

# Preparation for Strategic Planning Meeting

1 June 2009



Issue	Goals
<p>"We don't want to lose the family-orientated values of the club but we do want to be more competitive"</p>	<p>Establish the club's culture, identity, community profile and reputation</p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Develop policy about the quality of service offered.</li> <li>• Develop a club manual and newsletters that espouse the values of the club.</li> <li>• Ensure representation on the committee from a wide cross section of the club.</li> <li>• Involve the membership of the club in the strategic planning process.</li> <li>• Develop and maintain the club's facilities to create a nice environment for families.</li> </ul>
<p>"It's a lucky dip for U6-U8 as to whether they will get a coach with appropriate knowledge and skills"</p>	<p>&lt;No goal identified in the SWOT meeting&gt;</p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Provide a fee-for-service weekly coaching session for U6-8 using experienced coaches</li> <li>• Provide a monthly coaching day for U6-8 using experience coaches</li> <li>• Provide incentives for U6-U8 coaches to attend clinics for coaches.</li> <li>• Provide charts, schedules, lists, manuals, pictures and other resources for U6-U8 coaches to use.</li> </ul>
<p>"In previous years, there has been little training and support for coaches"</p>	<p>&lt;No goal identified in the SWOT meeting&gt;</p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Develop a coach payments scheme based on years of service, level of accreditation or other criteria.</li> <li>• Provide coaches with full uniform (including tracksuits, polo shirt, jumper, etc) with club insignia</li> <li>• Provide funding or partial funding for coaches to attend coach accreditation courses</li> <li>• Provide a pool of coaching resources for lending (videos, DVDs, books, charts)</li> </ul>
<p>"Juniors and seniors are too far apart" "What would it take to get more senior players to start coaching?"</p>	<p>Establish links between Junior and Senior sections</p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Junior teams to play on field during half time of the senior game (opportunity)</li> <li>• Develop a program where <b>senior players</b> are rewarded for coaching of juniors</li> <li>• Provide incentives for seniors to coach junior teams</li> <li>• Create links between individual junior and senior players</li> </ul>
<p>"We need to win hearts and minds of parents, and build loyalty. Culture within the club is a limiting factor"</p>	<p>Improve the <b>culture</b> of the club</p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Conduct an induction night for new parents at a good venue. Discuss the club's plans, systems, policies.</li> <li>• Focus recruiting plans on U8 parents as they have longevity within the club</li> <li>• Provide a regular email newsletter</li> <li>• Provide social events</li> </ul>

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<p>"BSSC is a nursery for other clubs, we lose too many players. We haven't capitalised on player development and pathways."</p>	<p><b>&lt;No goal identified in the SWOT meeting&gt;</b></p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Attract good coaches to BSSC for U9-11</li> <li>• Develop and publish specific plans for player development and commit budget.</li> <li>• Monitor player development and provide feedback to parents on skills development and progress made.</li> <li>• Provide players in 2<sup>nd</sup> and 3<sup>rd</sup> teams with access to good coaching</li> </ul>
<p>"There is not a lot of support for women's football".</p>	<p>Develop a strong women's program</p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Appoint a coaching director for Women's football</li> <li>• Stage girl's squad days</li> <li>•</li> </ul>
<p>"Volunteer number low, and there is minimal rewards for volunteering except criticism"</p>	<p>Develop an outstanding program for <b>volunteers</b> involved in the administration of the club</p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Conduct an induction night for new parents at a good venue. Discuss the club's plans, systems, and policies.</li> <li>• Impose a levy on members who do not volunteer</li> <li>• Provide information to the membership through emails, newsletters and the website on how the club is managed (e.g. by voluntary committee personnel)</li> <li>• Develop position descriptions for key volunteer roles that give clear responsibilities and tasks</li> <li>• Provide funding or partial funding for volunteer training</li> <li>• Develop an above-board system that will alleviate fees paid by volunteers</li> <li>• Provide volunteers with an end of season function at a good venue.</li> <li>• Provide clothing with club insignia</li> <li>• Utilise membership database to tap into the skills members offer</li> <li>• Recruit volunteers from outside the club</li> </ul>
<p>"We need to run the club like a business"</p>	<p>Develop systems to ensure the club is run on good <b>business principles</b></p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Develop policy to ensure <b>high standards of conduct</b> by coaches, administrators, and volunteers and ensure that the club does not lose its reputation as a family oriented club.</li> <li>• Need a succession plan</li> <li>• Develop a centralised club information system (e.g. on website) for future generations</li> <li>• Develop budgeting and financial management systems that can be passed on to future committee members</li> <li>• Appoint a paid full-time or part-time club administrator</li> </ul>

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"There is not enough people on committee, no-one's helping out, the committee is stretched, and communication doesn't filter through".	<p>Strong club leadership stemming from a vibrant and enthusiastic committee</p> <p><b>Strategy</b></p> <ul style="list-style-type: none"><li>• Rotate committee positions frequently</li><li>• Shorten the term of appointment for committee personnel</li><li>• Provide</li><li>• Clearly communicate to the membership what the club has achieved</li><li>• Provide remuneration to committee personnel for out-of-pocket expenses for attending to the club's business</li><li>• Provide clothing (e.g. jacket) with club's insignia</li><li>• Ensure good communication with membership on committee matters.</li></ul>

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Issue	Goals
"What are we going to do differently to ensure success?"	<p><b>&lt;No goal identified in the SWOT meeting&gt;</b></p> <p><b>Strategy</b></p> <ul style="list-style-type: none"><li>• Engage consultants to continue planning</li><li>• Prepare an operational plan on a yearly basis</li><li>• Commit funding to programs deemed to be critical</li><li>• Increase fees and charges to cover increase funding of programs</li></ul>

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Issue	Goals
"Funds are limited, we need more money"	<p><b>&lt;No goal identified in the SWOT meeting&gt;</b></p> <p><b>Strategy</b></p> <ul style="list-style-type: none"><li>• Increase fees</li><li>• Summer competition to recruit more players</li></ul>

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Issue	Goals
"We need to develop a higher profile for the club within the community".	<p><b>&lt;No goal identified in the SWOT meeting&gt;</b></p> <p><b>Strategy</b></p> <ul style="list-style-type: none"><li>• Advertising earlier, at schools, website,</li><li>• Involve more of the players in the general community</li><li>• Make better use of Australia's entry into the Asia or World Cup.</li><li>•</li></ul>