



# **Springwood United Football Club Inc. Business Strategy Summary**

**2018**

## Our Vision

To be regarded as the best community-based football club in the Nepean and Blue Mountains districts.

To ensure a safe, fair, inclusive, successful and supportive environment for all members and to market strong Club and community values.

## Our Values

- Enjoyment of football activities in a healthy social, family atmosphere
- Fair play, respect and teamwork
- Community social interaction
- Valuing the volunteers in our Club
- Provide a supportive atmosphere for players, coaches and volunteers

## Our Goals

1. To offer members the opportunity to participate in football at a suitable level of competition of their choice and ability
2. Provide opportunities for all members to play at the highest level possible within an environment that embraces strong community values like **respect, integrity** and **co-operation.**”
3. Where possible provide and maintain playing fields and amenities of a quality to meet the needs of members and the competitions in which they compete.
4. Form strong links between junior and senior players, coaches and volunteers across all teams
5. To develop good working relationships with other sporting clubs and parent sporting bodies
6. Develop the skills and knowledge of players, coaches, and officials

## Objectives and Milestones

Objectives	Strategies/ Initiatives	Milestones
<p><b>Sporting Objectives</b></p> <ol style="list-style-type: none"> <li>1. Offer football across all levels of competitiveness and ages</li> <li>2. Provide effective football development programs for the primary benefit of club members and secondary for the benefit of football across the broader community</li> <li>3. Actively develop the Clubs players to improve their opportunities to play at a higher level</li> </ol>	<ul style="list-style-type: none"> <li>• Open collaboration and cooperation across teams and areas of management</li> <li>• Maintain and regularly review Coaches Handbook incorporating football philosophy, session plans and access to resource tools</li> <li>• Implement player skill sessions.</li> <li>• Implement a coach Development and mentoring Plan.</li> <li>• Trial period for 1<sup>st</sup> teams moving from Jan-Feb to November-December</li> <li>• Preseason training for age groups</li> </ul>	<p>Q4/18 for all.</p>
<p><b>Community Objectives</b></p> <ol style="list-style-type: none"> <li>1. To foster greater awareness of and participation in the benefits of sport, particularly football.</li> <li>2. Provide support to local community organisations</li> </ol>	<ul style="list-style-type: none"> <li>▪ Establish communications strategy to embrace the Club members and targeted areas of the football and general community.</li> </ul>	<p>Ongoing</p>
<p><b>Financial &amp; Administrative Objectives</b></p> <ol style="list-style-type: none"> <li>1. To provide adequate funds for the Club to develop and maintain facilities to meet sporting and infrastructure objectives for all members.</li> <li>2. Increase levels of sponsorship and fundraising</li> <li>3. To ensure the structure of the club is such that it benefits all members.</li> <li>4. Increase opportunities to market club off field kit (merchandise) to foster pride in being a member of 'the Woodies'.</li> </ol>	<ul style="list-style-type: none"> <li>• Build the value of the SUFC brand to attract greater sponsorship</li> <li>• Sound financial management at club, committee and member level</li> <li>• Setup merchandise marquee once a month during season and provide value for money merchandise.</li> </ul>	<p>Ongoing – have procedures for major club events (e.g. Registration, Presentation) documented</p> <p>Annually maintain and review sponsorship packages</p>

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<p><b>Infrastructure Objectives</b></p> <ol style="list-style-type: none"> <li>1. Ensure Summerhayes Park can adequately cope with the requirements of members throughout the season</li> <li>2. Develop management plan for Summerhayes with BMCC</li> <li>3. Identify areas of improvement to clubhouse and facilities.</li> <li>4. Provide improved Foodservice facilities.</li> <li>5. Setup off field area to cultivate grass for replacement of areas of high wear and tear</li> </ol>	<ul style="list-style-type: none"> <li>▪ Collaborate with BMCC, NFA and other clubs to share the load more equally across facilities</li> <li>▪ Support the development of the Mid-Mountains Sports and Recreation facility. Need to review status of the MMSR and determine whether the club stays aligned with support of this development proposal.</li> <li>▪ Maintain Summerhayes Park Improvement Objectives document and engage with members on what they see as high priority areas for facility improvements/development.</li> </ul>	<p>Q3/15 – Complete a Summerhayes ‘Future Plan’ detailing objectives for development of fields and facilities and share with BMCC, NFA, members and community. This will include the following immediate needs:</p> <ul style="list-style-type: none"> <li>• Assess field configuration to maximise field use and canteen revenue opportunities by way of traffic flow</li> <li>• Parking signage</li> <li>• Non-smoking signage</li> <li>• Plan the extension of current retaining wall</li> <li>• Trophy cabinet – possible expansion</li> <li>• Scope, tender and deliver higher fencing behind Field 2 goals adjacent Filed 1 seated area.</li> </ul>
<p><b>People Objectives</b></p> <ol style="list-style-type: none"> <li>1. Ensure adequate number of volunteers to provide effective and efficient management of Club</li> <li>2. Improve ‘induction’ into both club and specific roles</li> <li>3. Implement a comprehensive and fluent Club Operations Manual to assist in consistent operation of the club especially during periods of role transition.</li> <li>4. Promote volunteering as an opportunity to contribute to the clubs culture</li> <li>5. Provide opportunities for members to engage in social activities outside of footballing activities</li> </ol>	<ul style="list-style-type: none"> <li>• Develop clear roles and responsibilities of positions</li> <li>• Maintain appropriate evaluation of volunteers’ effort and expenses</li> <li>• Develop high level of information dissemination to members.</li> <li>• Provide information packs to Coaches and Managers at beginning of each season.</li> <li>• Identify all seasonal and ongoing club intra and external activities and record into a live and working document.</li> <li>• Implement a role such as Publicity Officer to promote the activities and achievements within the Club</li> <li>• Find an Events Manager</li> <li>• Host regular social events for all members throughout the calendar year</li> </ul>	<p>Q3/15 - Roles and Responsibilities of all positions defined.</p> <p>Q3/15 – Implement assessment and feedback form for volunteers and committee.</p> <p>Q4/15 – Develop Player/Parent Handbook, plus Coaches &amp; Managers Handbook that is reviewed post &amp; pre-season each year and made available to members.</p> <p>Q2/15 – Develop and distribute Information Pack to relevant coaches and managers.</p> <p>Q3/15 – Complete initial draft of Club Operations Manual</p>