

Strategic Planning – Future Sustainability for Local Clubs

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BENEFIT.

Strategic Planning Principles

- Strategic plan format- traditional plan may not be feasible, think about an Action Plan containing; tasks, who is responsible and time frames- Club Help clubhelp.org.au
- External assistance/facilitator-Due to committee members being stretched at home and work consider leaning on your regional sports assembly for guidance
- Pillars – focus on six guiding focus areas over a 3year period
- Some guiding principles for planning meetings
 - Need to be agile and flexible.
 - Be rigorous and challenging in your discussions
 - Blue sky thinking
 - Need contingency plans.

Short Term

- What do membership and revenue figures look like for the next year or so. Game day attendance & revenue. How will costs be managed? What are the clubs priorities?
- Communication & Marketing- social media

Medium Term

- Future proofing the club, what would the club do differently if a separate pandemic occurred?
- Develop club policies & procedures- Positions Descriptions etc.
- Develop a formal strategic plan- mission, vision, strategic priorities etc.
- Facility Planning.
- Participation Planning

What opportunities now exist?

- Re-work of committee roles and responsibilities
- Do we need to meet every month at the club for a committee meeting?
- We now know where our weaknesses are as a club – we know our focus

Thank you.



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