



Springwood United Football Club Inc. Business Strategy Summary

2013

Our Vision

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

To ensure a safe, successful and supportive environment to 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.**
1. *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.
2. Form strong links between junior and senior players, coaches and volunteers across *all* teams
3. To develop good working relationships with other sporting clubs and parent sporting bodies
4. Develop the skills and knowledge of players, coaches, and officials

Objectives and Milestones

Objectives	Strategies/ Initiatives	Milestones
<p>Sporting Objectives</p> <ol style="list-style-type: none"> 1. Offer football across all levels of competitiveness and all ages from U5 – AA 2. Provide effective football development programs for the primary benefit of club members and secondary for the benefit of football across the broader community 	<ul style="list-style-type: none"> • Open collaboration and cooperation across teams and areas of management • Develop coaching programs and assist coaches 	<p>Season 2013 – conduct Member briefings and meet with Age Coordinators to disseminate information</p> <p>Season 2013 – Appoint Coaching Coordinator to provide develop and organise delivery of programs for coach development</p>
<p>Community Objectives</p> <ol style="list-style-type: none"> 1. To foster greater awareness of and participation in the benefits of sport, particularly football. 2. Provide support to local community 	<ul style="list-style-type: none"> ▪ Work with and support local community groups who have social objectives that are consistent with those of SUFC 	<p>Ongoing – Identify local community group/s and or charity/ies to work with and determine how the Club may assist their efforts. NOTE – in 2013 SUFC adopted Associated Sports Australia Trust as our ‘official’ charity</p>
<p>Financial & Administrative Objectives</p> <ol style="list-style-type: none"> 1. To provide adequate funds for the Club to develop and maintain facilities to meet sporting and infrastructure objectives for all members. 2. Increase levels of sponsorship and fundraising 3. To ensure the structure of the club is such that it benefits all members. 	<ul style="list-style-type: none"> • Build the value of the SUFC brand to attract greater sponsorship • Sound financial management at club, committee and member level 	<p>Monthly reconciliation of expenses against budget</p>

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<p>Infrastructure Objectives</p> <ol style="list-style-type: none"> 1. Ensure Summerhayes Park can adequately cope with the requirements of members throughout the season 2. Develop management plan for Summerhayes with BMCC 	<ul style="list-style-type: none"> ▪ Collaborate with BMCC, NDSFA and other clubs to share the load more equally across facilities ▪ Support the development of the Mid-Mountains Sports and Recreation facility 	<p>Q3/13 – Finalise clubhouse lease/license negotiations w/BMCC</p> <p>Q2/13 – Apply for rant to renovate canteen</p> <p><u>Season 2013</u></p> <ul style="list-style-type: none"> • Assess field configuration to maximise field use and canteen revenue opportunities by way of traffic flow • Parking signage • Non smoking signage • Complete grandstand backing • Trophy cabinet – possible expansion • Develop a list of proposed actions to upgrade Summerhayes Park and engage BMCC in a collaborative manner to address.
<p>People Objectives</p> <ol style="list-style-type: none"> 1. Ensure adequate number of volunteers to provide effective and efficient management of Club 2. Develop a high level of information dissemination to members. 	<p>Develop clear roles and responsibilities of positions</p> <p>Provide information packs to Coaches</p>	<p>12/13 - Roles and Responsibilities of all positions defined</p> <p>2/14 – Develop Info Pack for presentation to Managers at beginning of each season to be placed in shirt bags and a full kit bag for training.</p>