponsors. Promotions on social. Grants for disability and Juniors

VBSA

JUNIORS



DISABILITY EXPO

CUESPORTS IN AUSTRALIA

- Australia has produced many champions of Cue Sports over the years.
- We need to recognise their talent and foster diversity in sport across our generations
- Not every child can be an athlete, however the next Walter Lindrum or Neil Robertson might be sitting right next to you.
- Snooker is loved in Europe, India and China and growing in Australia as lovers of pool move to the big tables.
- As with Cricket, Football, Soccer & other sports we worship we need to recognise the incredible talent and ability of our Cue Sporting hero’s and Neil is one that warrants both attention and praise.

THE THUNDER FROM DOWN-UNDER.
EVERYONE IN LONDON WANTS THIS MANS AUTOGRAPH

Introducing Neil Robertson

Australian Born in 1982

Current world number 6

VBSA

AN UNFORGETTABLE EVENING WITH NEIL ROBERTSON: WORLD CHAMPION AND TRIPLE CROWN WINNER!

Don't miss out on this extraordinary opportunity to be part of snooker history!

VBSA

Sport Victoria

Why Australia's greatest snooker player is taking on an 11-year-old

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Aussie snooker champion Neil Robertson achieved a rare "147" maximum break at Sheffield's 'The Crucible' theatre.

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6 min

On Monday evening at the Melbourne City Conference Centre, Australia's greatest snooker player of all time, Neil Robertson, will put on his waistcoat and play in front of a home crowd for the first time in as long as he can remember.

THE AGE

The UK and China's near-monopoly on major snooker events means Australian fans rarely have the opportunity to see stars of the green baize in competition on home soil.

Neil Robertson with 11-year-old Austin Huang. WAYNE TAYLOR

So when the Victorian Billiards and Snooker Association (VBSA) and Yarraville Snooker Club heard Robertson was going to be in Melbourne seeing family on a month-long holiday, they sprung into action and convinced Robertson – a former world No.1 now ranked sixth – to play a rare exhibition.

VBSA

VBSA MEDIA

Brand image

Elevate your brand by partnering with VBSA. Media can enhance their reputation through the association's commitment to fair play, sportsmanship, and integrity—values aligning with sponsors for reinforcing brand identity.

Reach Every Corner

Embrace diversity in your engagement. Tailor strategies to resonate with varied backgrounds, ensuring inclusivity and a dynamic brand presence.

Foster Community Growth

Sponsor our association to actively contribute to billiards and snooker development in the Victorian community. Support training, events, and grassroots initiatives, showcasing dedication to talent nurturing and sport promotion at every level.

Exclusive Access

Be our guest, seize the chance to interview Neil, and mingle with other VBSA Champions. Enjoy unparalleled access to insights and connections at this exclusive event.

SPONSORSHIP CATEGORIES

Sponsorship in the VBSA offers valuable opportunities for sponsors to align their brand with a sport that holds significant appeal and engagement among a diverse audience.

Please ask the VBSA for details of available sponsorship packages at president@vbsa.org.au

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Overall, sponsorship in the VBSA provides sponsors with a platform to engage with a passionate audience, increase brand exposure, enhance brand image and contribute to the growth of the sport and community

YOUR SUCCESS SUCCESS IS OUR SUCCESS

VBSA

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THANK YOU