



# StKilda City Junior Football Club

## Strategic Plan – 2022-24

Defining the future of StKilda City Junior Football Club







**We would like to acknowledge the Traditional Owners of the land on which we gather, the Yalukit Willam clan of the Boon Wurrung People and pay our respects to their Elders past and present. We acknowledge and respect their continuing relationship to the land upon which we meet.**





# Strategic Plan 2022-24

## Our Vision

Provide our players with a safe, supportive and inclusive environment that encourages and develops participation in Australian Rules football.

## Our Mission

Through our community focus, foster and nurture a culture and environment that our members are proud to be part of. Develop a fun and family friendly atmosphere that promotes the opportunity to learn, develop and grow and be successful as footballers.

## Our Values

- **FUN** – a fun and family friendly atmosphere that is a central hub to our community
- **TEAM FIRST** – we are all about team, no one person is bigger than the club
- **RESPECT** – respect for club, team mates, opponents, officials, supporters and the game
- **INCLUSIVE** – we value and embrace diversity and equality
- **GROWTH** – giving kids the opportunity to learn, develop and grow as footballers and as people
- **COMPETITIVE** – balance participation with the ability to develop a competitive spirit.



# ***Our Objectives***

- 1. Attract and maintain a sustainable membership base**
- 2. Ensure strong participation and suitable pathways for developing potential**
- 3. Deliver sound governance that ensures health & safety, environmental awareness, compliance and financial sustainability**
- 4. Develop the club's infrastructure to enable our strategic goals**
- 5. Maintain a strong connection with our membership and community**
- 6. Strive to be one of the destination clubs for girl's football in the SMJFL**









# Pillars



## 1. Participation and pathways

Provide for participation and pathways for all footballers by ensuring:

- Enjoyment
- Learning
- Suitable coaching services
- Strong participation
- Pathways to be your best
- Retention of players
- Prioritising a commitment to the development of girls and boys football equally in terms of opportunity, education, training facilities and infrastructure.

## 2. Membership & stakeholder services

Ensure StKilda City JFC provides an effective Membership & Stakeholder service by:

- Being easy to deal with
- Offering an efficient registration process
- Maintaining sound commercial arrangements
- Fostering a strong community connection
- Connecting with all stakeholders, including the ability for our members to provide regular feedback on the Club and its operations.
- Measuring our success as a club and striving to improve our services.



### 3. Facilities & infrastructure

#### Plan for infrastructure investment including:

- Improving ground use and safety through planning, co-ordination and managed , targeted infrastructure investment opportunities with key stakeholders
- Upgrading the club rooms and change rooms at Wattie Watson to account for growth in boys and girls participation

#### Plan for equipment investment including:

- Relevant training equipment across all age groups
- Game day equipment to ensure footballers and team volunteers are adequately provided for

### 4. Sound governance

#### Financial Management

- Maintain sound financial practices and protocols, particularly with respect to budget planning and monitoring and managing of cash flows
- Target annual surplus's and build reserves
- Effectively manage & monitor the Club's assets

#### Governance

- Meet all the legal and moral responsibilities and requirements accompanying 'best practice' corporate governance
- Regularly review Club Policies and Processes to improve 'club health checks' and ensure the safety of our players is paramount
- Ensure the Club is governed responsibly with the best interests of the members and other stakeholders at the core of decision making





**St Kilda City JFC**

PO Box 1489

St Kilda South VIC 3182

[info@stkildacityjfc.com.au](mailto:info@stkildacityjfc.com.au)

[www.stkildacityjfc.com.au](http://www.stkildacityjfc.com.au)