



Strategic Plan 2024 - 2028

Law Enforcement Torch Run (VIC) Incorporated

Mission Statement:

To build awareness and support for Special Olympics Victoria (SOV) through the activities of Law Enforcement Torch Run (LETR).

Vision Statement:

To raise awareness across the community of the work done by the Special Olympics (SO) movement and their support of people with intellectual disabilities (PWID), through the activities of Law Enforcement Torch Run.

To develop and maintain fundraising initiatives to provide continuing financial support to Special Olympics.

To raise awareness within Victoria Police of the existence and nature of the Special Olympics movement.

To champion inclusivity within Victoria Police for PWID through Special Olympics and LETR activities and programs.

Strengthening community relationships through enhanced engagement.

This strategic plan is divided into four key focus areas, our Strategic Pillars

I. Awareness & Engagement

Objective: Establishing a recognised brand while delivering insightful awareness to both internal and external stakeholders, fostering engagement and support.

II. People

Objective: Supporting our committee members, LETR volunteers and Special Olympics athletes to cultivate a collaborative environment that maximises opportunities for growth and success.

III. Support

Objective: Channelling focused activity and funding to provide impactful support at local, regional, state, and national levels, ensuring the sustainability and effectiveness of our programs and those of Special Olympics.

IV. Sustainability

Objective: Cultivating a recognised brand with a strong focus on governance and collaborative growth, fostering partnerships and revenue streams to ensure the long-term viability and success of our initiatives.



Awareness & Engagement

Objective: Establishing a recognised brand while delivering insightful awareness to both internal and external stakeholders, fostering engagement and support.

Priority Areas	Key Initiatives	Success Measures
Brand Awareness	<ul style="list-style-type: none"> Increase awareness of LETR Victoria and its activities among internal and external stakeholders. Utilise diverse engagement strategies to raise awareness of LETR among external stakeholders. Conduct Regional Engagement & Awareness Tours to promote Special Olympics, LETR and enhance brand recognition. 	<ul style="list-style-type: none"> Increase in registrations assisting with LETR/SO events Corporate involvement in awareness and fundraising activities. Number of regions covered by the tours and their demographic reach. Increase in registrations or participation from regions visited during the tours.
Culture	<ul style="list-style-type: none"> Expand the 'Chief's Challenge' to solidify Victoria Police's connection with the disability sector. Deliver presentations to Victoria Police recruits emphasising intellectual disability awareness and the role of LETR and SOV. Expand LETR presentations to Victoria Police workplaces for increased brand recognition and to discuss issues relating to intellectual disability and the role of LETR and SOV. 	<ul style="list-style-type: none"> Participation rate of Victoria Police members and staff in the 'Chief's Challenge'. Feedback and sentiment analysis from participants regarding their perception of Victoria Police's involvement with the disability sector. Percentage of recruits reporting increased awareness and understanding of intellectual disabilities and LETR/SOV involvement. Number of recruits and other Victoria Police staff expressing interest in participating in LETR activities post-presentation.
Communication	<ul style="list-style-type: none"> Enhance brand awareness and engagement through the torch run website, social media, and other communication channels (Including internal VP and mainstream media). 	<ul style="list-style-type: none"> Percentage increase in website traffic and social media engagement metrics (likes, shares, comments). Number of media mentions and press coverage related to LETR Victoria activities.



People

Objective: Supporting our committee members and athletes to cultivate a collaborative environment that maximises opportunities for growth and success.

Priority Areas	Key Initiatives	Success Measures
Development	<ul style="list-style-type: none"> • Prioritise inclusion and support for SOV athletes in all LETR activities and decision-making processes. • Support opportunities for athlete development across various domains, including in relation to sport, education, career and personal development. 	<ul style="list-style-type: none"> • Number of SOV athletes actively engaged in LETR activities and decision-making forums. • Feedback from athletes regarding their experience and satisfaction with inclusion efforts. • Number of opportunities and participation rates involving athletes in fundraising and awareness activities.
Inclusion	<ul style="list-style-type: none"> • Establish a statewide network of LETR regional coordinators, athletes and volunteers to promote regional participation in LETR and SOV activities. • Involve athletes in fundraising and awareness activities. 	<ul style="list-style-type: none"> • Integration of VP Disability Liaison Officers into LETR Regional Activities. • Number of regional events implemented and/or supported by LETR. • Number of awareness events where athletes actively participate as ambassadors.
Support	<ul style="list-style-type: none"> • Ensure athletes, coaches, volunteers, and clubs' benefit from LETR support. 	<ul style="list-style-type: none"> • Number of SO events attended by LETR. • Amount of funding directed to athlete and club support. • Number of programs offered and participation rates



Support

Objective: Channelling focused activity and funding to provide impactful support at local, regional, state, and national levels, ensuring the sustainability and effectiveness of our programs.

Priority Areas	Key Initiatives	Success Measures
Training & Development	<ul style="list-style-type: none"> • Fund Athlete Leadership training and activities to enhance skills and confidence. • Provide LETR and VP member mentors to the Athlete Leadership program. 	<ul style="list-style-type: none"> • Number of athletes participating in leadership training programs. • Demonstrated increase in leadership roles held by athletes within SOV or LETR. • Feedback from athletes regarding the effectiveness and impact of mentorship programs on their leadership development. • Number of athletes who continue their involvement with ALP after mentorship. • Increase in VP mentors engaging within the Athlete Leadership program
Events	<ul style="list-style-type: none"> • Support SO activities, programs, events, and initiatives. 	<ul style="list-style-type: none"> • Direct funding to SOV, club and athlete support.
Resilience	<ul style="list-style-type: none"> • Ensure LETR representation on SOV State committees and Club Forums. • Collaborate with other Oceania LETR programs to foster growth and resilience. 	<ul style="list-style-type: none"> • Percentage of State Committee and Club Forum meetings at which LETR is represented (target at least 80% of State Committees and Club Forums) • Number of Collaborative Initiatives with other Oceania LETR Programs



Sustainability

Objective: Cultivating a recognised brand with a strong focus on governance and collaborative growth, fostering partnerships and revenue streams to ensure the long-term viability and success of our initiatives.

Priority Areas	Key Initiatives	Success Measures
Governance	<ul style="list-style-type: none"> Support robust governance and reporting processes. 	<ul style="list-style-type: none"> Compliance with Australian Charities and Not-for-Profits Commission Governance Standards ACNC Governance Standards ACNC:
Growth	<ul style="list-style-type: none"> Recognise and cultivate opportunities to develop LETR committee members and volunteers while actively encouraging new individuals to join and contribute to the committee's growth and effectiveness. Contribute to national LETR initiatives and Oceania programs to foster growth and resilience. 	<ul style="list-style-type: none"> Increase in the number of new LETR committee members over the plan period.
Revenue	<ul style="list-style-type: none"> Collaborate with SO to support fundraising and revenue growth initiatives. Diversify revenue streams through community grants, merchandise sales and fundraising events. Establish connections with corporate and community partners to grow revenue. 	<ul style="list-style-type: none"> Percentage increase in revenue generated from diversified streams compared to previous periods. Number of successful partnerships or collaborations established for fund raising purposes.