

Ballina Soccer Club – Strategic Plan.

What is a Strategic Plan?

- A strategic plan is best described as a summary and evaluation of where your organization wants to go and the steps taken to get there.
- The plan is not merely the executive or committee's plan, it is the club's vision – plan.

Why do we need a strategic plan?

- Planning the strategic direction for our club is necessary for the long term growth and prosperity.
- Ensures the club's resources are deployed effectively.

What are the benefits?

- Establishes a decision making framework .
- Fosters cohesion.
- Will educate and motivate members.
- More effective interaction with external bodies.
- Effective succession planning.
- Clearly identifies where resources and funds should be directed.
- Shows potential sponsors and funding agencies that we know our business.

A strategic plan is not an operational plan

- Operational planning is the day to day planning for what your organisation is doing. Strategic planning determines the entire direction of the organization, including what it's not doing but should be doing. The two forms of planning must be integrated but not confused.
- Operational planning should respond to the strategic direction which is identified in the strategic plan.

Where to from here, “the plan”

- Needs to be created by the members, not just the committee at the time.
- Be transparent for the entire club.
- Not too in depth, “refer strategic - operational plan definition”.
- Needs a time limit. (governance)
- Not to be compiled as a dictatorship, this document will be the property of the Ballina Soccer Club.
- Operational Plan will be created once the strategic plan evolves.

STEP ONE.

Place on website feedback forum, also make available in hard copy at the club house.

Require input on the following. We need VISION, MISSION & VALUE statements.

A) VISION

- The vision is our determination of where we want to be.
- The vision is a statement of our future.
- The vision sets the objectives to motivate our focused efforts
- Our vision must be inspirational – something to strive towards.

Eg. “Football will have the most participants and provide the best sporting experience within the Ballina Shire”

B) MISSION

A clear statement or what our club does or should do.

Our mission should encapsulate:

- Our overall objective
- Our unity of purpose
- Our attitudes and outlook
- Our reason for existence
- Our philosophy and purpose

Eg. “We will support our football community through strong leadership, sound communication and clear strategic direction”

C) VALUES

Values are the core of what our club is and what we cherish. Values are traits or qualities that are considered worthwhile, they represent our club's highest priorities and deeply held driving forces and beliefs.

Values shape our actions and are declarations about how the club will interact with members and other bodies.

- Eg. • Trust and integrity
- Community focused
 - Unity
 - Innovative
 - Professional
 - Accountable

Feedback needed on:

OUR STRENGTHS

Eg. Inclusive age and gender

OUR WEAKNESSES

Eg. Cost of registration fees

OUR OPPORTUNITIES

Eg. Small sided games; Futsal.

Once we establish our Vision, Mission and Values and obtain feedback on our strengths, weaknesses and opportunities we can then begin to compile our strategic plan and operational plan. Within these plans will be the key factors:

- Governance
- Key Performance Areas
- Strategic Goals
- Key Performance Indicators
- Key Strategies.

It is important we obtain club members' input to the initial questions, this ensures ownership from the club not a dictatorship from the committee.