

Flinders Park (Junior) Football Club

Strategic Plan



Club Name: Flinders Park (Junior) Football Club

Vision: To be the most successful, sustainable club of choice in the Western Suburbs

Mission:

To provide:

- an environment where all players can develop to their potential
- maximum opportunities for kids to play and develop a love of the game
- an environment that enables juniors to continue involvement in future years
- a family friendly, inclusive, safe and supportive environment

Stakeholders:

- Players
- Parents
- Families
- Supporters
- Sponsors
- Senior Club
- MSJFL/ SAAFL/ SANFL/ AFL
- Coaches
- Community
- History
- Past Players
- Government – Local/State/Federal

Values:

- Respect
- Fellowship/ inclusive
- Honesty/ Integrity
- Openness/transparency
- Trust
- Loyalty
- Teamwork
- Collaborative
- Appreciate volunteers
- Competitiveness
- Character development
- Family involvement
- Enjoyment by all

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Strategic Pillars:

1 Training and Development	2 Relationship Development	3 Governance	4 Finance	5 Communication	6 Sustainability
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1. Training and Development

Goal	Strategies	Key performance indicators	Responsibility - who?	Timeframe	Resources needed
To achieve one vision and supporting strategy for the coaching group in the club	<ul style="list-style-type: none"> Establish coaching coordinator position Develop training and mentoring program for coaches Share best practice across age groups and with Senior coaches 	Feedback from coaches Feedback from Parents	Junior Committee Coaching Coordinator	2015 Season and ongoing	Nil
Supply talented juniors to all three SANFL Clubs – Eagles, West Adelaide, Glenelg	<ul style="list-style-type: none"> Establish relationship with SANFL clubs Identify talented players by residential zone Proactively refer talented juniors to SANFL clubs 	Players in development squads of all three SANFL clubs at each age group level	Junior Committee Coaching Coordinator	2015 Season and ongoing	Nil

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Strategic Plan



2. Relationship Development

Goal	Strategies	Key performance indicators	Responsibility - who?	Timeframe	Resources needed
To foster a strong relationship between the junior and senior sections of the club	<ul style="list-style-type: none"> Establish exchange of minutes between committees Arrange joint events Arrange combined club/ social functions Establish Junior Coaching Coordinator position Establish exchange of senior/junior players at trainings 	Feedback from Senior and Junior committees Feedback from Parents	Junior Committee Coaching Coordinator	2015 Season and ongoing	Nil

3. Governance

Goal	Strategies	Key performance indicators	Responsibility - who?	Timeframe	Resources needed
To develop a sound governance structure	<ul style="list-style-type: none"> Create Strategic Plan Establish Risk Management Officer Establish and publish all relevant policies and procedures Obtain Star Club status 	Endorsed plans, policies and procedures published on internet site StarClub status obtained	Risk Management Officer	2015 Season and ongoing	Star Club Relevant State and federal government departments

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Strategic Plan



4. Finance

Goal	Strategies	Key performance indicators	Responsibility - who?	Timeframe	Resources needed
To contribute positively to the financial position of the Senior board every year	<ul style="list-style-type: none"> Establish yearly budget for Junior football Review registration fees yearly and set based on budget Regularly report actuals to budget Seek junior sponsorship 	Budget in place Actual/ budget reporting in place Deliver small profit each year	President Treasurer	2015 Season and ongoing	Nil

5. Communication

Goal	Strategies	Key performance indicators	Responsibility - who?	Timeframe	Resources needed
To develop a communication strategy that incorporates a range of contemporary communications media	<ul style="list-style-type: none"> Establish internet site for all communication Establish regular newsletters Report on League and senior activities Establish Facebook site 	Internet site available Newsletters issued regularly Facebook site available	Secretary Chairman	2015 Season and ongoing	Nil

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Strategic Plan



6. Sustainability

Goal	Strategies	Key performance indicators	Responsibility - who?	Timeframe	Resources needed
Maintain Auskick and 9 Age group teams and contribute footballers to senior club every year Establish female football program	<ul style="list-style-type: none"> Maintain a strong governance program and Committee Establish a succession plan for all key positions Maintain a strong Auskick program that provides a full list of U8 players every year Identify female football coordinator and market for players 	Committee numbers maintained with members representing a mix of age groups Auskick program every year Full set of teams every year Female football team established	Junior Committee Female Football Coordinator	2015 Season and ongoing	Nil

This document was endorsed by the Flinders Park (Junior) Football Club committee on 2nd March 2015. It can be amended by the committee at any time, however in the absence of changes it will be reviewed again on 31st August 2015.