

**SPRINGWOOD UNITED
FOOTBALL CLUB**



Business Strategy 2020

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

1. Enjoyment of football activities in a healthy social, family atmosphere
2. Fair play, respect and teamwork
3. Community social interaction
4. Valuing the volunteers in our Club
5. Provide a supportive atmosphere for players, coaches and volunteers
6. Develop the skills and knowledge of players, coaches, and officials

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

Objectives and Milestones

1. Sporting Objectives	
<ol style="list-style-type: none"> 1. Offer football across all levels of competitiveness and ages 2. Provide effective football development programs for the primary benefit of club members and secondary for the benefit of football across the broader community 3. Actively develop the Clubs players to improve their opportunities to play at a higher level 4. Increase Female participation in Football for all age groups across all areas including Playing, Coaching, Refereeing 5. Establish an All Abilities Team to be registered within the NFA for season 2020 	
Strategies/ Initiatives	Target
<ul style="list-style-type: none"> • Open collaboration and cooperation across teams and areas of management 	Ongoing
<ul style="list-style-type: none"> • Maintain and regularly review Coaches Handbook incorporating football philosophy, session plans and access to resource tools • Implement a coach Development and mentoring Plan. 	Ongoing
<ul style="list-style-type: none"> • Implement player skill sessions 	QTR 1
<ul style="list-style-type: none"> • Create a new Female Football Coordinator role and create a job description the role 	QTR 1
<ul style="list-style-type: none"> • Implement a Goals for Girls program to include: • Skill sessions for GK and Striker training tailored specifically for female footballers • Combined female training sessions for all MiniRoos age groups. This will also be used to encourage female coaching participation. • Create a mentorship program for Jnr Girls (U14 & U16), to complete Grassroots training. • Snr Female teams to hold combine training sessions with all-female teams across the club. 	QTR 1
<ul style="list-style-type: none"> • Seek approval from the governing bodies to register an all-abilities team in the NFA • Create a position for an All Abilities Coordinator • Source a coach that will run skill sessions tailored to the teams' ability • Create Community awareness through Flyers, FB advertising 	QTR 1

2. Community Objectives	
<ol style="list-style-type: none"> To foster greater awareness of and participation in the benefits of sport, particularly football. Provide support to local community organizations 	
Strategies/ Initiatives	Target
<ul style="list-style-type: none"> Establish a communications strategy to embrace the Club members and targeted areas of the football and general community. 	Ongoing
3. Financial & Administrative Objectives	
<ol style="list-style-type: none"> To provide adequate funds for the Club to develop and maintain facilities to meet sporting and infrastructure objectives for all members. Increase levels of sponsorship and fundraising To ensure the structure of the club is such that it benefits all members. Increase opportunities to the market club off-field kit (merchandise) to foster pride in being a member of the Springwood United Football Club. Introduce an online document management system that will store key documents for key committee members to access 	
Strategies/ Initiatives	Target
<ul style="list-style-type: none"> Secure the return of 80% of Team Sponsors from season 2019 into 2020 Source 3 x new team sponsors for 2020 Secure 3 x Major Sponsors for season 2021 	QTR 1 QTR 1 October 2020
<ul style="list-style-type: none"> Sound financial management at club, committee and member level 	Ongoing
<ul style="list-style-type: none"> Setup merchandise to be sold from the canteen on a weekly bases for high turnover stock Create an Inventory management list for the canteen to manage stock levels to communicate stock movement to the club 	QTR 1 QTR 1
<ul style="list-style-type: none"> Research Club grants to facilitate the upgrading of Summerhayes park to cater for 2020 Football Strategies engaging with local and state politicians for assistance. Appoint a position to assist with the preparation and application of Club Grants 	Ongoing QTR 1
<ul style="list-style-type: none"> Meet with a new Internet Service Provider to re-design the Club Website and investigate opportunities for online storage and hosting opportunities 	QTR 1

4. Infrastructure Objectives	
<ol style="list-style-type: none"> 1. Ensure Summerhayes Park can adequately cope with the requirements of members throughout the season 2. Develop a management plan for Summerhayes with BMCC 3. Identify areas of improvement to clubhouse and facilities. 4. Provide improved Foodservice facilities. 	
Strategies/ Initiatives	Target
<ul style="list-style-type: none"> • Collaborate with BMCC, NFA and other clubs to share the load more equally across facilities 	Ongoing
<ul style="list-style-type: none"> • Install a new storage facility at the end of Field 3 to cater for the housing of Football equipment • Complete the Canteen installation to cater for the sales of Merchandise 	QTR 2 2020 QTR 1 2020
<p>Continue to liaise with BMCC regarding the development of Summerhayes Park to cater for:</p> <ul style="list-style-type: none"> • All Abilities player including the upgrade of the toilet facility; • Female Change Rooms; and • Retaining walls at the end of field 2 extending the western wall and building a new wall behind the eastern goals. 	Ongoing
5. People Objectives	
<ol style="list-style-type: none"> 1. Ensure an adequate number of volunteers to provide effective and efficient management of Club 2. Improve 'induction' into both club and specific roles 3. Promote volunteering as an opportunity to contribute to the club's culture 4. Provide opportunities for members to engage in social activities outside of footballing activities 	
Strategies/ Initiatives	Target
<ul style="list-style-type: none"> • Develop clear roles and responsibilities of positions and update existing role descriptions to the latest template • Maintain appropriate evaluation of volunteers' effort and expenses • Provide information packs to Coaches and Managers at the beginning of each season. • Find an Events Manager to join the Committee • Host regular social events for all members throughout the calendar year 	QTR 2 Ongoing QTR 1 QTR 1 Ongoing