



Te Awamutu Association Football Club

Strategic Plan

2021 – 2023 (reviewed annually)

MISSION: (why do we exist)

To provide football as an enjoyable healthy sport for people of all ages, ability and levels in our community.

VISION: (long term desired change)

To have lifelong member involvement in the club.

Outcome 1: Growth in membership

Outcome 2: To provide progression

Outcome 3: A positive profile with members and the community

Outcome 4: A sustainable, well organised and efficient organisation.

Measure:

Age grade teams

30 % increase in membership over three years

Measure:

Membership rates programmes @ 80% positive

Provision for suitable & sufficient facilities

Variety of competitions

Quality of coaching

Quality of training equipment

Measure:

Membership rates club communication @ 80%

Community awareness & positive perception of club is at 50%

Participation in club activities

Measure:

Volunteers rate club involvement @ 75%

Groups interacting with club rate involvement positively

All policy and procedures of club are documented, implemented and accessible

A clear direction for facilities is achieved

Financial information is used by committee to drive planning and decision making

Te Awamutu Association Football Club

3 Year Planning 2021 – 2023

	2021	2022	2023
Strategic Outcome 1: Growth in membership, programmes and opportunities			
1. Programme Structure	Analysis of facility usage		
2. Aged grade teams	Introduce 15-17 academy team Introduce over 35 year league		
3. Growth in current programmes	Introduce Goalkeeping academy Introduce programme for coaches to obtain badges Coaching workshops Training provided by specialist players of senior teams to college team for men's and ladies	Five-a-side for under 16 year olds Support team to go to tournaments Create Scholarship Plan	
4. Member opportunities	Volunteers recognition/muster		
5. Research	School roadshow/presentations		
Strategic Outcome 2: To provide pathways for football progression			
6. Coaches & Officials	Create a Coach & Referee Development Structure – Job Description Coach & Referee Development Plan	Coach Mentoring Plan Introduced Coach Recruitment Plan implemented	

	Youth Development Programme		
7. Variety of competitions	Develop a competition plan	Final competition plan	
8. Equipment	Develop Equipment Plan		
9. Facilities	Create a Facilities plan - list of things that need to be done i.e. gutters at Sherwin Park		

Strategic Outcome 3: A positive profile with members and in the community			
10. Community Awareness & positive perception of club	Community profile and promotion Plan Create video promoting club		
11. Participation in club activities	Create a participation plan Include College fixtures and results in reports and communication		Member satisfaction survey
Strategic outcome 4: A sustainable and well organised organisation			
12. Group interaction			Planning for next strategic plan
13. Policy & Procedure	Policy and procedures documentation plan Clarification of roles and job descriptions i.e groundskeeper, facilities, sponsorship		
14. Facilities direction			
15. Finances	Create budgeting Fee structure review	Financial system review e.g. online banking, cloud systems etc.	