

BL&G STRATEGIC PLAN

2016 – 2018

(01/01/16 to 31/12/18)

Barossa, Light and Gawler Football Association Inc.



STRATEGIC PLAN

2016 – 2018



VISION, MISSION & OBJECTIVES

VISION

To be the pre-eminent Football Association in Country - South Australia

MISSION

To manage and maintain the Barossa, Light and Gawler Football Association Inc. to ensure it is the most successful country football Association in South Australia, for the benefit of our stakeholders – our affiliated Clubs, players and the football public

OBJECTIVES

The BL&G Association aims to:

- foster an efficient and effective Development Program to ensure the future strength of our Association and provide a pathway for our young men and women to the SANFL and AFL
- promote the game of Australian Rules Football at all levels in a proactive manner to ensure the future viability of the Association
- engender increasing support and provide healthy, high standard sporting entertainment
- look after the **interests of all affiliated Clubs** giving them an equal opportunity to compete and to provide a safe and non-discriminatory environment for all players to develop to their full potential
- support and promote a family sporting environment by working across cultures within the Barossa, Light and Gawler areas
- continue to develop and foster a close working relationship with all the Sporting Codes, Government and non Government bodies

BL&G STRATEGIC PLAN 2010 – 2014

The Barossa Light and Gawler Football Association

ENVIRONMENT

The Barossa Light and Gawler Football Association (BL&GFA) is a dynamic body representing the Australian Rules football playing public and Stake holders within the declared boundary of the BL&G in Country SA, in respect of Australia's number one football code.

Football in the region was initially of two association Barossa and Light (B&L) and Gawler and District Football Association.

In 1986, three of the clubs from G&D, Gawler Centrals, South Gawler and Willaston, applied and were accepted into the existing B&L. With clubs from the then Barossa and Light Association endorsing the Gawler District Association Clubs application, a new league was formed, called the Barossa Light and Gawler Football Association (BL&GFA).

The Association comprises 9 affiliated clubs.
Each club fields 2 senior grades, 1 senior and 1 junior colts of football each week of the minor round games.

Each club is directly involved with football at local schools and offers a transition into the Club environment. This is achieved through the activities of the Associations' endorsed Junior Committee.

STRUCTURE

The BL&G is a league made up of member clubs and stakeholders throughout the Barossa Light and Gawler declared boundary as prescribed within the Constitution.

The BL&G has a Board of Directors elected in accordance with the Constitution by the Affiliated Member Clubs.

The Board consists of:

- President
- Vice President (1 of the 4 Directors)
- 4 Directors (voting members)
- Secretary
- Registration Officer.

The Board of Directors is responsible for:

- Strategic Direction
- Corporate Governance
- Application of the Constitution & Financial Management
- Administration of the Association
- Overall performance of the Association

The BL&G Board of Directors, delegates to the Secretary who in turn with the Registration Officer, is responsible for the day to day operations of the Association.

The member clubs and the stakeholders are responsible for effectively managing and presenting Australian Rules football in their areas of influence, and for collaborating with others in the BL&G to pursue the objectives promulgated by the Association from time to time.

The BL&G maintains a strong relationship with Central Districts Football Club (CDFC), as the major football entity within Centrals SANFL Zone.

The BL&G Football Association also maintains collaborative relationships with other Country Associations throughout South Australia and the SANFL.

**BL&G STRATEGIC PLAN
2010 – 2014**

MISSION, VISION & VALUES

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OBJECTIVES

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- Foster efficient and effective Development Programs to ensure the future strength of our Association and provide a pathway for our young men and women to the SANFL and AFL.
- Promote the game of Australian Rules football at all levels in a proactive manner to ensure the future viability of the Association.
- Engender increasing support and provide healthy, high standard sporting entertainment.
- Look after the interests of all affiliated Clubs giving them an equal opportunity to compete and to provide a safe and non-discriminatory environment for all players to develop to their full potential.
- Support and promote a family sporting environment by working across cultures within the Barossa Light and Gawler areas.
- Continue to develop and foster a close working relationship with all the Sporting Codes and Government non Government bodies.

KEY PERFORMANCE INDICATORS

1. Innovative Leadership and Management
2. Financial viability of the BL&G and its affiliated clubs
3. Education and Club development.
4. Ongoing development and growth of the Game
5. Marketing and promotion of the BL&G
6. Develop and maintain ongoing community relationships

BL&G STRATEGIC ACTION PLAN

OBJECTIVES	STRATEGIES	OUTCOMES	
1. Innovative Leadership and Management	Develop and maintain portfolios of Board Members and Football Operations Manager	Prepare portfolios for all Board Members Establish position descriptions for all positions within Board, inc. Football Operations Manager Succession Planning	Directors allocated portfolios (season 2016) Mick Brien President Wally Hearn – Sponsorship Simon Carpenter - Junior Development Paul Little – Policy and Planning Mal O'Brien – Representative Football Position Statements by end of 2018
	Review competition and determine best long term structure	Conduct a periodic review of BL&G Constitution Conduct an annual review of any BL&G By-Laws Conduct a periodic review of Operations Handbook Actively investigate best solutions and practices for operational activities: - Match programming - Finals hosting - Representative Football	<i>Annual @ AGM</i> <i>Annual @ AGM</i> <i>Prior to season commencement</i> <i>Secretary(review group to review annually)</i> <i>Prior to presentation to AGM</i> -Board discussions, Fixed rotation endorsed by Club Delegates <i>-Board and delegates discussion (AGM vote) - Constant review. of representative football</i>
	Build on the partnerships with Community Football Board and key stakeholders to meet future challenges	Participate in all Community Football Board and Affiliated Leagues Presidents Forums and Zone meetings Contribute to the achievement of the Community Football Boards Strategic Plans	<i>President and Secretary (Directors as required)</i> <i>BLG President invited</i> <i>BL&G President to be part of the CFB Review Group</i> <i>Board involved in Comm. Board Strategic Planning processes and meetings</i>
	Maintain strong leadership with BL&G Junior Management Committee.	Maintain a clear avenue for the Junior Committee to obtain guidance and support through the BL&G Directors. BL&G Board Directors and the Coordinator Junior Development (formerly JDO), to attend and actively contribute to Junior Management Committee meetings. Promote representative football and ensure all junior players are aware of SANFL -AFL pathway Promote representative football And ensure all players are aware.	<i>Board rep, on committee (Reports to the Board)</i> <i>As above, plus Rep meetings with JMC and Director</i> <i>Junior Review</i> <i>JMC to attend Delegates Mtgs.</i> <i>CJD, Regional Dev. Officer.</i> <i>Rework of JMC role split to:</i> <i>Junior Development Coord (JDC)</i> <i>Junior Development Officer (JDC) reports to the Directors in these matters.</i>

BL&G STRATEGIC ACTION PLAN

OBJECTIVES	STRATEGIES	OUTCOMES	
2. Financial Viability of BL&G and its' affiliated Clubs	Ensure the long term financial viability of the Association	Annual Budget to be profitable or at least break-even (balanced) Maintain a minimum of 15% of annual Net income as cash reserve in bank end of season Maintain sponsorship packages Pursue new revenue streams, not in conflict with Clubs existing arrangements	<i>Board of Directors – Secretary</i> <i>Board - Secretary</i> <i>Board</i> <i>Board to Broaden Sponsorship Base.</i>
	Promote the BL&G and member clubs to maximise financial opportunities	Maximise opportunities of competitive tendering through the Community Board Promote the Brand so that it is recognisable to the broader community	
	Assess member clubs as to their financial viability	Financial statements from member clubs e.g. AGM Financial Reports. Develop Forums for clubs to participate in with guest speakers	Board and Clubs to negotiate actions to achieve financial stability Financial Reports not favourably received by clubs. Points allocations –annually by formula Forums – Good sports and Licencing

BL&G STRATEGIC ACTION PLAN

OBJECTIVES	STRATEGIES	OUTCOMES	
3. Member Club Development	Ensure club personnel are provided with training support and management tools	<p>Encourage clubs to implement a range of 'job descriptions' for volunteers</p> <p>Encourage and support Clubs to develop strategic plans and operational policies & procedures</p> <p>Ensure mandatory Coaching Courses are undertaken by all BL&G Coaches at the appropriate accreditation level</p>	<p>On Going</p> <p>On Going</p> <p>RDC Coaches Manual and Templates and other as dictated to by the Board</p>
	Encourage member clubs to utilise the AFL, SANFL, SACFL and CDFC as a developmental and education resource	<p>Provide access to and assistance in the provision of sports administration</p> <p>Provide information from Community Football Board to all member clubs</p> <p>Invite Club Delegates and other staff from member Clubs to attend BL&G workshops as necessary</p>	<p><i>In Progress</i></p> <p><i>BHP Billiton</i></p> <p><i>MAC Road safety Awareness Forum)</i></p> <p>Secretary / Registration Officer <i>communicate through general email etc</i></p> <p><i>Match day Procedures, Liquor Licensing, Road Safety</i></p>
	Establishment of Best Practice through leadership and support	<p>Support clubs to align junior and senior development with each other</p> <p>Develop and implement strategies for the recruitment and retention of volunteers</p> <p>Support clubs in the development of a "family friendly" environment, and the recognition and the retention of club officials and volunteers.</p>	<p>On Going with Board assistance</p> <p>25 point program???</p> <p>Good Sports program</p> <p>CFB Infrastructure Development</p>
	Facilitate planning with member clubs to improve the standard of facilities	<p>Be proactive in assisting clubs in sourcing and applying for grants to assist in facility development</p> <p>Liaise with Government (Local and State), AFL, SANFL, CFB and others, on grants available and in and in applying for grants</p> <p>Assist clubs in the development and review of their facilities and agree timelines for implementation</p>	<p><i>Facilities Audit, - (Mal O'Brien)</i> <i>(M Obrien, W Hearn)</i></p> <p><i>Support for Grants to meet facilities requirements</i></p> <p><i>Letters of support to all clubs re(grants)</i></p> <p><i>GCFC Support requested</i></p> <p><i>Facilities Audit(2016))</i></p>

BL&G STRATEGIC ACTION PLAN

OBJECTIVES	STRATEGIES	OUTCOMES	
4. On-going development and the growth of the Game	Develop strategies to encourage and maintain player participation in the BL&G and forward plan future development	<p>Develop and implement a transitional program for School to Club Football in liaison with SANFL RDC</p> <p>All Clubs to actively promote the Auskick program by conducting at least 1 program per year.</p> <p>All Clubs to actively promote Junior development by conducting at least 1 clinic per year in schools.</p> <p>Encourage new residents within BL&G catchment area to participate in the game</p>	<p>Angaston program</p> <p>RDC confirmed activities</p> <p style="background-color: yellow;">SURVEY</p> <p>Individual clubs to develop Recruitment strategies.</p>
	Develop strategies to encourage and maintain umpire participation in the BL&G and forward plan future development	<p>Encourage umpires Association to develop a recruitment, retention and recognition program</p> <p>Assist in the:</p> <p>recruitment and retention program for umpires,</p> <p>Creation of pathways for club umpires to Umpires Panel.</p> <p>Maintain a formal process to recognise quality umpires, on the request of the Umpires Association</p>	<p><i>Work with Umpires Coach on track</i></p> <p><i>Reviewed Junior Coach Duty Statement</i></p> <p><i>Reviewed Criteria for Senior Boundary Umpires</i></p> <p><i>Board supported Umpires Coach Seminar (Melbourne)</i></p> <p><i>Umpires to develop strategies to recruit and retain umpires with the support of the Board</i></p> <p><i>Board offers financial and support in submissions</i></p> <p><i>Board to work with Umpires Coach to enhance umpires profile.</i></p> <p><i>Golden Whistle presentation at Medal Night</i></p>
	Secure and maintain the viability of existing member clubs	Provide Clubs with support workshops where required	

BL&G STRATEGIC ACTION PLAN

OBJECTIVES	STRATEGIES	OUTCOMES	
5. Marketing and Promotion of BL&G	Maintain and develop relationships with key stakeholders	Enhance the relationship with local media (all forms) to promote football and member clubs to the broad community	Bi - Annual Vintage Festival
	Develop strong links with member clubs, Government (local and State) and other sporting codes	Establish relationships with local, State and Federal Government representatives	Grant Burge Sponsorship to 2019
		Maintain and build on our relationship with Sponsors	Review Section 31 before AGM each year
		Develop and maintain strong relationships and links with AFL, SANFL and CDFC	Presidents and Secretary's Luncheon {Jan-Feb}
	Continue a working relationship with the BL&G Netball Committee		
	Develop an effective BL&G brand	Define the BL&G brand	Web Site
		Maximise tools to create brand exposure, including Logo	Presidents' AFL Award
		Develop and promote innovative & strong leadership	
	Increase media coverage	Explore all avenues of all types of media	
	Increase exposure of the "Barracker"	Create a portfolio for Board member to ensure continual updates with BL&G activities and initiatives. E.g. BL&G President.	
	Establish and maintain a useful and quality BL&G Association website	Secretary and Clubs to adopt Footypulse for match day arrangements	Fully implemented for all BLG match activities
			Junior Website
			Umpires Website

BL&G STRATEGIC ACTION PLAN

OBJECTIVES	STRATEGIES	OUTCOMES	
6. Develop and maintain ongoing Community relationships	Establish a Family Friendly atmosphere at all clubs	Encourage all Clubs to: Develop and maintain an appropriate Codes of Conduct Register and promote the social benefits of GOOD SPORT SA	On Going.
	Expand participation opportunities for all individuals and groups within the BL&G region Develop partnerships with government agencies and community organisations	Identify potential partnerships opportunities for community development initiatives with other locally based organisations Establish practices that enable people of differing abilities to be engaged in the football environment. Work with other sporting bodies and organisations to develop a "community environment"	Annual Anzac Day match RSL Medal Willaston/ South/ Gawler Central Vintage Cup Angaston/Nuriootpa Medal Local Health Services buses etc to games Gawler Community Bus links to Clubs for after match transport.