



# STRATEGIC PLAN

## 2021-2023

### Who we are

We are local football club, started in 2003 by a group of parents in Alphington whose kids enjoyed playing soccer at Alphington Park. Some of our founding members are still involved with the club.

From very casual beginnings, this group of kids and parents has evolved into a formal club. We fielded 13 teams in 2019 and ran programs through from our junior development squad to our champion veterans' teams. We managed to get through 2020 thanks to a financial buffer of savings and parent and player donations. In 2021 we are fielding 20 teams.

We are a community-oriented club focussed on the development of our members, as players and as people. We aim to have fun, to be inclusive and to have competitive teams. We are fortunate to have a stunning home ground, that we look forward to sharing with the 4000+ residents that will move into the Alphington Paper Mill developments on our doorstep over the next five years.

# What we want to achieve in the next 3 years

We have ambitions for our football performance and our club development over the next three years.

Our goals are:

- ✓ to expand our development program for prep to grade 3s, and have high graduation rates from the development program to our Mini Roos teams
- ✓ to grow our junior club to have more teams, including mixed and girl's teams, in the Mini Roos to under 17 competitions
- ✓ to actively develop our junior players as they progress through the ranks, and to support our under 15s, 16s and 17s into the senior ranks
- ✓ to identify and grow coaches from within our player group, especially female coaches, to supplement and support our volunteer parent coaches (including more Mums involved in coaching)
- ✓ for our senior women and men to establish themselves in the leagues they have recently graduated to, and become competitive in those leagues
- ✓ for our veteran's teams to continue their recent success
- ✓ to expand our offering to have teams in local Futsal competitions, as a way of maintaining skills for our players but also as another pathway into field soccer and into the Club

## How we plan to achieve our goals

To reach our goals we need to be a well-run, inclusive and sustainably-funded club that contributes to our community.

Our focus will be on:

- ✓ keeping fees down to make the club accessible
- ✓ ensuring that the junior club and the senior club are both financially sustainable independent of each other, but also that we look and feel like one united junior and senior club
- ✓ administering the Club with **transparency and fairness** as our guiding principles
- ✓ attracting reliable sponsors aligned with our values of **#community** and **#developing people**

- ✓ publishing an annual calendar of events for our members
- ✓ establish a structured coaching program including development opportunities for our coaches, with a particular focus on building confidence, coaching skills as well as technical knowledge; including a dedicated pathway for our female coaches to maximise their opportunities and to help promote our overall participation by girls and women in our teams
- ✓ a culture of parent participation and support for our volunteers, including through information sessions for our club officials (coaches, managers, committee reps)
- ✓ frequent, informative, and fun communications with our members and to the community, including through a more active social media presence
- ✓ a positive working relationship with Yarra City Council, and an ethic of looking after our facilities
- ✓ stronger relationships with our co-tenants and neighbouring sporting clubs (Parkside sports club, Northcote United Cricket Club, Alphington Bowls Club, North Alphington Cricket Club, Alphington Netball Club) and our main feeder primary schools (Alphington, Fairfield and St Anthony's)
- ✓ securing adequate ground time for training and times, as we grow
- ✓ running a popular canteen that has a reputation for serving a decent cup of coffee and a quality pie

## Priorities

In 2021 our priorities are getting the club back up and running after the missed season of 2020 and operating under our COVID-safe plan. Identifying a cohort of coaches and a coaching development program will also be a priority.

In 2022, we will be refreshing our playing strip, which brings opportunities to refresh and further develop our relationship with existing sponsors and forge new sponsorship relationships. Therefore, we are developing a structured sponsorship package to be in effect from 2022 and starting to talk to our existing sponsors and prospective sponsors about what our relationship could look like in 2022 and beyond.

The canteen can be an important hub of activity and fundraising for any Club, and there are particularly good opportunities in our location given the adjacent housing development. However, it is also a time-consuming activity that requires dedicated support and time to set it up properly. We are aiming to offer a more consistent canteen presence from 2022 onwards.

# Measuring progress

We will know we are on the right track if:

- ✓ we design and implement our coaching development program and attract dedication sponsorship for the program
- ✓ our Development Squad attracts more participants each year
- ✓ we get more members and we field more teams, especially girl's teams
- ✓ within three years our senior men, reserve men and senior women teams reach the finals in their respective competitions
- ✓ we build a gender balanced coaching program with more women and girls (including Mums volunteering for coaching roles)
- ✓ there are Alphington Bluetongues teams in local Futsal competitions
- ✓ any fee increases are gradual and managed
- ✓ we secure multi-year sponsorship arrangements with aligned sponsors
- ✓ we apply for more community grants and are successful in receiving at least 75% of the grants that we apply for
- ✓ we formalise our arrangements with other local sporting clubs and start to see the benefits of working together
- ✓ we can establish a hub of activity at our clubhouse that attracts people and helps raise funds
- ✓ our fireworks night continues as a popular and profitable annual event in the Alphington community calendar

Kelly Crosthwaite

President

1 July 2021

(Approved by the Club Committee June 2021)

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