**STRATEGIC PLAN 2018 - 2021**

**KAWANA PARK JUNIOR EAGLES AFL**

(February 2018)

**MISSION STATEMENT** • **Kawana Park Eagles is a junior football club, which provides a quality environment for the**

**purpose of fun, participation and development of the skills of Australian football.**

**VISION STATEMENT** • **To be the most professionally administered and respected club in Queensland and set a**

**benchmark for AFL football.**

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| |  | | --- | | **GUIDING PRINCIPLES**     1. **We foster an environment of fun and enjoyment for players, coaches, officials, parents and supporters by always encouraging and applauding the efforts of all players, coaches and officials, and never ridiculing mistakes or losses.**      1. **We encourage an atmosphere of learning and skill development for players and coaches; therefore we insist all coaching staff must have a minimum Level 1 coaching accreditation. The Kawana Park Junior Eagles financially facilitates this. We also aim to ensure coaches are supplied with the latest teaching aids and equipment.** | | |  | | --- | | **GUIDING PRINCIPLES**     1. **We believe in player rotation both on and off the field to ensure all players are given every chance to not only participate, but experience different positions over the course of the season. The Kawana Park Eagles strongly believes winning isn’t everything at this level, but recognises competition is healthy for player development and team morale.**      1. **We promote a positive, friendly, vibrant image and strongly support the concept of teamwork both on and off the field. We encourage and welcome parent and supporter involvement at both team and club level.**      1. **We recognise the need to maintain a safe environment all** | |

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| **GOALS** | **STRATEGIES** | **K.P.I.’s** | **RESPONSIBI**  **LITY** | **COSTS** | **TIMELINE** |
| 1. Successful transition of club to Meridan Plains AFL site in readiness for 2020 season. | a) Sub-committee to continue to liaise with SC Council regarding matters and issues identified to ensure smooth transition  b) Maintain a presence at Kawana Waters State College going forward (Auskick, team training, etc) |  | KPE Subcommittee  Committee | Exact ongoing maintenance costs TBD but grant will assist with this | Before 2020 season |
| 2. Commence soft introduction of potential move to Meridan site by the 2020 season to try and maximise member retention. | a) Ensure committee and coaches promote move in positive light and outline advantages – new facilities, room to grow, more room, better facilities.  b) Obtain member thoughts in discussions and allay any fears.  c) Enable committee members and coaches to bring move up in conversation with members.  d) Keep member and supporter base up to date on move and progress. |  | KPE Subcommittee  Committee |  | Thru 2020 |
| 3. Review MOU in place with Kawana Waters State College. | Communication with KWSC on a periodic basis |  | President  Vice President |  |  |
| 4. Continue to monitor previous strategic plans | Put on agenda items and committee meetings | Discussions | General committee |  | Continual |
| 5. Implement KPE “Team App” to communicate club matters to members | 1. Alert all members to the Team App requesting them to install it. 2. Start to send messages to members via this medium. |  | President  Vice President  Secretary |  |  |
| 6. Update website to more user/administrator friendly site. Utilise and encourage use within club and from coordinators. | 1. Appointment of web site administrator 2. Liaise with AFLSC on web site matters 3. Advertise and encourage use through continual communication | When website is up and running and people are using it. |  |  |  |
| 7. Continue to maintain surface and facilities at KWSC AFL oval. | 1. Ensure mowing is done as per agreement   (fortnightly).   1. Weed wipe & fertilise done annually. 2. Damaged areas to oval are repaired as needed. 3. Top Dress as required (approx. every 3yrs)   d) Continue to apply for grants where necessary and available. |  | General  committee |  |  |
| 8. The advertising of the brand “AFL” on the coast needs to be more effective and widely promoted. | 1. Encourage AFL,AFLSC to advertise sign on weekends with TV/Radio mediums 2. Encourage AFL, AFLSC to use surplus funds on 3. Look at simple AFL stickers to distribute through club network etc, etc. | When residents of the Sunshine Coast recognise the brand | Club delegates |  | Ongoing |
| 9. New scoreboard – portable so it can be transported and used for both footy and cricket. | 1. Investigate costs 2. Apply for grant to cover costs |  | General  Committee | $10k-$13k | 2018 (will be delivered early 2019) |

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| 10. To conduct sponsorship drive for start of each and every season | 1. Approach AFLQ for advice 2. Prepare a first class documents | |  | President |  |  |
| 11. To have one of our players drafted into the AFL system | 1. Appoint quality coaching coordinator 2. Form a coaching panel to guide and upskill coaches. 3. Provide opportunities for coaching improvement 4. Budget for new and first class equipment | | When it happens | Coaches |  | 2024 |
| 12. Look for grants for items required as directed by the committee for current needs. Items purchased to be mobile for move to new Meridan site. | a) | Committee to regular discuss wish list of items needed and required:- - Trophy Cabinet   * Bench Seating (Movable) * Training Equipment as it becomes unusable or unsafe. | As required | Committee | As Per Quotes obtained | Ongoing |
| 13. Ensure incremental increase in playing numbers year on year of 5% to ensure a strong and resilient club. This includes goals of having 2x Teams in each age group along with Youth Girls teams in each competition Age Group. | a)  b)  c)  d)  e)  f) | Ensure points 7 & 9 are completed with these goals in mind.  Target local schools each year to drive new members  Keep good contact lines with existing member base each year to update on the upcoming season and ensure club is top of mind.  Target schools with AFL excellence programs and maintain contact with co-coordinators of the school programs i.e. MCSHS.  Target Auskick programs participants to move up to U8 groups at Kawana.  Dependant on Come N Try success look as an annual program. |  | Committee |  | Annually |
| 14. Support and promote Auskick program at the club. | a)  b)  c) | Ensure annually there is a Auskick Co-Coordinator appointed.  Given Auskickers are potential future of the club have Committee involved in the program to guide and assist parents on transition to the club.  Club Rep to talk to Auskicker and parents at end of program to promote club. |  | Committee |  | As per  Program |
| 15. Ensure strong Umpire Commitment from Club to Sunshine Coast comp. | a)  b)  c)  d) | Each year aim to provide at least 5 league appointed umpires to officiate U12 to U16 fixtures.  Ensure sufficient club appointed umpires are accredited to help with U10 matches at club each year (aim for at least 6 annually in the ranks).  Coaches and Team Managers to discuss umpiring benefits to player group each year and on regular basis as a way to earn extra money but also improve their game.  Ensure Umpiring coordinator is known within the club and position is filled annually as an important role. |  | Committee,  Coaches and  Umpiring  Coordinator |  | Ongoing |

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| **Participation Benchmarking** |  |  | | |  |  | **ACTUAL** | |  |  |  |  |  | **TARGET** |  |
|  |  | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
| Under 8s |  |  |  | 6 | 11 | 14 | 18 | 15 | 14 | 15 | 8 | 9 | 15 | 18 | 19 |
| Under 10s |  |  | 22 | 26 | 35 | 37 | 37 | 35 | 47 | 45 | 48 | 50 | 52 | 54 |
| Under 12s |  |  | 23 | 27 | 23 | 27 | 40 | 45 | 40 | 46 | 47 | 45 | 47 | 49 |
| Under 14s |  |  | 10 | 17 | 17 | 30 | 22 | 28 | 46 | 39 | 46 | 40 | 42 | 44 |
| Under 16s |  |  | 16 | 20 | 17 | 23 | 29 | 27 | 25 | 22 | 23 | 25 | 26 | 27 |
| Youth Girls U13s |  |  |  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 15 | 16 |
| Youth Girls U15s |  |  |  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 15 | 16 |
| Youth Girls U17s |  |  |  | 0 | 0 | 0 | 7 | 14 | 7 | 3 | 0 | 33 | 14 | 15 | 16 |

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| TOTAL PLAYERS |  |  |  | 101 | 101 | 106 | 142 | 157 | 156 | 176 | 160 | 206 | 217 | 230 | 241 |

* Looking to increase player numbers by at least 5% over coming 3 yrs. to be club goal.
* Above numbers taken from TG Sporting Pulse as per age bracket. Must be noted the age groups varied over year and not always aligned to the above format.