



WESTLAWN TIGERS FOOTBALL
CLUB

CLUB DEVELOPMENT
PLAN

3 YEAR PLAN



ACKNOWLEDGEMENTS

Thank you to all those who contributed to this developmental plan, especially the 2015 committee and parents/players of the 2014 season



CLUB DETAILS

PURPOSE OF THE CLUB (MISSION STATEMENT)

- To provide an opportunity for local members to play at the highest level and reach their full potential.
- To participate in a safe and friendly environment and to experience the highs and lows that team sport brings.
- To foster and encourage a supportive and family environment to members of the community.
- To be the most successful club in the North Coast Football Zone and the most recognized amateur Football Brand in the Clarence Region.
- Develop well rounded young Australians through the proper football environment which teaches respect, humility, integrity, reward through effort and fair play at all times
- Play football with a smile

CLUB STRUCTURE

President: Kylee Baker

Secretary: Taleisha Kippax

Treasurer: James Joyce

Vice Presidents: Shorn Kippax (Senior)
Liz Weatherstone (Junior)

OTHER KEY POSITIONS:

Equipment Officer: Wayne Reardon

Grounds Officer: Wayne Reardon

Social Media Coordinator: Sharon Powell

ACTIVITIES

Providing a safe environment for playing football

Training

Fundraising Activities

Other activities associated with running a football club (eg meetings)

Community Participation



FACILITIES & ASSETS

The club uses facilities located at Barnier Park Junction Hill that are predominantly owned by Clarence Valley Council. The club pays a fee to the council to utilise the facilities.

Please see Appendix One

MEMBERSHIP

The club is comprised of:-

19 Life Members

317 registered players in 2014

26 Managers

23 Coaches

19 voting members.

FINANCIAL STATUS

Our club is in a sound financial position due to the following:

- strong volunteer contribution that reduces some costs
- large player base for our region
- improvements in player fee recovery
- dedicated volunteer canteen management to maximize profits

We are exposed to some risk as we do not have a significant asset base, and rely on volunteer contributions to minimize costs to allow us sufficient funds to properly resource facilities and our player base. We also compete with other sports, particularly when association expenses make it difficult to price competitively.

There are opportunities to improve our position through the following:

- continued focus on fee recovery
- implementation of facilities management, and club strategic plans
- improvements in sponsorship opportunities
- capacity for improved marketing of the sport within the region.

We will continue to make our organization attractive to players and sponsors to continually improve our financial position with a view to sustainability.



CURRENT SITUATION

KEY ACHIEVEMENTS

The main achievements over the last five years include:-

- Role descriptions for committee members have been prepared and are in use
- Continued success with Mini-Roo football, with junior membership remaining high
- Continued success with junior football with all teams in competitive age groups reaching final series.
- Improvements in premier league standings and only Grafton based Premier League team in the competition
- Consistently achieving round 2 results in Australia's FFA
- Formation of Women's team
- Maintaining three senior men's teams
- Level One FFA Accreditation
- Purchase of club merchandise such as shorts, socks, dress shirts, drink bottles, kit bags
- Formation of field 5
- Improvement in player fee recovery
- Improved engagement with players to contribute to volunteering within the club
- Multiple volunteer of the month awards from NCF
- Club awards from Northern NSW
- Level 3 Accreditation in Goods Sports Program 2016

ISSUES STILL CURRENT

The issues remaining that have not been addressed

- No facility improvements have been carried out



ANALYSIS OF ISSUES AND OPPORTUNITIES

KEY RESULT AREAS

1. Administration and Finance
2. Facilities and Equipment
3. Membership
4. Activity Development
5. Volunteer Management

ISSUES AND OPPORTUNITIES

KEY RESULT AREAS	ISSUES	OPPORTUNITIES
Administration	Ensure policies and procedures are inline with FFA guidelines and clubs future requirements	Achieve Level 2 FFA accreditation with the view to moving onto Level 3
Finance	To increase sponsorship	Approach business that have previously shown interest within our club
Facilities and Equipment	Club facilities are ageing facilities and need to better service our football community	Access state and local government funding to upgrade facilities.
Membership	Increase membership with focus on women's football	Potential to work with the school to attract new junior members.
Coaching	Increase the percentage of community level coaches holding the appropriate qualification	Use of FFA and NCF resources that are available
Community Involvement	Increase profile of club within local community	Be actively involved in community events
Volunteer Management	Increase volunteer participation within the club	Use resources available to club to recruit and maintain active volunteer participation



VISION, GOALS AND OBJECTIVES

VISION

We are committed to providing the community with a professional, family friendly club that ensures all members football experience is a positive one

GOALS

KEY RESULT AREA	GOAL
Administration and Finance	To manage the club in a responsible, accountable and sustainable manner to ensure its viability into the future.
Administration	To reach Level 2 FFA accreditation. Maintain high level of communication with players, sponsors and local community. Increase marketing of club within region.
Finance	Increase sponsorship by 5% during 2015, 2.5% 2016 and 2017
Facilities and Equipment	Refurbishment of club house, extra field developments for MiniRoo football, shading from club house, fencing of grounds, seating for spectators, lights for field 5 and improved drainage
Membership	Increase membership by 2.5 % annually while retaining current players. Development partnerships with local schools and preschools
Coaching	50% of coaches that are coaching at the community level to hold appropriate accreditation by 2015, 60% by 2016, 70% by 2017, 80% by 2018
Community Involvement	Participate in community events such as Jacaranda festival, Jacob Lollback Memorial Day, holding a fundraising event for a chosen charity



Volunteer Management	Increase active participation by parents to volunteer for committee
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OBJECTIVES

GOAL	OBJECTIVES
To manage the club in a responsible, accountable and sustainable manner to ensure its viability into the future.	<ul style="list-style-type: none"> 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
To reach Level 2 FFA accreditation	<ul style="list-style-type: none"> To complete business plan Attend two club forums a year run either by FFA or Northern NSW or key partners of football Maintain Child Protection Program that is in place 50% coaches qualified (eg Grassroots, Junior or youth or senior licenced) 10% female coaches Minimum one member of club with Sports First aid or equivalent qualifications Develop Risk Management plan Promote positive behaviours
Player Communication	<ul style="list-style-type: none"> Maintain open communication lines where feedback is encouraged and accepted Ensure information is conveyed to players via email through the MyFootballclub website Ensure club website is kept up to date Use Facebook to promote and communicate club activities in a positive way
Marketing	<ul style="list-style-type: none"> Actively seek promotion in local media Actively seek promotion in local schools and



	<p>preschools</p> <ul style="list-style-type: none"> Promote club to local businesses utilizing player membership
Sponsorship	<ul style="list-style-type: none"> Utilize information collected via registrations to approach those businesses that showed interest in being a sponsor
Refurbishment of club house, extra field developments for MiniRoo football, shading from club house, fencing of grounds, seating for spectators, lights for field 5 and improved drainage	<ul style="list-style-type: none"> Apply for available and relevant grants Seek volunteers to contribute to works Liaise with council and other shareholders (such as Athletics, SES, playgroup and tennis club) regarding their needs if any
Increase membership	<ul style="list-style-type: none"> Approach local schools and preschools for player recruitment Seek feedback from departing players to find reasons for not returning
Coaching	<ul style="list-style-type: none"> Encourage coaches to complete appropriate coaching level Approach NCF coaching director to provide coaching seminars for club coaches
Community involvement	<ul style="list-style-type: none"> Provide helpers for BBQ at Jacob Lollback Memorial Day at Yamba in October Enter float in Jacaranda float parade November Organise/participate in a local club pre-season weekend of football where all funds raised go towards charities chosen by local clubs participating.
Increase active participation by parents to volunteer for committee	<ul style="list-style-type: none"> Ensure the club welcomes new players and family members and encourage people to actively help wherever required.