

“Football Club”

Club Development Plan

 2019

Acknowledgements

Club Details

Purpose of the Club (Mission Statement)

To promote, encourage and develop the playing and enjoyment of Football. To foster friendly relations between the officials and players of Football within the area. To provide an inclusive & child safe organisation for all members. To develop a club well connected and integrated into the local community working closely with schools, government bodies, football clubs, other sporting clubs and community groups.

Club Structure

List committee positions and name of person occupying that position

|  |  |
| --- | --- |
| President:  |  |
| Vice President:  |  |
| Secretary: |  |
| Treasurer:  |  |
| Club Coach Coordinator: |  |

Other key positions:

|  |  |
| --- | --- |
| Registrar: |  |
| Merchandise Coordinator:Volunteer Coordinator: |  |

Activities

Providing a quality and enjoyable football experience to men, women and children.

Educate and train Coaches and Volunteers to succeed in their roles enhancing their experience and enjoyment encouraging them to return and others to join them.

Engage our youth in Club activities including Game Leading and Coaching to ensure succession planning for the Club’s future.

Provide a welcoming club.

Promote football throughout the local community.

Facilities & Assets

* Our Club has access to a council owned facility.
* Comprised of an amenities building, including a canteen, change rooms, public toilets and equipment shed.
* Two fields, one with excellent drainage but are in desperate need of topsoil.
* Both fields need irrigation systems.
* There is multiple small sided goal post for MiniRoos fields.
* All playing shirts are owned by the club.
* Both fields are lit with No1 field capable of hosting competition matches.
* There is no perimeter fencing providing little security from damaging activity.
* Etc, etc.

Membership

In 2019 we had ?? MiniRoos players, ?? youth players and ?? Seniors including Over 35. This included ?? female MiniRoos and ?? female youth players. Our Committee consisted of ?? males and ?? females.

*These figures are available from the playfootball.com.au reports tab once logged in as an administrator. Use the “player participation census” report in the summary reports tab. Season to choose is 2017 outdoor (2018 outdoor … etc). then export to excel to copy & paste.*

**2019 Winter Season**



In 2016 we had ??? MiniRoos players, ?? youth players and ?? seniors including Over 35. This included ?? female MiniRoos, ?? female youth players and ?? female adult. Our Committee consisted of ?? males and ?? females.

**2019 Winter Season**



May like to mention any other activities or special competitions, eg Summer Sixes, gala days etc. & show numbers.

Financial Status

Current Situation

This section provides an overview of your previous club development plan. If you do not have an existing plan to review, you may choose to examine the history and main achievements of your organisation to date.

Key Achievements 2019

* + 1. Courses and Skills training undertaken with the support of our Governing Bodies and ASC (online training)
1. Completed National Club Development Program and achieve 3 Stars
2. Sponsorship and Grants
3. Registrations & Competitions
4. Facility
5. Merchandise & Equipment Shed

Issues Still Current

List the issues remaining from the previous plan or know of that have not been addressed.

Examples include:

* Facility Upgrades – lighting, drainage, irrigation, amenities
* Any new equipment – eg: goal nets, portable goals, cones, balls, bibs.
* Complete NCDP and achieve 4 Stars.
* Coach and volunteer development – eg: training, resources, courses.
* Player development – eg: through accredited coaches
* Club Coach Coordinator program.
* etc

Analysis of Issues and Opportunities

In this section, you need to discuss the issues facing your organisation and the opportunities available to address the issues. These issues should be grouped into Key Result Areas to enable strategies to be developed for each issue. You should refer back to these issues and opportunities when developing actions.

Key Result Areas

Develop a set of desired ‘Key Result Areas’ which reflect the core areas of running your club such as:

1. Administration and Finance
2. Facilities and Equipment
3. Membership
4. Activity Development
5. Volunteer Management
6. Administration
7. Player Development
8. Inclusion and Diversity
9. Sportsmanship

Issues and Opportunities

|  |  |  |
| --- | --- | --- |
| **Key Result Areas** | **Issues** | **Opportunities** |
| **Facilities** | Club facilities are reasonable but there is room for improvement. Upgrades to lighting, topsoil and change rooms, particularly gender friendly such as lockable shower cubicles & toilets. Irrigations to both fields is also a priority.  | Apply for grants, sponsorship and fundraise to improve the facilities while working within Council’s recreation plan.Engage State & Federal members as advocates for when funding becomes available. Engage facilities & Advocacy Unit.  |
| **Volunteers** | There are currently limited volunteers. | Improve the Club Culture, training, rewards and target different jobs to suit individual taste, experience and availability.Use online training modules from Club Spot or Play by the Rules websites.  |
| **Player Membership** | The Club is on the incline but has huge gaps between MiniRoos and All Age with no Women teams currently, often losing players once they hit competition grades.Need to reduce the churn rate of players, especially in the youth age groups.Establish & implement Girls only MiniRoos teams.  | Work closely with schools and where possible find opportunities to help the schools.Work with Local schools including donating playing shirts to the school and assisting where asked with families struggling financially. We have assisted with obtaining key access to the facility to enable them to compete in interschool competitions. We need to focus on more schools and specifically high schools as it has been identified that there are many teenagers interested in playing.Continue or establish Summer 6s Season which generated a lot of interest from both winter players and non-players.  |
| **Coach Development** | Implement Coach development program and improve the experience to ensure we have plenty of coaches for the future catering for when gaps arrive as players move. | We have developed and are implementing 2 coach handbooks for both 5 to 9 years old and 9 to 13 years old.Club to assist coaches attend coach education courses provided by either financially or with equipment. Implement the Club Coach Coordinator program.  |
| **Administration** | Many of the processes have been automated where possible and are all electronic however the process is not documented | Document all processes in a simple and clear manner.Seek to improve processes through learnings from other clubs and sports.Use systems to their capacity. Eg Registration system reports & communication tools. Take advantage of Club Spot.  |
| **Player Development** | A lot of work has been completed in 2016 and 2017 to improve coach training and adhoc focus on player development but requires further improvements. | Implement further coach manual along with further training.Identify talent and provide options and details along with recommendations on Elite Football Academy.  |
| **Inclusion and Diversity** | Establish girls only MiniRoos teams for Zone competitions. Children with disabilities often don’t play or drop out prior to entering competitions due to parents concerned about the effect on the team.  | Continue to develop girls within the club and actively promote all girls only competitions and gala days to increase female participation.Encourage all children to play and provide a warm, safe and welcoming environment and teach children to be accepting and patient and work as a team.Utilise the Womens Football Development guide.  |
| **Communication and Marketing** | Getting information out in a timely fashion to the right people in a society overloaded by emails, text messages and social media. | Utilise best practice tools including TeamApp, text messages, website, social media and banners. Along with flyers through school newsletters and apps. Utilise material supplied by.  |
| **Partnership Development** | Maintaining effective mutual beneficial partnerships within the community and sponsors. | Local Hotel, Cricket Club, shop owners etc.Identify different groups within your audience - age, gender.Establish a marketing strategy including the message, communication, brand awareness, who’s responsible. |
| **Sportsmanship** | Sportsmanship is deteriorating within sport in general and specifically causing issues within children with parents focusing on winning and succeeding and losing sight of the fun. | Work with the guidelines along with the information and campaigns run by groups such as Play by the Rules and other positive sporting groups.Promote fun and friendship above winning and help educate parents on the benefits and reasons children play sport.Ensure all participants play fairly and respect all officials.Participate in Silent Saturday & Referee Recognition Weekend.  |

Vision, Goals and Objectives

Vision

To provide competitive and social football along with community spirit for all residents of ??? and its surrounds in an inclusive, fun and safe environment.

Goals

|  |  |
| --- | --- |
| **Key Result Area** | **Goal** |
| **Facilities** | To seek funding to improve the facilities working with local Council, State & Federal members and other government bodies to follow long term plan and ensure the improvements benefit all users. Engage support from Zone. |
| **Volunteers** | To improve the experience of volunteers hence increasing the number of volunteers and ensure continuity in the club’s committee and volunteers. |
| **Player Membership** | To increase the player membership ensuring we have teams from Under 6 right through to Over 35 including all female teams with a focus on attracting those not currently playing sport. |
| **Coach Development** | To continue and improve our coach development and satisfaction and improve the enjoyment of the coaches and ensure they are set up for success. |
| **Administration** | To improve, simplify and document the administrative side to allow anyone to be able to assist and reduce the time required to run the club where possible. Use Position Descriptions. Break down roles.  |
| **Player Development** | To provide opportunities for player development both within the club and outside pathways including identification and recommendation to Zone Elite Football Academy & possibly Emerging Jets. |
| **Inclusion and Diversity** | To provide a Club environment that is welcoming to all within our community being inclusive and supporting diversity. |
| **Communication and Marketing** | To utilise best practice tools for communication and marketing capitalising on technology and the vast reach of social media along with apps for real time marketing and communication. |
| **Partnership Development** | To develop partnerships with sponsors, schools, community groups, other football clubs and sporting groups and governing bodies that promote football in a positive manner. |
| **Sportsmanship** | To develop a club culture that promotes RESPECT to team mates, opponents, coaches and managers and most importantly referees. |

Action Plan

This Action Plan should contain actions within each of the objectives and goals identified. You should group actions into the Key Result Areas identified earlier to ease implementation. Insert as many additional rows as you need to complete your action plan.

| **Key Result Area** | **Goals** | **Objectives** | **Actions** | **Performance Indicators** | **Resources & Responsibility** | **By When** |
| --- | --- | --- | --- | --- | --- | --- |
| **Facilities** | To seek funding to improve the facilities working with Council, State & Federal Members and other government bodies to follow long term plan and ensure the improvements benefit all users. | Complete lighting upgradeSource funding and arrange top soilPlan for future improvements including change room upgrades and further improvements to the lighting. etc | Complete and submit all available grants following the priorities identified in this Development Plan. | Facility improvements achieved annually or successful funding applications. | Secretary, Committee and any other volunteer with capacity to complete and submit grant applications. | *Ongoing – note grant deadlines* |
| **Volunteers** | To improve the experience of volunteers hence increasing the number of volunteers and ensure continuity in the club’s committee and volunteers. | Identify what motivates the various volunteers within the Club and tailor tasks to suit.Develop a reward and recognition system within our Club along with put forward volunteers forward for recognition by Zone where appropriate. Develop and implement relevant training including the new Coaching Guide, First Aid Training to ensure confidence and enjoyment of volunteers. | Complete a volunteer engagement plan.Develop reward and recognition system within the Club. Nominate volunteers for volunteer of the month program. Identify appropriate training and nominate volunteers.Roll out Coaching Guide.Communicate online training modules. Implement an end of season survey. Use of Club Spot | Number of Volunteers and Volunteer Satisfaction and Retention improved. | Committee along with resources provided by Governing Body. | *December each year* |
| **Player Membership** | To increase the player membership ensuring we have teams from Under 6 right through to Over 35 including all female teams with a focus on attracting those not currently playing sport. | Continue work within schools promoting the sport and supporting the schools in football related activities.Establish (or Continue) to run Summer 6s season working with neighbouring clubs to increase the participation and promote the fun and social side of football and fitness while promoting community spirit.Focus on the pre-teen and teen age groups to ensure their football experience is enjoyable and they continue to play once in competition, keeping the fun in while adding the competitive side. | Attend Kindy Orientation at Local schools.Offer assistance with any coaching or other football related activities at the schools.Plan and promote Summer 6s early, running a shorter season.Work with the high schools to identify ways of promoting football and ensuring teen continue sport participation.Implement an end of season survey. | Increases on previous years registrations numbers.Reduced churn rate.  | Committee Members and any other volunteers with capacity and interest in working with the schools. | *February each year* |
| **Coach Development** | To continue and improve our coach development and satisfaction and improve the enjoyment of the coaches and ensure they are set up for success. | To continue seeking coaching courses to be run at our club or locally to ensure attendance by all coaches and interested parents.To continue to fund all coaching courses to reward coaches for the time they donate both coaching and attending courses.To enforce all codes of conduct and support coaches in resolving any incidents if they occur. | Identify training gaps and encourage coaches to attend, providing the funding for each relevant course.Implement the Club Coach Coordinator program. Nominate coaches for the coach of the month awards. Implement an end of season survey. | Number of Coaches qualified, age appropriate. | Training organised by the Coaching Coordinator and Committee. | *May each year* |
| ***Administration*** | To improve, simplify and document the administrative side to allow anyone to be able to assist and reduce the time required to run the club where possible. | To plan for our organisation and its activitiesTo formalise and document the way in which the club is managed. To demonstrate sound financial managementImplement Position descriptions. | Document current and new processes.Make use of Football Australia digital systems. Eg reports & communication tools. Engage Governing Body for training as required. Position Descriptions templates from NCDP.  | Every process documented in a simple manner, easy for all to understand.  | Committee | *December Annually* |
| ***Player Development*** | To provide opportunities for player development both within the club and outside pathways including identification and recommendation to Zone Elite Football Academy | Ensure Coach development meets or exceeds the minimum recommendation along with coach satisfaction to ensure the players receive the best coaching standards while maintaining a focus on fun and enjoyment.Assist with identifying players and sharing the opportunities provided by Zone Elite Football.Share all football experiences available to players including Gala Days and Skills Clinics. | Identify, share and encourage participation in all football related activities through the year.Provide information on all pathway opportunities to players and parents. | Players receive an enjoyable football experience and continue to play year on year.Percentage of children successful in selection for Elite programs.Reduced churn rate.  | Coaching Coordinator and Committee. | *August Annually* |
| ***Inclusion and Diversity*** | To provide a Club environment that is welcoming to all within our community being inclusive and supporting diversity. | To be an inclusive and diverse Club supporting all players. | Educate coaches, parents and players on inclusion and diversity.Provide all necessary tools to ensure inclusion and diversity.Work with council to provide female friendly & match official facilities.  | Increased registrations from all abilities and backgrounds.Re-registrations every year from players that fall into these categories. | Committee, Coaches and Managers utilising resources from Play by the Rules, Zone and government bodies. | *September Annually* |
| ***Communication and Marketing*** | To utilise best practice tools for communication and marketing capitalising on technology and the vast reach of social media along with apps for real time marketing and communication. | Encourage members to join up to TeamApp as the fastest method to share information quickly.Utilise text messaging for important messages that need to reach all quickly to cover those that may not use smart phones.Use emails, facebook and the website to share general information that is not time critical. | Communicate the tools that are used and encourage all to utilise.Utilise Governing Body recruitment campaign material. Utilise all social media. | Roll out the various communication tools utilised to new players and parents.Annual Survey conducted. | Current tools suitable and Committee | *April Annually* |
| ***Partnership Development*** | To develop partnerships with sponsors, schools, community groups, other football clubs and sporting groups and governing bodies that promote football in a positive manner. | Reward current suppliers and communicate openly to ensure they feel valued and a part of the club.Work closely with the schools to support football related and other activities as requested.Work closely with other clubs and governing bodies to ensure a great atmosphere and football experience for all.Work closely with other local sports, local council & State Member to provide the best possible facilities and sporting experience. | Organise framed team photo for each sponsor.Continue to attend Kindy Orientation at the local schools and share opportunity with other clubs.Organise Summer 6s that includes and promotes other Clubs and welcomes non winter season players equally.Talk to the other sports regularly throughout the year to ensure alignment in goals for the facility.Aid when required to Governing Body and other clubs.Engage local council & State Member. Invite to facility & inform them of upgrade priorities.  | Returning Sponsors.Happily sharing facilities and working together to improve the facilities with the other sports.Good relationships with Governing bodies, local council, State Member and other clubs. | Committee | *December Annually* |
| ***Sportsmanship*** | To develop a club culture that promotes RESPECT to team mates, opponents, coaches and managers and most importantly referees. | Educate coaches and parents from the beginning to respect all officials and promote sportsmanship as the first priority.Ensure our Club is the Club officials feel welcomed and safe.Provide a safe environment for referees along with clean and tidy rooms plus offer any food or beverages to ensure they feel welcomed and enjoy their football experience as much as the players. | Embrace and promote Football Australia’s RESPECT Campaign.Provide a clean, tidy and comfortable room for officials to ensure they feel welcomed. Provide adequate ground control to ensure official always feel safe.Educate children and parents from the beginning to respect all officials at all times and to speak up if they witness poor behaviour towards officials.Encourage all competition team coaches & managers to complete the online laws of the game exam.  | Officials are happy to come to our Club.The number of referees within football increases and children are comfortable and enjoy refereeing and game leading.Zero tolerance to abuse of officials, players or coaches.  | Committee, Coaches, Parents and Players utilising the Football Australia RESPECT Campaign resources. | *August Annually* |