

**Weston Creek Soccer Club**



**Triennium Strategic Plan:**

2011-2014

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## Background

### The Club

Weston Creek Soccer Club has existed for forty years, servicing the greater Weston Creek community. It is entirely run by volunteers and was formed with a strong community focus.

### Mission

*To develop a welcoming community organisation that caters for the needs of all local footballers, from social sporting activity through to elite development.*

### Strategic Priorities

The Club's strategic priorities are to:

1. Improve club infrastructure and membership (CF1)
2. Strengthen club equipment management and financial position (CF2)
3. Develop a coordinated high performance pathway (CF3)
4. Provide opportunities to attract and develop skills of club volunteers (CF4)

(CF1-4 indicates link to Capital Football Strategic Priorities)



## Strategic Priority 1 – Improve club infrastructure and membership

### Targets

- Review club constitution and structure to ensure that the club is being governed effectively (CF1.1, CF4.1)
- Review club name and logo to ensure that it reflects the community that the club seeks to represent
- Develop a proposal for club facilities requirements, including necessities to support Men's and Women's Premier League teams. Work with other Weston Creek sporting organisations, Capital Football and the ACT Government to achieve them, including through construction in the new Molonglo area (CF1.2)
- Create regular avenues of communication with the community in order to enhance the club's profile (CF2.3)
- Develop better links with local schools to provide students with opportunities to engage with football and create pathways for them into the club (CF1.4)

### Strategies

- Appoint constitutional review coordinator to liaise with Capital Football and other Clubs and determine best practice models. Coordinator to report back to club executive by AGM 2012 with any proposed changes
- Club executive to discuss club name and logo with recommendations for any changes at board meeting ASAP
- Appoint a facilities improvement coordinator to develop a concrete proposal for facilities needs, including a clubhouse. Approach other Weston Creek sporting organisations to examine opportunities for facilities sharing and consult Capital Football about strategies to achieve the requirements
- Establish a monthly club newsletter ASAP and enable subscription through website, as well as adding to a mailing list of current and past players. Re-design club website ASAP to be more accessible, and create a formal club presence in social media such as Facebook. Engage with relevant media outlets to publicise club activities and increase its profile
- Consult Capital Football to identify opportunities for participation in school physical education programs. Develop materials to give to students at school events and identify club members who can run school activities. Establish a regular program of cooperation with local schools



## Strategic Priority 2 – Strengthen club equipment management and financial position

### Targets

- Centralise club fundraising and sponsorship arrangements. Design consistent club sponsorship packages (CF2.1)
- Achieve regular sponsorship income of \$10,000 per year for the club (CF2.1)
- Centralise club equipment acquisition and develop a plan for club equipment needs (CF2.2)

### Strategies

- Appoint sponsorship coordinator to conduct an audit of current individual sponsorship arrangements throughout the club, in order to determine a pathway and timeframe for sponsorship centralisation
- Agree on uniform criteria and prices for different sponsorship packages, including a major sponsorship package. Factor in timeframes for completion of current individual sponsorship arrangements
- Approach local businesses and other organisations with links to the club and offer sponsorship packages
- Appoint a club equipment coordinator to audit the club's current equipment and create a purchasing plan for the club's equipment needs
- Identify the cheapest possible bulk equipment suppliers and negotiate to achieve the lowest prices possible



## Strategic Priority 3 – Develop a coordinated high performance pathway

### Targets

- Re-enter a team in the ACT Men's Premier League by 2015 (CF3.2)
- Provide a structure that supports a pathway for junior club members to progress into ACT Men's and Women's Premier League, ACTAS and CF Academy (CF3.2)
- Establish a coordinated talent identification program, including participation in Capital Football high performance coach mentoring schemes (CF3.3)

### Strategies

- Discuss requirements with Capital Football for re-entering a Men's Premier League team and develop a set of milestones to achieve it
- Identify a desired high performance pathway from senior to junior teams, including any additional teams the club needs to field in different age groups. Liaise with Capital Football about achieving these goals
- Liaise with Capital Football to determine best practice models for talent identification and opportunities for relevant club coaches to receive mentoring



## Strategic Priority 4 – Provide opportunities to attract and develop the skills of club volunteers

### Targets

- Increase the number of club participants in Capital Football development clinics for coaches, referees and officials (CF4.3)
- Improve dissemination of volunteering opportunities to club members (CF1.1, CF2.3)
- Improve opportunities to recognise club volunteers for their service (CF4.4)

### Strategies

- Task newsletter coordinator with regular identification of opportunities for club volunteers to participate in Capital Football development clinics and include them in the newsletter
- Offer subsidies to facilitate the participation of club volunteers in Capital Football development clinics
- Include a regular section in the club newsletter with volunteering opportunities, including a brief description and approximation of the time involved
- Include a field in My Football Club online registration form to identify the professions of club members, in order to identify relevant skill sets for volunteering opportunities
- Review club awards to determine whether additional recognition is needed, and identify opportunities to compensate volunteers for their time and effort (eg petrol vouchers)

