

**SOUTHERN
FLINDERS**



**FOOTBALL CLUB
EST 2002**

***SOUTHERN FLINDERS
FOOTBALL CLUB***

STRATEGIC PLAN
2019 – 2022

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i. Forward

Formulation

The Southern Flinders Football Club Strategic Plan was formulated in 2019 by the 2019 committee .

Structure

This Plan is in 4 main sections, each of which answers an important planning question:

1. *Snapshot of the club*

Where are we now?

2. *Purpose statement*

Why do we exist? What do we do?

3. *Guiding principles*

What is important to us?

4. *Action plan*

Goals

What do we want to achieve?

Strategies / Actions

What are we going to do?

Key Performance Indicators

How do we measure our success in achieving our goals?

Responsibilities

Who is the club person responsible for achieving the goal?

Timeline

When is the task due?

Resources

How much money and what will be required to achieve this goal?

Implementation and Monitoring

This Plan will be tabled at committee meetings throughout the year to ensure that it is implemented throughout the year and that specified timeframes are being met.

Southern Flinders Football Club will also review the plan on an annual basis to ensure that this plan remains current and up to date.

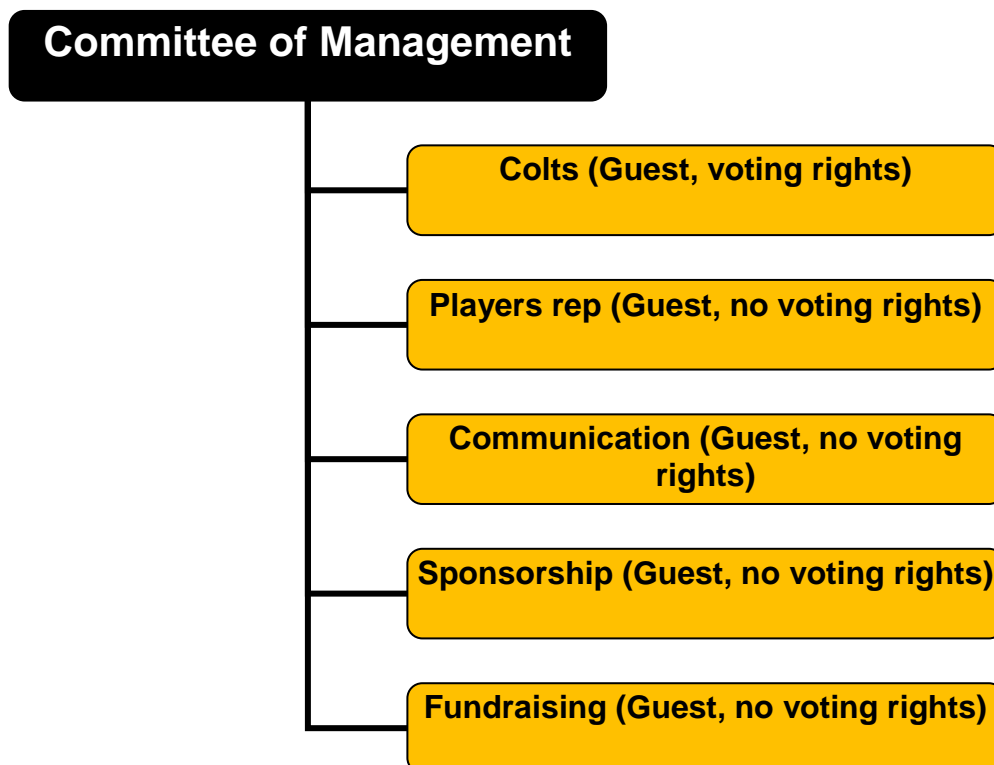
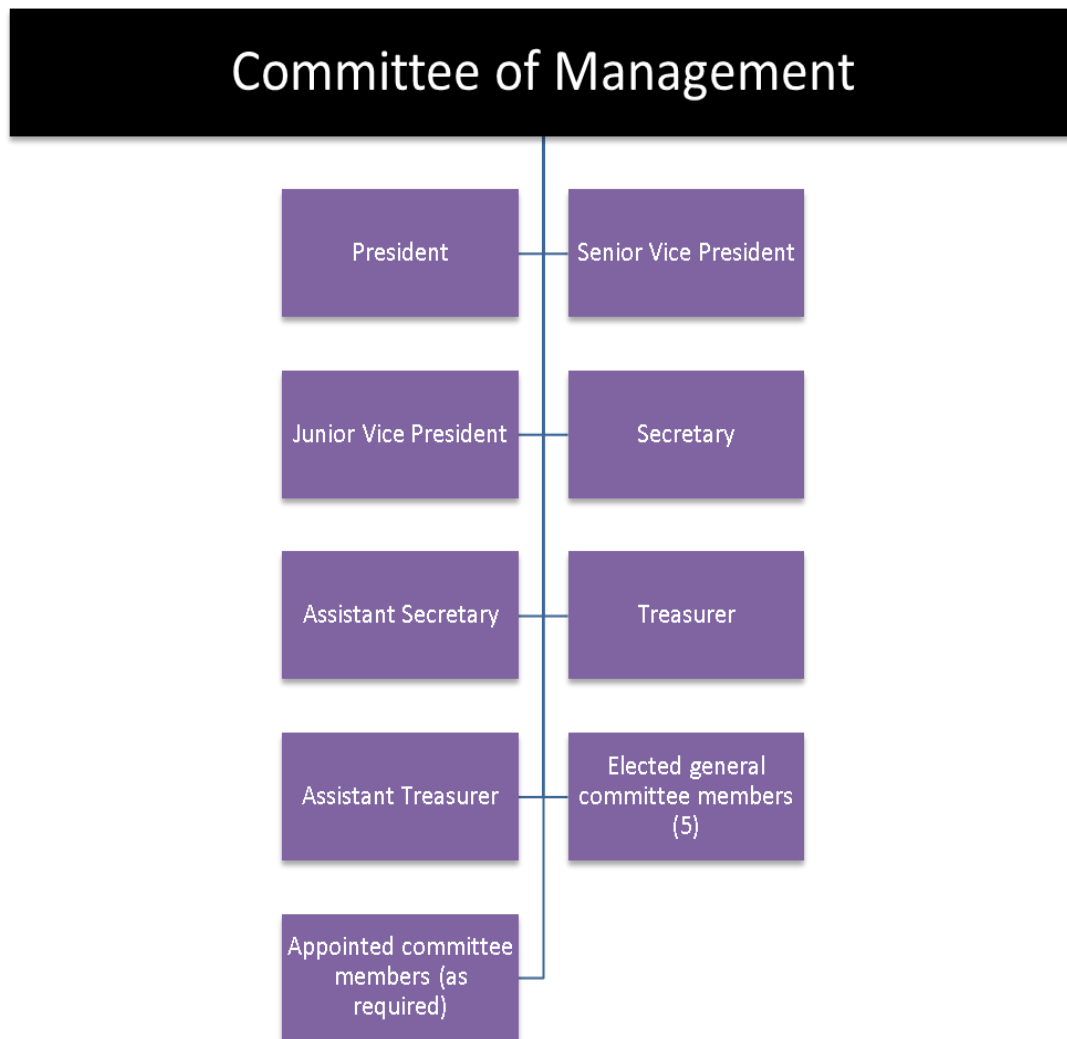
ii. Key Stakeholders

Southern Flinders Football Club will consider the following groups and individuals within this planning process.

- *Southern Flinders Netball Club*
- *Northern Areas Football Association*
- *SANFL*
- *AFL*
- *Ewart Oval Management Committee Inc*
- *Southern Flinders Regional Sports Complex*
- *Laura Sporting Reserve*
- *Wirrabara Sporting Reserve*
- *Local Councils*
- *STARCLUB*
- *Good Sports*
- *Club Sponsors*

1. SNAPSHOT OF THE CLUB

1.1 Club Structure



1.2 Population and Demographics

The Southern Flinders Football Club represents the country towns of Laura, Wirrabara, Gladstone, & Georgetown. The majority of the club is comprised of families from these towns, along with a number of members and players from Port Pirie, Port Germein, and Adelaide. The club has grounds at Laura, Wirrabara, & Gladstone, with trainings and matches shared between the three on a rotational system.

1.3 Membership Profile

Club membership is made up of the following categories:

- 1) Juniors
- 2) Non playing members
- 3) Senior playing members (A & B Grade)

The following table provides membership information in each of the membership categories.

2018 Membership Profile	
Membership Category	Membership Numbers
1) Juniors	79
2) Non playing members	23
3) Senior playing members	48

1.4 Teams

2018 Teams	
Teams	Approx. Team Numbers
Sub Minis	22
Mini Colts	26
Junior Colts (under 14)	27
Senior Colts (under 17)	22
B Grade	28
A Grade	24

1.5 Financial profile

The Southern Flinders Football Club is currently in a stable financial position following large Grand Final takings in 2016, however the club incurred a loss in 2017.

The clubs main form of fundraising are memberships, player subs, sponsorship, meal & bar sales. The club's major expenses are player payments, medical supplies, operating costs, affiliation fees, insurance, and stock.

The club have a term deposit account, and a savings account.

The club is generally breaking even each season, however the club need to explore additional fundraising and revenue streams to increase club income.

1.6 SCORE Analysis

Below is an analysis of our *Strengths, Constraints, Opportunities, Risks* and *Expectations*.

<u>Strengths</u>	<u>Constraints</u>
<ul style="list-style-type: none"> ☺ Currently able to fill all teams ☺ A short but successful club history ☺ High quality grounds ☺ Excellent function facilities at Gladstone ☺ Dedicated volunteers ☺ Closely affiliated with Southern Flinders netball club ☺ Strong junior football programs & coaching ☺ Standard of ovals ☺ Relationships with sporting reserves ☺ ☺ 	<ul style="list-style-type: none"> ☹ Club spread across 3 towns (transportation & equipment) ☹ Facilities managed by sporting reserves ☹ Small communities with limited players and volunteers ☹ Relationship with Netball Club ☹ Volunteer skill sets required for club administration ☹ ☹ ☹ ☹ ☹

<u>Opportunities</u>	<u>Risks</u>
<ul style="list-style-type: none"> ☺ Night match at Gladstone ☺ Alternative fundraising opportunities ☺ New social events & functions ☺ Club can apply for grant funding for projects ☺ Increased bar & canteen sales ☺ Increase spectator numbers ☺ Enhance facilities ☺ STARCLUB accreditation ☺ Capitalise on good junior numbers ☺ Girls football ☺ ☺ 	<ul style="list-style-type: none"> ☹ Decline in player numbers or membership ☹ Club runs at a loss ☹ Unsuccessful teams leading to low spectator numbers (bar, gate, canteen) ☹ Legal action from a member, player, or other stakeholder ☹ Low attendance at social functions ☹ Small association – if another club fold or amalgamate will impact association ☹ Increases in running costs ☹ Increased honorariums to attract volunteers to fill key positions ☹

<u>Expectations</u>
<ul style="list-style-type: none"> ☺ That the club provide opportunity to participate in a safe and welcoming environment ☺ That the club remains successful, filling all teams and enjoying success ☺ That the club is well managed and governed ☺ ☺ ☺

2. PURPOSE STATEMENT

The Southern Flinders Football club aims to be a well run and successful club, which provides opportunities for the community to participate in football and be involved with the club in a fun, safe, welcoming environment.

3. GUIDING PRINCIPLES

The Southern Flinders Football Club believes in the following guiding principles.

- Everyone is welcome at the Southern Flinders Football Club
- The club will provide a fun, safe, and welcoming environment for players, families, spectators and volunteers
- Our club relies on dedicated, committed and passionate volunteers
- The club will be managed by an organised, transparent, and honest committee
- The club will remain financially viable through good management
- That the club will strive to be successful and win premierships
- That our juniors will be developed and well coached to ensure kids continue to enjoy participating at the club
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4. Goals & Objectives

- Recognise important club history
- To become a fully accredited STARCLUB
- Increase bar & canteen sales
- Increase club fundraising
- Host profitable and enjoyable social events
- High standard club communication
- Develop a fun, safe, and successful junior environment
- Support volunteers
- Strive for success and win club premierships

4. ACTION PLAN

Goal	Strategies / Actions	Key Performance Indicators	Responsibility	Time Frame	Resources
1. Recognise important club history	<ul style="list-style-type: none"> ❑ The club erect historical information on players in each changerooms. Each Guernsey number will list the players which have worn that number and their achievements ❑ Celebrate past premierships ❑ Premiership & medal photos displayed at clubrooms 	<p>This is implemented in all changerooms for all Guernsey numbers</p> <p>A Grade premiership reunions in 2009 & 2010</p>	<p>Main committee David Henderson to assist with statistics</p> <p>Social committee</p>	<p>2019 Updated annually</p> <p>2019 & 2020</p>	<p>Plastic housing \$16 each - \$480 for 30 numbers</p> <p>Cost of printing</p> <p>Event costs</p>
2. To become a recognized STARCLUB	<ul style="list-style-type: none"> ❑ The club to complete the STARCLUB club development program ❑ Completion of risk assessment, risk management policy, volunteer management policy, and strategic plan 	<p>Final questions answered</p> <p>Consultation from STARCLUB Field Officer</p> <p>Recognition from Office for Recreation & Sport</p>	<p>Rhys Millington</p> <p>Secretary</p>	2019	Nil
3. Increased Bar & Canteen Sales	<ul style="list-style-type: none"> ❑ Club to provide eftpos purchasing facilities ❑ Andrew Trott has began using at work to good effect; similar system recommended 	Sales statistics from machine	<p>Rhys Millington</p> <p>Bar Managers</p>	April 2019	Cost of machine & monthly fees

4. Increase fundraising through alternative approaches	<input type="checkbox"/> Investigate another club clearing sale <input type="checkbox"/> Investigate club cropping or livestock (like other clubs have) <input type="checkbox"/> Tigers Key Draw <input type="checkbox"/> Online merchandise	Club returns a profit each season	Main committee Fundraising committee	ongoing	Clearing sale fees Cropping or livestock costs Key draw costs
5. Hold a number of profitable social events throughout the season	<input type="checkbox"/> Events such as Tiger Ball, Presentation Dinner, Club Auction etc <input type="checkbox"/> In years without a final club must host large fundraising events	The profit from each event from tickets, bar, meals, auction etc	Fundraising committee	Each season	Varies for each event
6. To keep club members and followers informed of club information, news, and events	<input type="checkbox"/> Maintain a communications sub committee <input type="checkbox"/> Utilise 'Team App' <input type="checkbox"/> Manage club facebook group and page <input type="checkbox"/> Produce high standard budget	Feedback from club members Activity on social media Attendance at games and events	Main committee Secretary Communications sub committee Budget editor	Update weekly	Costs of budget editor
7. Develop a fun, welcoming, safe, and successful junior football environment	<input type="checkbox"/> Appoint good coaches and provide support <input type="checkbox"/> Involvement and encouragement from senior footballers <input type="checkbox"/> Adopt appropriate policies	Junior football numbers Success of junior grades	Main committee Colts committee Coaches Senior footballers	Ongoing	Time of volunteers

8. To increase the skill sets of club volunteers and administrators, & attract committee members	<input type="checkbox"/> Provide reimbursement for volunteer training <input type="checkbox"/> Promote Play by the Rules & other online training opportunities <input type="checkbox"/> Develop a succession plan <input type="checkbox"/> Handover term for key committee positions <input type="checkbox"/> Develop and pass on role descriptions <input type="checkbox"/> Participate in leadership development programs	<p>The club's professionalism</p> <p>Ability to attract committee members and volunteers</p> <p>Developing leaders identified and taking on roles</p>	Main committee	Each season following AGM	
9. Strive for success and win premierships	<input type="checkbox"/> Provide fuel allowance for travelling local players <input type="checkbox"/> Assist players with understanding of insurance <input type="checkbox"/> Allocate an annual budget for player payments <input type="checkbox"/> Support coaches wherever possible <input type="checkbox"/> Provide teams with access to trainers and medical supplies <input type="checkbox"/> Strategies to retain local players to play with home club	<p>Team performance & success</p> <p>Teams playing finals & ultimately winning premierships</p>	<p>Committee</p> <p>Coaches</p>	Yearly	<p>Player payments</p> <p>Incentives</p> <p>Insurance / Medical costs</p> <p>Trainer supplies</p>