Victorian Churches Football

Association Inc.

**Strategic Development Plan**

<Insert

Club

Logo>

<Insert Club Name>

**Club**

**Development**

**Plan**

<Insert Date>

**ACKNOWLEDGEMENTS**

Insert a personalised statement acknowledging the key committee/ club members involved in developing the plan.

**CLUB DETAILS**

**PURPOSE OF THE CLUB**

Insert club mission statement (ideally from constitution)

**CLUB STRUCTURE**

List committee positions and name of person occupying that position

|  |  |
| --- | --- |
| President |  |
| Vice President |  |
| Secretary |  |
| Treasurer |  |

**OTHER KEY POSITIONS**

|  |  |
| --- | --- |
| Club Chaplain |  |
| Senior Coordinator |  |
| Junior Coordinator |  |
| Women Coordinator |  |
| Referee Coordinator |  |
| Social Media Manager |  |

**ACTIVITIES**

List the core activities of your club

**FACILITIES & ASSETS**

List the major facilities and assets of your club

**MEMBERSHIP**

Make a statement about the membership status of your organisation (including figures)

**FINANCIAL POSITION**

List a few points summarising the financial status of your organisation

**CURRENT SITUATION**

This section provides an overview of your previous club development plan. If you do not have an existing plan to review, you may choose to examine the history and main achievements of your organisation to date.

**KEY ACHIEVEMENTS**

List the main achievements of your organisation over the life of your previous club development plan, or in the recent history of your club if your club does not have an existing plan. For example:

1. Role descriptions for committee members have been prepared and are in use
2. Field lighting installed.
3. Adults social competition established. This new social competition has attracted 30 new adult members.

**ISSUES STILL CURRENT**

List the issues remaining from the previous plan that have not been addressed. For example: No facility improvements have been carried out

Or Junior membership numbers are still declining.

**ANALYSIS OF ISSUES & OPPORTUNITIES**

In this section, you need to discuss the issues facing your organisation and the opportunities available to address the issues. These issues should be grouped into Key Result Areas to enable strategies to be developed for each issue. You should refer back to these issues and opportunities when developing actions.

**KEY RESULT AREAS**

Develop a set of desired ‘Key Result Areas’ which reflect the core areas of running your club such as:

* Administration and Finance
* Facilities and Equipment
* Membership
* Activity Development
* Volunteer Management
* Issues and Opportunities

| **KEY RESULT AREAS** | **ISSUES** | **OPPORTUNITIES** |
| --- | --- | --- |
| Example: |  |  |
| Facilities and Equipment | Club facilities are ageing facilities and in a poor condition | Access state and local government funding to upgrade facilities. |
| Membership | Junior membership numbers are in decline | A new school is opening close to the club - potential to work with the school to attract new junior members. |
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**VISION, GOALS AND OBJECTIVES**

**VISION**

*Insert a statement which describes the overarching vision for your organisation for the life of this development plan.*

*Example: To provide competitive and social football for all participants within <Community Name> in an inclusive and safe environment.*

**GOALS**

*Identify a goal for each Key Result Area identified earlier*

|  |  |
| --- | --- |
| **KEY RESULT AREA** | **GOAL** |
| *Example:*  *Administration and Finance* | *To manage the club in a responsible, accountable and sustainable manner to ensure its viability into the future.* |
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**OBJECTIVES**

Define a series of objectives for each goal to assist the development of actions which will enable each goal to be achieved.

|  |  |
| --- | --- |
| **GOAL** | **OBJECTIVES** |
| *Example:*  *To manage the club in a responsible, accountable and sustainable manner to ensure its viability into the future.* | * *To plan for our organisation and its activities* * *To formalise and document the way in which the club is managed.* * *To demonstrate sound financial management* |
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**ACTION PLAN**

This Action Plan should contain actions within each of the objectives and goals identified. You should group actions into the Key Result Areas identified earlier to ease implementation. Insert as many additional rows as you need to complete your action plan.

| **KEY RESULT AREA** | **GOALS** | **OBJECTIVES** | **ACTIONS** | **PERFORMANCE INDICATORS** | **RESOURCES & RESPONSIBILITY** | **BY WHEN** |
| --- | --- | --- | --- | --- | --- | --- |
| List the Key Result Area | *What is the overall goal* | *What is the specific objective* | *What action do you need to take?* | *How do you know if you have achieved this?* | *Who is responsible, What resources will you need (human, financial, equipment).* | *When will you complete this action by?* |
| Example:  Administration & Finance | *To manage the club in a responsible, accountable and sustainable manner to ensure its viability into the future.* | *To demonstrate sound financial management* | *To prepare an annual budget* | *Budget is prepared and adopted annually* | *Treasurer, Committee* | *At the first committee meeting following the AGM.* |
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