

INGLEWOOD FOOTBALL NETBALL CLUB



THE NEXT
BOOM



**STRATEGIC PLAN
2021-2025**



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CLUB OVERVIEW

FORMED 1876 – ONE OF THE OLDEST CONTINUALLY
OPERATING FOOTBALL CLUBS IN AUSTRALIA.

ONE OF THE 12 FOUNDATION CLUBS OF THE
VICTORIAN FOOTBALL ASSOCIATION (VFA) 1877

FOUNDATION CLUB AND INAUGURAL PREMIERS OF
THE LODDON VALLEY ASSOCIATION 1903

FOUNDATION CLUB AND INAUGURAL PREMIERS OF
THE LODDON VALLEY BASKETBALL
(NETBALL) ASSOCIATION 1951

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CLUB OVERVIEW

INGLEWOOD DISTRICT POPULATION APPROX 1000

AGEING POPULATION – 66% OF RESIDENTS
OVER THE AGE OF 40.

MEDIAN WEEKLY HOUSEHOLD INCOME JUST OVER
HALF (54%) OF THE STATE MEDIAN.

FOOTBALL – SENIORS, RESERVES, UNDER 18'S

NETBALL – 4 X OPEN GRADES PLUS 17 & UNDER,
15 & UNDER, 13 & UNDER

MINI NETBALL TEAMS, AUSKICK
AND NET-SET-GO PROGRAMS

COMMUNITY

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CLUB OVERVIEW

DEMONSTRATED SOUND FINANCIAL MANAGEMENT

INCOME > EXPENSES IN 7 OF THE PAST 9 YEARS
(2011-2019)

2019 MAIN SOURCES OF REVENUE:

- FUNDRAISING/EVENTS
 - GATE TAKINGS
 - SPONSORSHIP
 - BAR
 - CANTEEN

2019 MAIN AREAS OF EXPENDITURE:

- PLAYER, COACH AND TRAINER PAYMENTS
 - AFFILIATIONS

SENIOR FOOTBALL PLAYER PAYMENTS:
(% OF ALLOWABLE SALARY CAP)

- 2017: 67%
- 2018: 55%
- 2019: 75%

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FINANCE





CLUB OVERVIEW

SENIOR TEAMS – LACK OF ON-FIELD SUCCESS FOR AN EXTENDED PERIOD.

SENIOR FOOTBALL:

- WOODEN SPOON 8 OF LAST 9 SEASONS
 - LAST FINALS APPEARANCE: 2003
 - LAST PREMIERSHIP: 1986

A-GRADE NETBALL:

- LAST FINALS APPEARANCE: 2002
 - LAST PREMIERSHIP: 1994
 - NO TEAM 2013, 2018

SENIOR FOOTBALL TEAM – BOOM OR BUST TREND FOR 125 YEARS:

- 1908-1912 (4 GFS, 3 PREMIERSHIPS)
 - 1923-1930 (6 GFS, 5 PREMIERSHIPS)
 - 1950-1958 (8 GFS, 5 PREMIERSHIPS)
(ALSO NETBALL 5 GFS, 4 PREMIERSHIPS)
 - 1971-1974 (3 GFS, 1 PREMIERSHIP)
- (ALSO JUNIOR PREMIERS 1970, 71, 72, 73 & RESERVES PREMIERS 1973, 76.)
- 1984-1987 (4 GFS, 1 PREMIERSHIP)

CHALLENGE

BRING ON THE NEXT BOOM!

KEY STAKEHOLDERS & RELATIONSHIPS

THE FOLLOWING GROUPS AND INDIVIDUALS HAVE BEEN CONSIDERED WITHIN THIS PLANNING PROCESS:

- PLAYING MEMBERS
- GENERAL MEMBERS
- VOLUNTEERS
- COACHES
- INGLEWOOD COMMUNITY (GENERAL)
- INGLEWOOD COMMUNITY SPORTS CENTRE
- COMMUNITY GROUPS
 - INGLEWOOD DISTRICT HEALTH SERVICES
 - INGLEWOOD & BRIDGEWATER RSL SUB-BRANCH
 - INGLEWOOD ALIVE FESTIVAL
 - INGLEWOOD PRIMARY SCHOOL
 - ST MARY'S PRIMARY SCHOOL INGLEWOOD
- SPONSORS & SUPPLIERS
- LODDON VALLEY FOOTBALL NETBALL LEAGUE
- AFL CENTRAL VICTORIA
- LOCAL GOVERNMENT
 - LODDON SHIRE
 - CITY OF GREATER BENDIGO
- SPORTS FOCUS

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SWOT ANALYSIS

STRENGTHS

- UNIQUE HISTORY WITHIN LVFNL (FOOTBALL AND NETBALL)
- FINANCIALLY SOUND
- VOLUNTEER/SUPPORTER LOYALTY
- MATCH DAY REVENUE – BAR, CANTEEN, BBQ
- PROXIMITY TO BENDIGO
- QUALITY OF JUNIOR COACHES
- JUNIOR FOOTBALL RESULTS
- JUNIOR NETBALL RESULTS
- RESERVES FOOTBALL RESULTS
- AUSKICK CENTRE
- NET-SET-GO PROGRAM
- GOOD SPORTS LEVEL 3 ACCREDITED
- THURSDAY NIGHT TEAS/SOCIALISING
- LOYAL 'CORE' SPONSORSHIP BASE

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WEAKNESSES

- LONG-TERM LACK OF SENIOR FOOTBALL & NETBALL SUCCESS – EFFECT ON CULTURE, PLAYER RETENTION, RECRUITING
- VOLUNTEER NUMBERS/TURNOVER
- FUNDRAISING OPTIONS/DIVERSITY
- MEMBERSHIP NUMBERS
- COMMUNICATION (CLUB-WIDE)
- FORWARD PLANNING – BUDGETING, SUCCESSION PLANNING FOR COMMITTEE, VOLUNTEERS
- IDENTIFYING AND OPTIMISING ROLES & RESPONSIBILITIES
- COMMITTEE STRUCTURE & MEETING EFFECTIVENESS
- FOLLOW-UP ON ACTIONS
- RECRUITMENT/REVIEW PROCESS (FOOTBALL / NETBALL DEPARTMENTS)
- LACK OF NETBALL REPRESENTATION ON COMMITTEE
- OUTDATED CONSTITUTION

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OPPORTUNITIES

- COMMUNITY ENGAGEMENT – ONE OF LARGER COMMUNITIES IN LVFNL
- LOCAL SCHOOLS ENGAGEMENT
- PAST PLAYER/ MEMBER/ SUPPORTER ENGAGEMENT & RECOGNITION
- FAMILY ENGAGEMENT
- FOOTBALL-NETBALL INTERACTION
- JUNIOR-SENIOR INTERACTION (FOOTBALL & NETBALL)
- OUT OF SEASON FUNDRAISING
- AUSTRALIAN SPORT FOUNDATION FUNDRAISING
- NIGHT MATCHES

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THREATS

- AGEING / DECLINING POPULATION – IMPACT ON VOLUNTEER NUMBERS, JUNIOR PLAYER NUMBERS
- MORE AGE-APPROPRIATE GRADES AVAILABLE IN BENDIGO JUNIOR FOOTBALL LEAGUE
- COST OF PARTICIPATION
- SALARY CAP / PLAYER POINTS SYSTEM – IMPACT ON RECRUITMENT AND RETENTION CAPABILITIES
- AGEING FACILITIES AT INGLEWOOD COMMUNITY SPORTS CENTRE
- IMPACTS OF COVID-19 PANDEMIC – INCREASED VOLUNTEER RESPONSIBILITIES, FINANCIAL – CROWD LIMITATIONS, SPONSORSHIP, PLAYER/FAMILY COSTS.

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OUR PURPOSE

*‘To facilitate a great day of **family** sport, provide a pathway for **young people** to become and stay involved in sport, and develop our **people** in a **team** environment.’*

OUR VISION

*‘To be the most **respected** club in the Loddon Valley Football Netball League’*

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OUR GUIDING PRINCIPLES

'PILLARS OF RESPECT'

RESPECT

HISTORY

COMMUNITY

PROCESSES

CONDUCT

CULTURE

SUCCESS

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STRATEGIC OBJECTIVES

INVESTIGATE OPPORTUNITIES FOR SPONSORSHIP OR EVENTS FROM NATIONAL ORGANISATIONS WITH HISTORICAL LINKS TO THE INGLEWOOD FOOTBALL NETBALL CLUB

LEVERAGE THE INGLEWOOD FNC'S HISTORY WITHIN LODDON VALLEY FNL TO HOST LEAGUE EVENTS

CONTINUE PROMOTION OF HISTORIC LINKS BETWEEN INGLEWOOD FNC AND OTHER CLUBS AND INVESTIGATE FURTHER OPPORTUNITIES

RECOGNISE AND CELEBRATE PAST TEAM ACHIEVEMENTS

RECOGNISE AND CELEBRATE PAST INDIVIDUAL ACHIEVEMENTS AND INVESTIGATE FURTHER OPPORTUNITIES

RECOGNISE AND PROMOTE CLUB MEMORIAL AWARDS

ENGAGE PAST PLAYERS, OFFICIALS AND SUPPORTERS

CONTINUE TO RESEARCH, CELEBRATE AND PROMOTE CLUB HISTORY

HISTORY

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STRATEGIC OBJECTIVES

CONTINUE CURRENT COMMUNITY
PARTNERSHIPS AND SUPPORT

INVESTIGATE FURTHER OPPORTUNITIES FOR
COMMUNITY PARTNERSHIPS AND SUPPORT

CONSIDER COMMUNITY INVOLVEMENT/INCLUSION
WHEN PLANNING CLUB EVENTS

PROMOTE AND COMMUNICATE
CLUB NEWS AND EVENTS WITH THE COMMUNITY

MAINTAIN AND UPGRADE FACILITIES AT THE
INGLEWOOD COMMUNITY SPORTS CENTRE

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STRATEGIC OBJECTIVES

GENERATE 5-YEAR STRATEGIC PLAN AS BASIS
FOR CLUB MANAGEMENT

GENERATE ANNUAL OPERATING PLANS AS BASIS
FOR THE COMING YEAR'S OPERATION OF THE CLUB

GENERATE AN ANNUAL BUDGET AS A BASIS FOR
COMING YEAR'S FINANCIAL MANAGEMENT

RETAIN, SUPPORT AND INCREASE THE NUMBER OF
VOLUNTEERS IN OUR CLUB

IMPLEMENT 'NEW-AGE' COMMITTEE STRUCTURE
TAILORED TO CLUB REQUIREMENTS

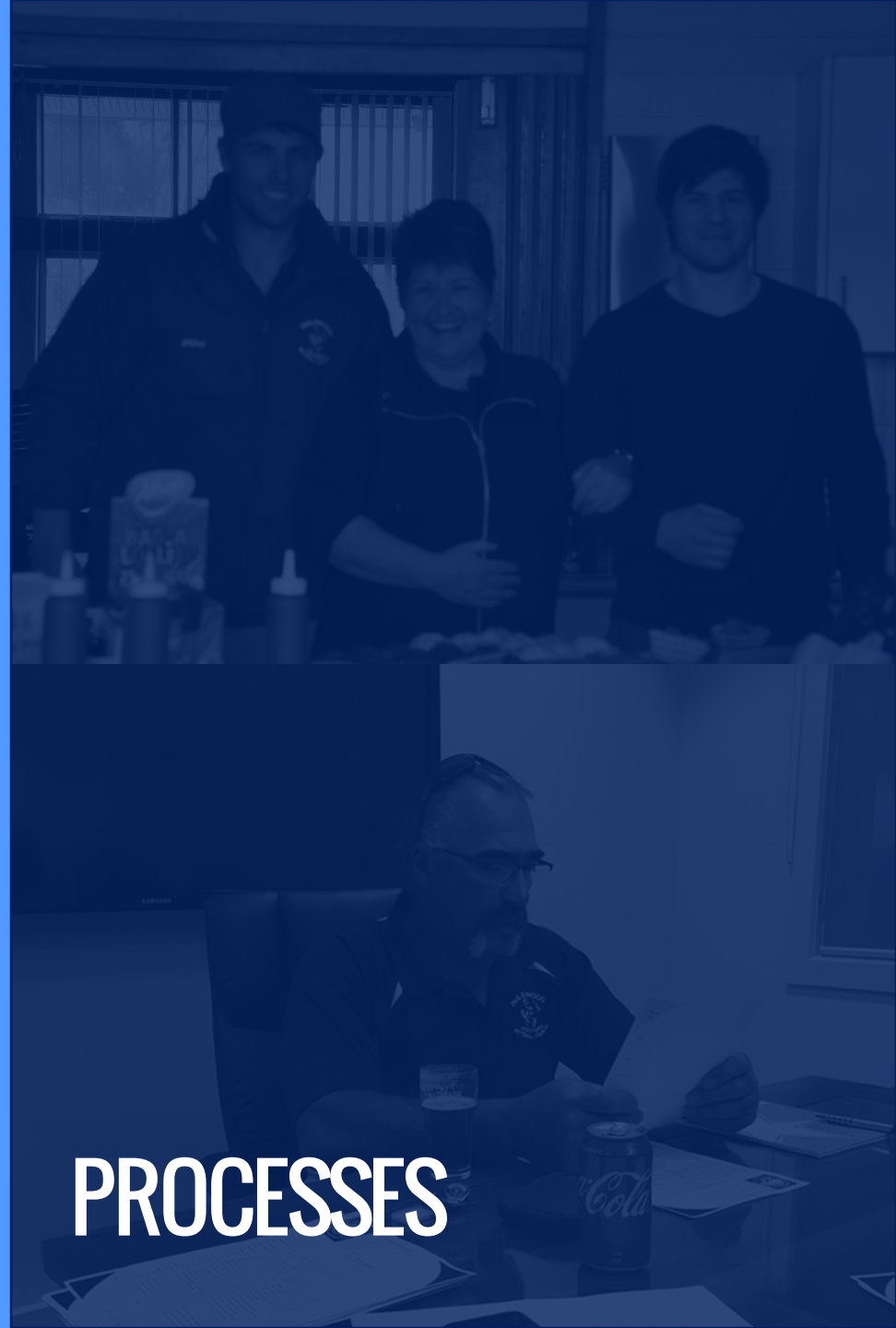
REVIEW AND UPDATE CLUB'S CONSTITUTION
WHERE REQUIRED

IMPLEMENT BEST-PRACTICE
FINANCIAL REPORTING STRUCTURE

MAXIMISE REVENUE GENERATED BY FUNDRAISING

MAXIMISE NUMBER OF CLUB MEMBERS

MAXIMISE REVENUE GENERATED THROUGH
SPONSORSHIP AND PARTNERSHIPS



PROCESSES



STRATEGIC OBJECTIVES

MAINTAIN AND PROMOTE CODES OF CONDUCT

CONTINUE IMPLEMENTATION AND PROMOTION
OF POLICIES IN ORDER TO MAINTAIN
LEVEL 3 ACCREDITATION IN GOOD SPORTS PROGRAM

ENSURE CONTINUED COMPLIANCE WITH
CHILD SAFE STANDARDS

ENSURE CONTINUED COMPLIANCE WITH
FOOD SAFETY ACT

ENSURE COACHES OF ALL COMPETITIVE TEAMS HAVE
REQUIRED COACHING ACCREDITATION

CONDUCT

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STRATEGIC OBJECTIVES

MOTIVATE MEMBERS TO PERFORM
AT THEIR HIGHEST LEVEL

ENCOURAGE GREATER INTERACTION BETWEEN
FOOTBALL AND NETBALL DEPARTMENTS OF THE CLUB

ENCOURAGE GREATER INTERACTION BETWEEN
JUNIOR AND SENIOR DEPARTMENTS OF THE CLUB

FACILITATE GREATER FAMILY PARTICIPATION
AT THE CLUB

DEVELOP AND MAINTAIN EFFECTIVE COMMUNICATION
THROUGH ALL PARTS OF THE CLUB

RECOGNISE AND REWARD SERVICE TO THE CLUB

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CULTURE

STRATEGIC OBJECTIVES

APPOINT THE BEST QUALITY COACHES POSSIBLE
IN ALL GRADES

MAXIMISE PLAYER RETENTION YEAR ON YEAR

RECRUIT PLAYERS WHERE REQUIRED TO BUILD AND
IMPROVE LIST

BUILD A STRONG JUNIOR DEVELOPMENT PROGRAM
WHICH AIMS TO PRODUCE FUTURE SENIOR PLAYERS

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SUCCESS



TO VIEW THE FULL
STRATEGIC PLAN DOCUMENT
PLEASE CONTACT THE CLUB



INGLEWOOD FOOTBALL NETBALL CLUB

INGLEWOOD COMMUNITY SPORTS CENTRE

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