Template to be used as part of the FFSA Club Planning Project

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CLUB**

**STRATEGIC PLAN**

Name of organisation:

Contact details:

Date Prepared \_\_\_\_\_\_\_\_\_\_\_\_\_\_

This strategic plan has been prepared for the:

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The plan has been prepared as part of the FFSA Club Planning Project. Those involved in its preparation included:

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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The club is committed to implementing this plan and as part of the implementation it commits to an annual review process.

**Signed:**

**Club representative**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Club representative**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date:**

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**OVERVIEW OF CLUB**

A short overview of historical milestones and past achievements of the organisation.

**What the club offers** – e.g. sporting/recreational activities, social activities

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**Club history –** e.g. when did the club begin, how has it grown or changed over the past years

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**Highlights/achievements –** e.g. premierships, awards, state or national representation

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**Facilities –** clubrooms, ovals, courts etc

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**Board/management structure –** e.g. who is responsible for running the organisation – committee membership

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**Membership –** e.g. who are the members - junior/senior, men/women, life members etc.

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**Future proposals and developments –** e.g. any plans for new facilities, proposed activities or competitions etc.

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ISSUES FACING THE CLUB

**Critical issues facing the organisation**

**Issues Implications**

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**S.W.O.T. ANALYSIS**

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| **Strengths (internal)** | **Weaknesses (internal)** | **Opportunities (external)** | **Threats (external)** |
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CLUB MISSION

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| OUR MISSION IS: |

CORE BUSINESS AREAS

Core business areas are those general areas of operation within an organisation, e.g. marketing, where a desired outcome is required over the period of the strategic business plan and beyond

**What are the key areas that our club needs to consider in conducting its activities?**

**Examples of possible areas for consideration**

1. **MANAGEMENT AND ADMINISTRATION**
2. **MARKETING**
3. **PROMOTION**
4. **FINANCE**
5. **MEMBERSHIP**
6. **FACILITIES AND EQUIPMENT**
7. **PARTICIPATION**
8. **COMPETITIONS**
9. **COACHING**
10. **DEVELOPMENT**
11. **UMPIRING/OFFICIATING**
12. **VOLUNTEERS**
13. **SOCIAL ACTIVITIES**
14. **ELITE PERFORMANCE**
15. **RESEARCH**
16. **INFORMATION TECHNOLOGY**

**Example 1**

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| **Key area:** |
| **Action** | **Responsibility** | **Timeline** | **Priority** |
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| **Key area:** |
| **Action** | **Responsibility** | **Timeline** | **Priority** |
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**Example 2**

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| **Core Business Area:** |
| **Objective:** |
| **Action** | **Responsibility** | **Timeline** | **Resources** | **KPI** | **Priority** |
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| **Core Business Area:** |
| **Objective:** |
| **Action** | **Responsibility** | **Timeline** | **Resources** | **KPI** | **Priority** |
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**OPERATIONAL PLAN/IMPLEMENTATION PLANS**

Operational or Implementation plans should be completed soon after the strategic planning process has finished.

**Operational Plan – method of implementation**

* collate the strategies/actions identified for the forthcoming 12 month period
* draw up a calendar of when these strategies are to be completed by
* identify which of the strategies are key priorities within that time
* take each of these key priorities and prepare a detailed action plan for how to achieve them (see below)

**e.g.**

**Establish a club database of members for distribution of club information**

* identify person to be responsible
* plan what information the database will contain
* draft information sheet to source member’s data
* determine how to collect data from members
* collect data
* collate data
* produce data into a document for members
* distribute document to members
* continually update data records

Implementation plans should be working documents to be reviewed at regular intervals.

**Review process**

At a suitable time towards the end of each year or prior to the commencement of the year’s activities the following process needs to be put in place:

* planning sub committee meet to review document
* consider strategies/actions for each key area
* assess current status of each strategy/action (completed/not completed as per the performance indicator)
* where not completed identify reasons as to why
* determine need to modify plan by adding in new priorities for the next 12 month period or deleting those that are no longer relevant and are unlikely to be achieved
* modify planning document and share with the club members

**Special notes:**

* once the final strategic plan is adopted by the committee it should be available to all club members
* the plan can be publicised through club newsletter, on club website, club noticeboards, other appropriate ways
* if club members are aware of the plan they feel they have ownership and are more likely to commit to making sure the objectives of the plan are met
* the plan should become a living document that forms the basis of discussion at general club committee meetings
* each of the key areas and the subsequent actions need to be reviewed at each committee meeting
* the plan now drives the operations of the club
* the plan can assist the club determine its financial needs in preparing a budget for the new financial year
* a planning sub committee needs to be appointed to oversee and review the plan during and at the end of each year

**From the Strategic Plan, the following areas have been identified as priorities for the next twelve months.**

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| **Core business area/Action** | **Responsibility** | **Timeline** |
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